SOUTHERN INSTITUTE OF PHOTOGRAPHY
At
BIRMINGHAM BOTANICAL GARDENS
Course Catalog
Beginning in January 2009, the BBG will be hosting the Southern Institute of Photography, a new collaborative venture between BBG Education and some of Birmingham’s finest photographers. Under the direction of master photographer, Paul Franklin, classes covering a wide range of subjects will be offered year-round. We begin in late January and early February with a full slate of five- or six-week classes, listed below, that will meet once per week.

The fit is natural: instructors will have a home for state-of-the-art instruction that includes a photographic field lab; BBG will benefit from greater exposure to Birmingham’s creative professionals, who will be making full use of our educational classrooms. Interest is expected to be high, so please contact BBG early to ensure a place in the classes. Registration may be done on-line at the BBG website. Expect personal attention from the instructors as you develop your skills as a photographer!

For the early part of 2009, our full attention will be on the photography institute to ensure that scheduling and instruction go smoothly. By late February, Birmingham Botanical Gardens' traditional classes will resume with a full spectrum of subjects. The first will be “Arbol de Vida” (The Tree of Life) pottery class, on the first and second Sundays of Arbor Week, February 22 and March 1. The second Sunday will include a marshmallow roast during the pottery firing! The class will be taught by Daniel Noll, who recently spent four years studying traditional pottery making in rural Mexico.

Please see the BBG website Education page for new information and details on upcoming spring classes.
Winter / Spring Photography Course Schedule

**Basic Digital Photography**  
**Instructor:** Susanne King

Want to take better pictures? There’s no better or quicker way to improve your photography than by taking this “Basic” class. You’ll learn the essentials of camera handling, composition, and exposure. There will be attention paid to specific applications and assignments, such as photographing people and shooting in low-light situations. You’ll learn in a hands-on, personalized environment through lectures, demonstrations, and numerous field trips.

<table>
<thead>
<tr>
<th>Section</th>
<th>Dates</th>
<th>Days</th>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 26-March 2</td>
<td>6 Mondays</td>
<td>6 – 8 pm</td>
<td>$140</td>
</tr>
<tr>
<td>2*</td>
<td>April 7 – May 12</td>
<td>6 Tuesdays</td>
<td>6 – 8 pm</td>
<td>$140</td>
</tr>
</tbody>
</table>

*(Instructor: Mike Nelson)*

**Flash Photography**  
**Instructor:** Paul Franklin

Flash is an indispensable photographic tool. There is so much you can do with your flash: add sharpness and contrast, saturate colors, fill in shadows, equalize difficult lighting situations...the proper use of flash can transform your images. Learn how your flash works and how to control and adjust it to create better pictures. You will learn how to calculate and anticipate flash effects, how to set and use fill-flash, how to use remote (off-camera) and slave flash, and how to employ multiple bursts from one flash and to use multiple flash units to generate studio-like photos.

January 26 – March 2  
6 Mondays  
6:30-8:30 pm  
$150

**Portrait Photography: Intimate Documentaries**  
**Instructor:** Melissa Springer

The most common subject for photographs is people, and most “people pictures” are less than impressive. The portrait is an intimate document, and great portraits reveal much – about the subject and about the photographer. Learn from master photographer Melissa Springer, as she guides you through the process of achieving photographic intimacy. We’ll discuss the process of gaining full access to your subject, alleviating fears, and in establishing and maintaining the optimal rapport with your subject. You’ll learn about making the best use of lighting and equipment as well as how a skillful photographer works with a subject. Assignments include completing a photo essay. You will have the option of working in black and white or color.

