

PHOTO EDUCATORS' FORUM

A CONFERENCE FOR PHOTOGRAPHY EDUCATORS

Friday, May 2, and Saturday, May 3, 2008
Ryerson University, Toronto

THE PHOTO EDUCATORS' FORUM IS AN ANNUAL TWO-DAY conference. We are a volunteer, non-profit organization dedicated to the promotion of education in photography and related media. The conference is created by educators, for educators.

Once again, we've brought back some of the most popular workshops from previous years and added new workshops. For best workshop selection, please register early.

Whether you are a conference regular or a newcomer, we look forward to welcoming you to our 15th annual forum. We encourage you to broaden your horizons and push the limits of what you are doing both personally and professionally.

Please visit our website—www.photoeducators.ca—for more information about Photo Educators' Forum 2008.

YOUR REGISTRATION AT THE PHOTO EDUCATORS' FORUM INCLUDES:

- Two days of inspiring workshops
- Brian Storm: Friday keynote address
- Alison Nordström: Saturday keynote address
- Friday reception
- Continental breakfasts
- Hot buffet lunches
- Refreshments
- One-year subscription to *PhotoEd Magazine*
- Fabulous door prizes
- Free copy of the *PhotoEd GUIDE to Photography*
- Trade show

BRIAN STORM

Keynote Speaker: Friday, May 2

BRIAN STORM IS PRESIDENT OF MEDIASTORM, A MULTIMEDIA production studio whose principal aim is to usher in the next generation of multimedia storytelling by publishing social documentary projects incorporating photojournalism and audio reporting across multiple media.

A passionate and innovative leader in the fields of photojournalism and new media, Storm has focused on the craft of visual storytelling as a photojournalist, a picture editor, a technological pioneer, and a champion of fair and emerging business practices.

Prior to launching MediaStorm in 2005, Storm spent two years as vice-president of News, Multimedia and Assignment Services for Corbis, a digital media agency, founded and owned by Bill Gates, where he led a global strategy for the production of news, sports and entertainment photography as well as the packaging and distribution of Corbis' industry-leading historical collection.

From 1995 to 2002 Storm was director of multimedia at MSNBC.com, a joint venture of Microsoft and NBC News, where he was responsible for the audio, photography and video elements of the site.

www.mediastorm.org

ALISON NORDSTRÖM

Keynote Speaker: Saturday, May 3

ALISON NORDSTRÖM IS CURATOR OF PHOTOGRAPHS AT George Eastman House. Located in Rochester, New York, Eastman House is the oldest and largest museum of photography in the United States.

Nordström was the Founding Director and Senior Curator of the Southeast Museum of Photography in Daytona Beach, Florida from 1991 to 2002. There, she curated over 100 exhibitions of photography including the popular biennial series *Fresh Work*, and major surveys of landscape, portraiture, travel photographs and journalism. At George Eastman House, she has initiated the contemporary biennial *Vital Signs*, and has curated *Paris: Photographs by Eugene Atget and Christopher Rauschenberg*, *Why Look at Animal?*, *Know War*, and *Found: Photographs by Gerald Slota*.

Nordström has a PhD in Cultural and Visual Studies and is on the faculty of the joint Eastman House and Ryerson School of Image Arts, Master of Arts, Photographic Preservation and Collections Management program. She writes and lectures extensively on contemporary photography.

www.eastmanhouse.org

SCHEDULE

FRIDAY, MAY 2 and
SATURDAY, MAY 3, 2008

Ryerson University
School of Image Arts
Toronto, Ontario

WHAT'S ON: FRIDAY

8:15-8:45 **Registration**
Continental Breakfast
School of Image Arts
122 Bond Street, 3rd floor

8:45-10:30 **Welcome
Speaker: Brian Storm**

10:30-11:30 **Trade Show**

11:45-1:15 **Buffet Lunch**

1:15-2:45 **Workshops-Session A**

3:00-4:30 **Workshops-Session B**

4:30-6:30 **Reception**

WHAT'S ON: SATURDAY

8:15-8:45 **Registration**
Continental Breakfast
School of Image Arts
122 Bond Street, 3rd floor

