

GIORGIO SITTA

IMAGES AND WORDS

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WORKSHOPS AND COURSES' PROGRAMS

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Blog Power: The platform

A blog is one of the most powerful tools to promote your activities and to share information of any kind.

During this full-day workshop you will learn to create and configure your blog, from the early setup stages up to the more advanced customizations and integrations.

The standard workshop is based on the Wordpress platform, but it can be customized according to your needs, deepening on other standards.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place 7 hours, in a full-day solution

The standards

- Blogger / Blogspot
- Wordpress
- tumblr
- The others
- The choice: the benefits Blogger / Blogspot

Installation and setup

- Account creation
- The choice of name
- Use a custom domain
- The options
- SEO optimization and SEF
- Advanced statistics with Google Analytics
- Backup and Restore

The template

- Choosing the layout
- Plugins: choice and customization
- Implementing external elements
- Customizing templates

The contents

- Pages, posts and drafts
- The editor
- Metadata
- Inserting elements (images, videos, ...)

Needed equipment: Laptop with network connectivity options Wi-Fi

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Blog Power: The contents

Blogging is not only technology, but above all content.

During this day you will learn to design a real editorial policy, planning and managing the flow delivered through your blog.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place 7 hours, in a full-day solution

Contents

- Audience analysis
- Planning
- Writing for the web
- The photos and video selection
- Editing text, images and video
- Citations and copyright
- Checks before going online

Multimedia and cross-media

- Internal links, external and cross-link
- The collaborative mindset
- Incorporate external RSS
- Link exchanges, banner, content, ...
- The content aggregators
- Connect your blogs to social media: two information dissemination models
- Interact with other media: print, radio, ...

Verifications

- Statistics
- Reputation
- Comments
- Communities
- Syndication
- Adjustments

Needed equipment: Laptop with network connectivity options Wi-Fi

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About Lightroom secrets

Adobe Photoshop Lightroom is one of the most powerful softwares available to the photographer.

His "philosophy" is based on the complete workflow management: importation, selection and management of image catalogs, up to output, passing through the post-production (which is based on the powerful "engine" of Adobe Camera Raw).

The interface and operation of Lightroom differentiate it from any other software dedicated to the management of images, so it is necessary, until the early approaches, learn to manage every step of the workflow efficiently and aware.

Planning and workflow management is just one of the topics that will deepen in this full-day, ranging from the interpretation of the images via the histogram, until the post-production with external plugins and printing and output for web and social media.

The course will be activated with a minimum of 10 and a maximum of 20 participants.

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Program

The course takes place over the course of an entire day.

Before starting

- The graphics file formats
- Storage and backup for media
- Define the workflow
- Lightroom and its modules
- The interface
- Options and customizations
- The concept of a catalog and nondestructive editing
- Sharing between devices

The Library module

- Interface
- The import and its options
- Metadata
- Selections and rankings
- Manage catalogs
- View images (mode, zoom, ...)
- Facial recognition

The Develop module

- Interface
- Automatic and manual adjustments
- Main operations: Base, Lens Correction, ...
- The Adjustment Brush and zonal interventions

Solve problems

- Straighten and crop
- Clean the imaging
- Noise
- Red eyes
- Backlight
- Images "burned"
- Images "flat"

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Advanced techniques

- Interactive histogram and curves
- Black and white
- Interaction with Photoshop
- external plugins
- Presets and batch operations
- HDR and panoramic images

Other modules

- Map and geotagging
- Output:
 - Book
 - Presentation
 - Press
 - Web
- The output plugin for the web and social networks

Exercise in the classroom

- Each student will select some images of his colleagues and independently manage them with Lightroom
- Presentation of a selection of five pictures edited by each student
- Description of interventions, motivation and comment

Needed equipment: digital camera, laptop (possibly with already installed Adobe Lightroom, active demo version or commercial).

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Visual storytelling

In an age of continuous exposure to media assets, including photographs, the photographic project again becomes one of the key factors to highlight your production in the *sea magnum* of traditional media and new media.

The purpose of this workshop is to make you aware of the importance of *storytelling* also in photography.