January 28 – March 4  
6 Wednesdays  
6 – 8 pm  
$150
Digital Printing – 1
Instructor: Abbie Wiersma

With advances in technology, there’s every reason to start printing your own photos at home. Newer inkjet printers, inks and papers produce prints that will last 100 years or more. You’ll learn how to calibrate your monitor and how to set up and transmit precise color profiles so your prints look the way they look on your screen. The class will include classroom lectures and demonstrations, as well as assignments you will complete on your own printer. Learn the techniques needed to create the best possible images — from scanning the negative or preparing the digital file, the selection of papers to the actual printing on an inkjet printer. This class will cover the workflow of digital printing from the camera to the finished print to include color management, resizing, resolution, printers, inks, papers and matting. An Epson R1800 will be available in class for 'hands-on' experience. You will prepare your own images (or artwork), print a proof and finish by selecting a fine art paper and matting your final print. Digital printing is ideal for the person that would like to print their own digital images or reproduce and present your original artwork as a Giclee.

January 26 – March 2       6 Mondays    6:30 – 8:30 pm $150

Wedding and Bridal Photography
Instructor: Ashley Warren

Are you ready to take the plunge into wedding photography? This class will discuss the tools and skills you need to get started. You will learn about equipment, workflow, posing, lighting and the business side of the wedding photo world. This class will include lectures, assignments and some in-class shoots. You will need a DSLR and a flash.

January 29 – March 5       6 Thursdays  6-8 pm $150

Infrared Photography with Digital Cameras
Instructor: Jeff Chambless

Infrared images are haunting and beautiful — unlike any other photographs you’ve ever seen. Once upon a time, infrared film was scarce and expensive, as well as difficult to load and unload; and proper exposure was largely a product of trial and (mostly) error. Digital cameras have come to your aid, making breathtaking infrared images far easier to capture than ever before. This course will help you understand how to capture a scene effectively in the near-infrared spectrum, dealing with issues of focus, exposure, composition, and required gear. Learn to photograph the familiar world with invisible light and learn how to see the world in an unexpected way. Infrared photography can turn the most mundane setting into a striking and remarkable landscape. Expect to get amazing shots in unexpected places!

February 12 – March 19     6 Thursdays  6 – 8 pm $150
Photography as a Business
Instructor: Jack Bains

Learn how to develop and manage your own photography business. We’ll discuss and explain various business models, the pros and cons of incorporating and the types of corporations, sales tax issues, jurisdictional issues, business licenses, insurance, banking and accounting practices, and more. And you’ll need advertising – the yellow pages, the internet, sites on Myspace, Facebook…to be successful in business. We’ll discuss your marketing needs and plans. We’ll discuss the equipment you’ll need to succeed, as well as where and how to use it: studios vs. locations. Other topics to be explored include studio space and how to acquire it, rentals, lighting equipment, portable power, insurance…We’ll spend time discussing potential outlets for your work: stock photography, portraiture, modeling portfolios; and we’ll introduce you to several professional photography organizations.

February 4 – March 11 6 Wednesdays 6-8 pm $140

Mastering Your Canon DSLR
Instructor: Ken Speigner

Digital SLR’s are complicated machines, and the learning curve on the popular models can be quite steep. This class offers a hand’s-on approach to learning to set, adjust, and control your Canon. Be sure to bring your camera to class, as we explore all the menus, options, and settings. Join this class and make taking pictures with your Canon easier and more enjoyable; improve the quality of your pictures.

January 27 – February 24 5 Tuesdays 6 – 8 pm $135

Mastering Your Nikon DSLR
Instructor: Paul Franklin

The modern Nikon DSLR is a marvel of engineering – there’s menu after menu of options, and so many ways to configure the camera for specific needs and situations. We’ll use lectures, demonstrations, examples, and outings to help to unlock the mysteries of your Nikon. Bring your camera to class each week and be prepared for an entertaining, interactive weekly session as we help you understand how to set the camera up for your specific photographic needs.