8:45-10:00 **Speaker: Alison Nordström**

10:15-11:45 **Workshops-Session C
Part 1**

11:45-1:15 **Buffet Lunch**

1:15-3:45 **Workshops-Session C
Part 2**

www.photoeducators.ca

CONFERENCE TEAM

Photo Educators' Executive

Chair	John Panjer
Vice chairs	Felix Russo Lesley Sparks
Treasurer	Nicole Powell
Workshop coordination	John Panjer Lesley Sparks
Speaker coordination	Lesley Sparks
Registration	Nicole Powell
Catering coordination	Elizabeth Cardoso
Webmaster	José D'Aversa
Brochure production	Judy Willson, Scantex

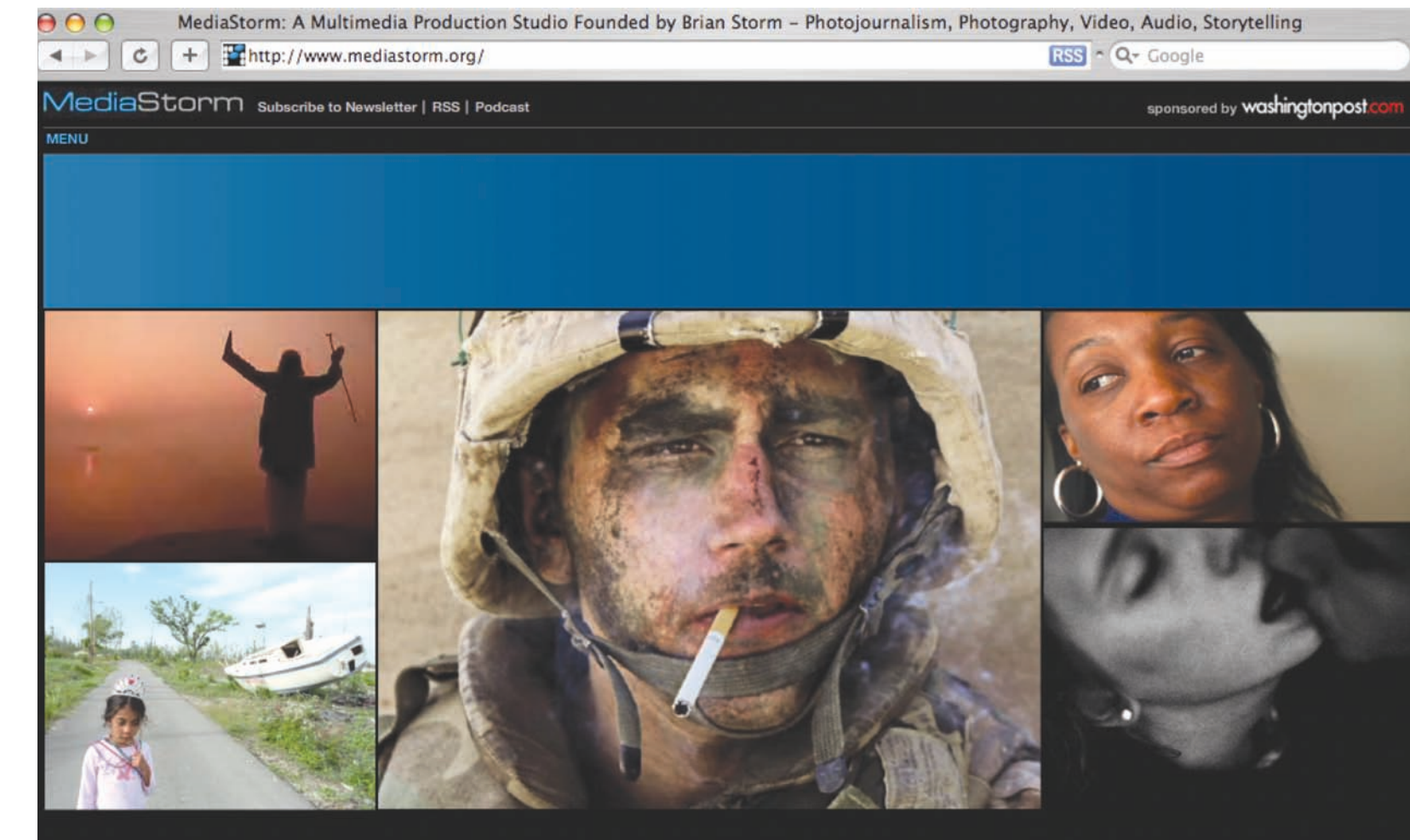
Production Team 2008

Nekhat Ahmed	Elizabeth Cardoso
José D'Aversa	Peter Hendrickson
Michele Kaufmann	Claudette Mainzer
John Panjer	Nicole Powell
Felix Russo	Lesley Sparks