Increasingly, in fact, the print media, as well as the web and other media, require the ability to attract and engage the audience through the story, even the photographic one.

The workshop is spread over two separate meetings.

During the first meeting you will be given a foundation for developing an idea, a script and a narrative style.

The second meeting, which will be a week later (you'll have time to develop projects that will be awarded individually), will be dedicated to the vision and the comments of your projects, that will be of various types: e-books, web and multimedia slideshow , photo commercial service, backstage.

The course will be activated with a minimum of 8 and a maximum of 14 participants.

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Program

The course takes place during two meetings of 5 hours ca.

First meeting

- Drafting of the project (mental maps and time table)
- Differences between reportage, news and storytelling
- The idea
- Script and direction
- Reconnaissance and preventive checks
- Management of sets and equipment
- Working in teams, briefing and debriefing
- The subsidiary emotion subject and photographer
- Organization and improvisation
- Organization of the photographic material
- postproduction
- Output

Second meeting

- Vision of the projects created by students
- Comments
- Projects' revision

Needed equipment: laptop (possibly with already installed Adobe Lightroom, Photoshop, regular photographic equipment).

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The foundations of post production

The workshop is expected to want to use all the tools of **Adobe Lightroom** to organize, manage, edit, enhance and present their photo images.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course consists of 6 sessions of two hours each.

Lesson 1 - Before you start

- The graphics file formats
- Storage and backup media
- Define the workflow
- How does Lightroom (its modules)
- The interface
- Options and customizations
- The concept of a catalog and nondestructive editing

Lesson 2 - The Library module

- Interface
- The import and its options
- Metadata
- Selections and rankings
- Manage catalogs
- View images (mode, zoom, ...)

Lesson 3 - The Develop module

- Interface
- Automatic and manual adjustments
- Main operations: Base, Sepia, Lens Correction, ...)

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Lesson 4 - Troubleshooting

- Straighten and crop
- Clean the imaging
- Disorder
- Red eyes
- backlight
- Heavens "burned"
- Images "flat"

Lesson 5 - The other modules

- Map and geotagging
- output:
 - Book
 - Presentation
 - press
 - web
- The output plugin for the web and social networks

Lesson 6 - Exercise in the classroom

- Each student will select some images of his colleagues and independently manage with Lightroom
- Presentation of a selection of five pictures edited by each student
- Description of interventions, motivation and comment

Needed equipment: digital camera, laptop (possibly with already installed Adobe Lightroom, active demo version or commercial).

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Digital photography: from capture to print and the web

The workshop is intended for those who want to learn how to properly use your **digital camera** (compact, mirrorless or SLR) and who want to learn the **fundamentals of post production**.

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Program

The course consists of 6 sessions of two hours each, plus an exit practice in urban environments.

Lesson 1 - The camera

- Camera: Operation and models
- Main components and accessories
- Adjustments and Settings
- Basics (handle, transport and stabilization)
- The file formats (JPG and RAW)

Lesson 2 - The Shooting

- The focus, theory, practice and methods
- The methods of automatic and manual shooting
- The measurement of light
- The color temperature and white balance
- Aperture and Shutter
- The exposure (aperture, time and ISO)
- The depth of field

Lesson 3 - The composition

- correct framework
- Looking for a personal style
- the repertoire
- The composition
- Some basic rules (third, order / disorder, plans and focus, ...)
- The geometry (lines, vectors, diagonal, ...)
- Light and color (light and shade, high key and low key, chromatic relationships, ...)

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Lesson 4 - The light and color

- Natural and artificial light
- Measurement Types
- Drawing With Light
- The zone system
- Saturation and desaturation
- Notes on the black and white
- Notes on Using the Flash

Lesson 5 - Post production workflow with Adobe Lightroom

- Creating the database and importing images
- Selecting images to be processed
- Straighten and cut
- The main adjustments (brightness, contrast, curves, ...)
- Introduction to the use of filters and plugins
- Exporting images
- Output: print, PDF, web, photo sites and social networks

Lesson 6 - The practice

- Practical output:
 - Organization, care and transport equipment
 - Handheld shooting with a tripod / monopod
 - The different shooting modes (automatic, priority of time, baffles, and manual)
 - Tests of different photographic genres (landscape / architecture, reportage, portrait, ...)
 - Working in teams
 - Overview of advanced techniques (panorama, panning, ...)
- Check and comment on images taken in the classroom
 - Selection
 - postproduction

Needed equipment: digital camera, laptop (possibly with already installed Adobe Lightroom, active demo version or commercial).