February 5 – March 5 5 Thursdays 6:30 – 8:30 pm $135
Photoshop I
Instructor: Matt Sullivan

Adobe’s Photoshop is the gold standard for processing and adjusting, and creating special effects from digital images. It’s difficult to imagine a “serious” photographer who doesn’t possess basic Photoshop skills. This course will introduce you to the tools of the trade – and will teach you to do all the basic edits to correct and improve your images. Classroom lectures will cover vital topics and operations, and will provide step-by-step “how-to” instructions. You’ll also have assignments to carry out on your own images each week. You are encouraged to bring a laptop with Photoshop loaded to class. If you do not yet own Photoshop, please visit the Adobe website (http://www.photoshopsupport.com/photoshop-cs4/photoshop-11-cs4.html) and download and install the free trial version of the program just prior to the first class meeting.

January 28 – March 4  6 Wednesdays  6 – 8 pm  $150

Photographing Flowers – Macro Photography
Instructor: Paul Franklin

What better place is there to explore the world of close-up photography than the Birmingham Botanical Gardens in full spring bloom? Learn to take dramatic, vivid close-up photographs and to capture exquisite detail in the world around you. You do not need a special, expensive “macro” lens to take macro photographs (although macro lenses are certainly desirable.) We’ll explore and explain equipment and techniques used in close-up photography, and will take a number of field trips to practice what we learn.

March 4 – April 8  6 Wednesdays  6:30 – 8:30 pm  $150

Photoshop Elements – Level 1
Instructor: Mike Nelson

Every digital photographer needs to be able to “post-process” their images. This means you’ll need to learn to use a software program to adjust and correct your shots, as well as to name and file the pictures. Adobe Photoshop Elements is ideal -- an indispensable, understandable, inexpensive photo editing program. In this class you’ll learn to transfer images from your camera to the computer; to perform the most common editing and corrective actions on your digital images with Elements; and to sort, file, and recall your images using the Elements Organizer. You’ll learn to use the many tools, brushes, filters and actions to sharpen, crop, straighten, adjust exposure and color, in order to make the picture look the way you intended. And once you’ve made the necessary corrections and adjustments to your pictures, you’ll learn to name and file the finished image in such a way that you can find and recall the images when you need them.

February 3 – March 10  6 Tuesdays  6 – 8 pm  $150
Photographing Children and Infants
Instructor: Susanne King

Children and babies are among the most popular and most frequently-mentioned subjects for photography students. Capture unique, creative, and exciting pictures of kids by learning the ins and outs of photographing children – from posing to perspective, to lenses and lighting, and so much more. We will discuss photographing babies, toddlers and teens, and you will learn insider tricks to capture unique pictures. Whether your objective is to get great pictures of your own kids before they grow older, or to become a professional child photographer, this is your course.

March 10 – April 14  6 Tuesdays, 6-8 pm  $150

Photographing the Performing Arts
Instructor: Billy Brown

The performing arts -- dance, concerts, theatre - present a thorny challenge to the photographer. You are often faced with a combination of low light levels, subject movement, and limitations on your position in relation to the presentation. Billy Brown has gained a measure of fame for his marvelous photographs of the Alabama Ballet, as well as for his ability to rise above the difficulties associated with photographing performers and produce images of great artistic merit and impact. Learn to take compelling pictures at performances in this special weekend workshop. Learn from lecture, sample images, demonstrations, and more. Expect a photo shoot in a performance setting on Saturday, and there will be an opportunity for you to shoot in a controlled, studio environment on Sunday afternoon. You may wish to bring your own model-subject(s) for the Sunday photos.

February 21-22  Saturday 10-5 (lunch included) & Sunday 2-5  $125

Edit and Organize Your Photographs Using Adobe Lightroom
Instructor: Ken Speigner

Adobe Lightroom combines a powerful and intuitive organizer with multiple useful editing tools to create the most popular processing environment in current digital photography. Ken Speigner has been working with Lightroom since it was in its initial testing stage, and he is uniquely able to offer a comprehensive guide to understanding and employing this outstanding program to process, file, track, and recall your images. You are encouraged to bring your laptop computer with Lightroom loaded to class. If you do not currently own the program, visit the Adobe website (http://www.photoshopsupport.com/lightroom/free-trial.html) and download the free trial just before attending the first class meeting.

March 16 – April 20  6 Mondays  6 – 8 pm  $150