We greatly acknowledge the sponsorship of the School of Image Arts at Ryerson University. We would like to thank this year's sponsors:



HOTEL VICTORIA
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Forum sponsor hotel, Hotel Victoria, offers a special discount rate for Forum attendees.
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www.hotelvictoria-toronto.com



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PHOTO EDUCATORS' FORUM

15th Annual Conference for
PHOTOGRAPHY AND IMAGING EDUCATORS

School of Image Arts, Ryerson University, Toronto
FRIDAY MAY 2 • SATURDAY MAY 3, 2008

Friday Keynote Speaker **BRIAN STORM**
Saturday Keynote Speaker **ALISON NORDSTRÖM**

www.photoeducators.ca

REGISTRATION

FRIDAY, MAY 2, and **SATURDAY, MAY 3, 2008**

Ryerson University • School of Image Arts • Toronto, Ontario

FEES

Both days: \$295.00

Students, both days: \$195.00

Registration includes featured speakers, workshops, continental breakfasts, lunches, refreshments, Friday reception, *PhotoEd GUIDE to Photography*, a subscription to *PhotoEd Magazine* and a chance to win fabulous door prizes. Advance payment required. Please make cheques payable to

One day: \$195.00

Students, one day: \$135.00

Photo Educators' Forum.

Cancellations: Cancellations must be received in writing before April 26, 2008. A \$50.00 administrative fee will apply to each refund. If you are unable to attend, delegate substitution is permitted up to and including the day of the conference.

Registration information Mail *PhotoEd Magazine* subscription to: Home School

Name: _____ School: _____

Home address: _____ Apt.: _____ School address: _____

City: _____ City: _____

Province: _____ Code _____ Province: _____ Code: _____

Telephone: (_____) _____ Telephone: (_____) _____ Ext.: _____

E-mail: _____ Fax: (_____) _____

Workshop selection

Payment must be received to guarantee your workshop selections. Register early for best availability. **Registrations must be postmarked April 5, 2008.** Confirmations will be mailed by April 12, 2008. Receipts will be enclosed as part of your confirmation unless payment is due. If you are paying on April 12 or after, receipts will be issued at the time of registration.

Session A • Friday, May 2

First choice _____

Second choice _____

Session B • Friday, May 2

First choice _____

Second choice _____

Session C • Saturday, May 3

First choice _____

Second choice _____

More information?

Contact John Panjer, 416-395-3824, ext. 20137

www.photoeducators.ca

WORKSHOPS: Friday, May 2

Session A: 1:15 p.m. to 2:45 p.m.

A2/B2 Creative Darkroom Imaging Techniques

This hands-on printing workshop will investigate a variety of techniques that alter or distort traditional silver images in creative ways. Techniques include high-contrast litho film, sabattier effects, chemical manipulation, combination printing, enlarger zooming, vignetting and painting with light. Participants should have previous darkroom printing skills and bring a variety of negatives. **FULL DAY WORKSHOP**
Presenter: Claudette Mainzer, Iona Catholic S.S.

A3/B3 Digital Negative Making and Historic Process Printing

The Session A presentation will include all of all the steps necessary to produce digital contact printing negatives with varying contrast ranges from an Epson Inkjet printer. The method demonstrated is suitable for virtually any monochrome contact printing process. In the Session B workshop both the albumen and salted paper printing processes will be demonstrated using negatives output from the Epson Inkjet printer. **FULL DAY WORKSHOP**
Presenter: Mike Robinson, Century Darkroom

A4/B4 Gallery Tours CONTACT

This workshop will visit galleries from Morrow Street in the west to the Distillery District in the east. Join us for a double session of CONTACT Festival of Photography highlights. This tour will also provide a guide for educators to plan field trips to these galleries. Transportation is provided. **FULL DAY WORKSHOP**
Presenters: Robyn Rogers and David Bradley, Riverdale C.I.