Recommended additional equipment: lightweight tripod, interchangeable lenses, remote shutter, lens hood, flash.

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Nik (r) evolution

Google Nik Collection is much more than a simple plugin suite for photo editing.

Careful use of these programs, in fact, can make us redefine and simplify our entire post-production workflow.

During this workshop you will learn to use in a conscious, organized and personalized all the suite filters, taking advantage of all the tools and making them interact better with Adobe Photoshop and Lightroom.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place in a day of theory sessions in the classroom.

- Introduction
 - What is a plugin
 - Why Nik Software
 - Installation
 - Nik Software and other programs
 - Run programs as a standalone
 - merits
 - defects
- Define and noise reduction
 - Measure noise
 - Reduce noise
 - Local interventions with control points or Brush of Adobe Photoshop
 - Lights and colors with Viveza
 - The main controls
 - Curves and Levels
 - the Dropper
 - Local interventions with control points or Brush of Adobe Photoshop

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- Creative and corrections interventions with Color Efex
 - A convenient division: show filters for categories
 - The interface
 - General Settings
 - Five useful filters
- The black and white with Silver Efex
 - Learning with Preset
 - The main adjustments
 - The color filters
 - Types of film
 - Levels & Curves
 - The finishing Settings
 - Local interventions with control points or Brush of Adobe Photoshop
- HDR Efex Pro
 - the merge
 - Alignment and reduction of halos
 - Presets
 - The controls
 - Tone mapping
 - Outline of HDR panoramas
- Workflow for the sharpness with Sharpener Pro (work on RAW)
 - The RAW Presharpener
 - Adjustments and Checkpoints
 - The Output Sharpener
 - preset
 - Adjustments and Checkpoints
 - The Brush of Adobe Photoshop
- Creativity vintage with Analog Efex.
 - presets
 - Virtual cameras
 - Create a custom kit
 - The instruments
 - creative ideas
- custom workflows
 - Portrait
 - panorama
 - Black and white
 - Snow
 - cityscape
 - Your presets

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Needed equipment: laptop (possibly with already installed Adobe Lightroom, Adobe Photoshop and the whole of Nik Software plug series, active demo version or commercial).

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Personal branding for creative professionals

The workshop is designed for creative professionals who want to use multiple Internet services, free or paid, to promote and market their work.

The course will be activated with a minimum of 8 and a maximum of 20 participants.

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Program

The course takes place in three sessions of two hours each.

Lesson 1 - The Product

- The product we are: self branding
- the portfolio
 - identification of the target market
 - selection and galleries
 - professional platforms
- Direct sales (digital, fine art, stock)
- Promote their services
- What to give: the myth of copyright protection

Lesson 2 - The promotion

- Reputation is in first place
- The Network takes time
- Plan activities on the Internet
- The site (platforms, management, internationalization, ...)
- Social networks (generalists and "pro")
- The blog, an open window on our work
- Connect website, social networks and blogs
- Because Google is attractive to creative
- Resources to avoid (Picasa, Flickr, ...)
- Internet archive
- The statistical services

Lesson 3 - The verification

- Reputation among the public and among colleagues
- Networks of contacts
- Read the statistics
- Comments: friends / enemies
- Social networks and word of mouth sharing: make the audience work for you
- Direct sales or indirect increase in sales?
- think abroad

Needed equipment: laptop with a Wi-Fi network connectivity options.

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Post production, advanced course

The workshop is intended for those who want the best use of all the tools of Adobe Lightroom, Photoshop, Camera Raw, Nik Software, Topaz Labs and Alien Skin, plus some additional *tools* (geotagging, metadata, ...).

The course will be activated with a minimum of 6 and a maximum of 20 participants.

The workshop is coordinated by Giorgio Sitta (www.giorgiositta.com), blogger, photographer, journalist, consultant, trainer and author of several books on digital imaging.

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Program

The course consists of 4 sessions of two hours each.

Lesson 1 - The tools

- The Best Professional friend: Camera Raw
- The Simplifier: Lightroom
- The Old Friend: Photoshop
- The little helpers: the plugin
- Interaction between your tools

Lesson 2 - The workflow

- Organization of the material
- Special cases: HDR and panoramic images
- Meta tags and geotagging
- An example of a pre-set workflow: Adobe Lightroom
- More with less: to process images with Camera Raw
- Identify "recipes" personal
- Outside and inside Lightroom: Photoshop plugin, and in support of the basic tools
- The output

Lesson 3 - Troubleshooting

- Mercilessly: the selection of images
- Recursive errors: work on shooting technique
- histogram analysis
- Distortions, aberrations and composition
- Noise and sharpness
- The fatal errors: exalt instead he groped to hide them

Lesson 4 - Tips & Tricks

- The zone system with Nik Viveza
- HDR "natural" and tone mapping
- The skin and the digital make-up
- Bleach Bypass, using unusual
- System Calibration
- Color management for printing

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Needed equipment: digital camera, laptop (possibly with already installed Adobe Lightroom, Photoshop, Camera Raw, Nik Software, Topaz Labs and Alien Skin, active demo version or commercial).

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Smart photography

Modern smartphones are replacing with a dizzying speed compact cameras.

These tools, used in a proper workflow, allowing attractive results also for professionals.

During this full-day workshop you will learn shooting techniques, you will learn to postprodurre your images directly with your smartphone, or using a tablet or a computer support.

Do not miss a section dedicated to the use of SLR tethering, cable or wi-fi, using smartphones and tablets as control tools, editing and sharing.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place over the course of a day (7 h)

shooting

- Integrated or additional camera app?
- The shot
- Shooting modes and automatic
- The depth of field
- exposure
- Light and white balance
- Common mistakes
- Limitations and problems
- accessories
- Overview of timelapse and panoramic

postproduction

- Smartphone, tablet or computer?
- Store files (cloud)
- The app: Snapseed and Photoshop Express
- Analyze images
- Corrections and creative interventions
- Manage files
- The raw support (for SLR)
- Computer programs: Lightroom, Photoshop and plugin
- File sharing (facebook, twitter, instagram, 500px, dropbox galleries, ...)

SLRs

- Connect the cameras to the device (SD Eye-Fi, OTG cable and wi-fi transmitters)
- apps
- tethering
- The file transmission (jpg or raw)
- editing
- Archiving and sharing

Needed equipment: smartphone with camera and data traffic, laptop with the possibility of Wi-Fi network connection, possibly reflex and memory Eye-Fi or Wi-Fi transmitter.

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A day for two workflowa

Digital photography has made it available to a wide audience of professional tools and methodologies.

The multiplicity of editing tools, together with the ability to produce significant amounts of images, requires, even for the amateur photographer, a rational organization of the workflow, import and organization of the triggered material, until the output.

This workshop offers two workflows: one based entirely on Adobe Lightroom and one for the most demanding photographers, which uses Lightroom for cataloging and Photoshop and some plugin for post-production levels.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place over the course of a day (7 h)

Morning - The post-production workflow with Lightroom

- Geometry and composition.
- The Basic tab
- The Histogram
- The Tone Curve
- The black and white
- The black and white (the color changes and "antiquing")
- Adjust colors
- The Brush and local corrections
- Sharpness and noise reduction
- output

Afternoon - The advanced workflow

- Import and cataloging with Lightroom
- Output for Photoshop
- Photoshop Smart Objects (plugin parameter)
- Levels and plugins
- rescue
- output
- Reimported into Lightroom
- Reopening the files and changes on individual interventions

Needed equipment: laptop with commercial or demo version of Lightroom, Photoshop, Nik Software and Perfect Photo Suite (in recent versions).

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BLACK AND WHITE 2.0

The workshop provides the necessary elements to take beautiful pictures in black and white, using all the most modern post-production technologies.

The course will be activated with a minimum of 6 and a maximum of 20 participants.

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Program

The course takes place in two separate sessions during the course of a day.

morning, practical lesson

- equipment
- the composition
- the light
- the contrast
- minimalism or excess?
- signs on white and black in the studio

Afternoon: the use of Adobe Photoshop Lightroom and Nik Silver Efex.

- image selection
- preventative corrections and conversions in Adobe Photoshop Lightroom
- histogram and corrections
- black and white with Lightroom
- filters and useful plugins
- Nik Silver Efex: presets and customizations
- hints in the press

Additional equipment useful: lightweight tripod, interchangeable optics, wireless or cable remote to snap hood.

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Night & Day - The new cityscape workshop

The workshop is intended for those who wish to deepen their reading skills and interpretation of the urban landscape and the post-production of images, with notes on black and white.

Location for the practical output is the area of the project Porta Nuova in Milan, full of ideas and views, surpassing the architectural photography concepts, and "street", opens up new possibilities for use and interpretation of the urban landscape.

The course will be activated with a minimum of 8 and a maximum of 20 participants.

In case of rain or bad weather, the output will be replaced by a practice session indoors or moved to a new date.

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Program

The course takes place in three separate sessions over two days.

First day - morning, session

- the equipment
- buildings and urban planning: the choice of sight
- the light: natural, artificial, reflections and the fill flash
- photographing the movement
- prior study of the territory
- photographing in RAW

First day - afternoon: Practical session, short trip in which it will address the following topics:

- reading the landscape
- previsualization and post production
- identify the person
- the composition
- dynamic elements
- change the point of view
- photography "immersive" and photography "stolen"
- hints of panoramas, HDR timelapse

Second day - morning, session using Adobe Photoshop and Lightroom for photo editing and image management

- first responders with Camera Raw
- correct perspective: Photoshop and ViewPoint
- image composition and crop
- lights and shadows
- curves and levels
- local interventions with Nik Viveza
- black and white with Nik Silver Efex
- sharpness and noise
- creative plugin
- hints of panoramas and HDR

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Second day - afternoon, vision and comments of the shots, comparing original and postprodotti

Required equipment: digital camera, laptop (possibly with already installed the demo version of Photoshop or commercial, of Nik plugins, stitched and plugins DxO ViewPoint).

Additional equipment useful: lightweight tripod, interchangeable optics, wireless or cable remote to snap hood.

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Fly & Shoot

Aerial photography is one of the most attractive approaches to the image, not only because it offers us the opportunity to take pictures of unusual subjects, with an equally original reading, but also for the same means by which occur the shooting sessions.

In this workshop, therefore, will face "classic" issues, such as the shooting and postproduction technical specifications, but you will also learn to plan an aerial photo session, the three-dimensional map reading, until the available helicopter and coordination with the other photographers.

I therefore join, even in the first session, an experienced pilot of the company GMH Helicopterservice (<http://www.gm-helicopters.com/>), which will guide you in the proper management of your space and your movements on board.

The flight will take place in the Mont Blanc, full of photographic ideas, from large picture, up to telephoto shots of crevasses and walls.

During the flight, the students will also be captured with GoPro, so that we can then discuss together their movements on board.

The course is reserved for groups of three people.

Conventions are available for overnight stays (<http://www.petitmeublecourmayeur.com/>) and meals, or we can find for you customized solutions.

In case of rain or bad weather, even sudden, the workshop will be moved to a new date.

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Program

The course takes place in three separate sessions over two days.

First day - afternoon, session and briefing with instructor and pilot (about 17 hours)

- Meeting at the hangar of GMH Helicopterservice (Entreves - p.le Val Veny Cable Car, C / O helipad Franco Garda, 11013, Courmayeur - AO)
- output planning
- Equipment
- Shooting techniques
- Route description and commercials
- Accommodation and behavior on board, evidence of helicopter on the ground

Second day - morning, practical lesson in flight (about 6.30 - about an hour's flight)

- Meeting at the hangar of GMH Helicopterservice
- Quick refresher briefings
- Accommodation and board and checks
- Flight of about an hour in the Mont Blanc
- Return to base, debriefing and download images

Second day - afternoon, theoretical sessions (14.30 approx)

- Meeting at the hangar of GMH Helicopterservice
- Verification and selection of images
- Postproduction workflow targeted with Lightroom, Photoshop and Google Nik Collection.
- Viewing photos processed and final discussion

Required equipment: digital camera (preferably two camera bodies), wide angle and short telephoto optics, memories and spare batteries, UV filter for each optical, lens hood, laptop (possibly with already installed the demo version of Photoshop or commercial, of Nik plugin Lightroom).

Climbing harness in use. If the breed does not possess, it will be provided for the flight free of charge by the organization.

Clothing: warm and suitable for the high mountains, including heavy socks, gloves and hat. Sun glasses.

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Photoanarchy

A workshop for **unlearning to taking pictures?! ?? !!?**

I've decided to propose a small number of people, not more than fifteen, a workshop for **helping you to unleash your creativity, to discover the author who is in all of you.**

So **unlearn it?**

Because **focusing too much on become arid and repetitive technique**, in these two days instead **will break schemes**, will highlight the flaw, we're going to continue search and imperfection.

But **our mistakes** and our shortcomings are natural, as we are imperfect, and as expected it is also imperfect narration of reality.

You will escape the **repertoire**, you will be forced to **reinvent your photographic style.**

The camera equipment will be **minimal**, one camera body and one point of view, for the bravest a simple smartphone.

The course is particularly suitable for those already possessing a good photographic technique, who wants to develop a personal language, original and **expressive capabilities.**

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IMAGES AND WORDS

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Program

The course takes place in five separate sessions.

Thursday evening - Vices and Virtues

- Pseudopsicologia Photographer
- The rediscovery of the joy of taking
- Learn the art and put it aside
- Slavery of the repertoire
- From genus to de-gener-action
- Interaction and improvisation

Saturday afternoon - creative Loitering:

- Output practice in surprise location

Thursday evening - Introspection and expression:

- Looking for a personal interpretation
- Eye and instinct
- The amorous subject-photographer-public Triangle
- Every photo has a story
- Look inside to tell the outside
- Photograph what you do not know
- Click the "RAW": from pop to punk
- Unleashing the author that is in us

Saturday morning - peaceful invasion

- Output practice in the public environment, interactively obliged with strangers who will become our subjects

Tuesday afternoon - reading portfolio

Equipment required: Minimal.

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Sports & Action

It is always difficult to photograph the movement.

It is even more sporting situations, athletic and outdoor, in which the action is even more rapid, unpredictable, unique and complicated by environmental and logistical factors.

This workshop is therefore aimed at the photographer who wishes to deepen its capacity for planning and management of a photo shoot "Sport & Action."

It is a fully customizable workshops tailored to your needs and specific requirements of the activities that you want to photograph.

For the same reason the course is limited to a maximum of six people.

The program presented in the following pages is generic, a number of ideas on which to "build" your specific workshops.

The cost of the workshop will be fixed according to the needs expressed by the students, the location and logistics.

In case of rain or bad weather, the output will be replaced by a practice session indoors or moved to a new date.

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Program

The course takes place in four separate sessions over two days.

First day - morning: Planning

- The activities to be photographed
- the equipment
- logistics
- the location
- relationships with the athletes, the public and the organization
- permits and authorizations

First day - afternoon: shooting, driving output, in which you will address the following topics:

- the "shopping list": situations that you have to take pictures
- clothing equipment preparation
- choice of the points from which to take
- Quote of the study subjects
- Camera Settings
- Shooting techniques
- bokeh and depth of field
- reportage and storytelling
- backstage

Second day - morning: shooting, driving output, in which he will address the following topics:

- Free photographic session with models, the application of the techniques learned the previous day.

Second day - Afternoon: postproduction targeted

Required equipment : digital camera, wide-angle lens and tele, monopod or tripod, laptop (possibly with already installed the demo version or commercial Photoshop and Lightroom, of Nik plugin).

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The courses and workshops' costs are indicative and are subject to change, depending on time of year and location.