A5/B5 Introduction to Photoshop

This workshop will introduce the basic principles of scan manipulation, including resolution, image mode and file formats with the intent of creating a file suitable for output. Editing tools will be used to accomplish these objectives. Creation of a multi-layered collage of photos will be the final project. **FULL DAY WORKSHOP**
Presenter: Tim Scanlon, Scantex

A6 The Art of Teaching Photography

This workshop will focus on current practical considerations for teaching photography in a secondary school setting. Areas considered will include the digital environment, the traditional darkroom, assessment and evaluation, rubric design, Ontario curricular expectations, differentiated instruction, the layered curriculum, rotating projects, resources, equipment and facility management and much more. **Presenter:** Peter Hendrickson, Visual and Media Arts Instructional Leader, TDSB

A7 What to Know: Portfolios, Submissions, Exhibitions

Session will include: what to consider when creating a portfolio; how to maximize portfolio potential for different applications and submissions; the importance of editing and sequencing; artist statements; and exhibition preparation. This workshop offers viable information for use in the classroom as well as teachers who are practising artists. **Presenter:** Jennifer Long, Artist/Curator

A8 Intermediate Photoshop: Processing Digital Camera Images

This workshop will explore the steps necessary to prepare digital camera images for print. Using Adobe Photoshop CS2 participants will process RAW format and JPEG images, perform tone and colour correction, sharpen, retouch, and colour manage images for print and for archiving. (Basic knowledge of Adobe Photoshop required.) **Presenter:** Rafael Goldchain, Sheridan

A9 Don't Judge a Book by Its Cover: Ambiguity in Photography

Photographs are not always what they appear. This workshop will discuss the use of images whose meaning is unclear, complicated or ambiguous to reveal certain surprising or important information about the people or places they portray. **Presenter:** Fuyuki Kurasawa, Associate Professor, Department of Sociology, York University

A10 Tradigital Darkroom: Experimentations Across Media

Digital photography meets acetate, iron-on transfers, specialty papers, textiles, acrylic paint, installations, global issues, photo-transfers, and then goes large scale – earthworks and more. In this workshop you will see a series of projects exploring different materials and processes in combination with digital photography. Presentation formats, invitations and catalogues made for final exhibition of the artwork will also be shown. **Presenter:** Yolanda Mak, Ursula Franklin Academy

B11 History of Photography

Incorporating the history of photography into your class can be easy and add to the curriculum in a practical way. This presentation will show how students can appreciate Hill&Adamson portraits; Fox Talbot's photogenic drawings; ManRay's Rayograms; the motion photos of Muybridge and the social conscience work of Jacob Riis and Lewis Hine to name a few in the history of photography. Images and sample texts will be supplied on CD for participants. **Presenter:** Jeff Nolte, Emery C. I.

A12 Forensic Photography

Digital imaging has impacted the world of forensic investigation in ways never imagined. High resolution "Raw" image capture and digital imaging software have redefined the way in which investigators view and interpret evidence. This session will demonstrate the ways in which crime scenes are photographed and evidence is made more visible through the use of forensic light sources, RGB capture and common Photoshop tools. **Presenter:** Jim Goodwin, OPP

A13 Large Format: The Tools of Ansel and Weegee.

Ever wanted to take a crack at the cameras of Ansel and Weegee? Participants will collaborate to create exposures on large format film using Speed Graphic and a 100-year-old 5 x 7 Korona Gundlach view camera. Experience the meditative process that is large format photography and join the revival! **Presenter:** Victor Wong, George Vanier S.S.

Session B: 3:00 p.m. to 4:30 p.m.

B6 Photo Blog and the Self-Portrait

In the age of Facebook, photo blogging has become a popular form of expression for many students. This session will demonstrate how photo editing helps create a strong narrative, plus ways in which students can develop a thoughtful and intelligent voice with their photography using a photo blog. Jeff Harris will present a slideshow of his work and provide teachers with a self-portrait exercise. **Presenter:** Jeff Harris, Associate Photo Editor, *Maclean's*

B7 Photography Bound

The handmade photography book is a diverse medium that uses equally diverse processes. Methods of printing and transferring both traditional and digital images to interesting quality papers will be discussed along with ways to encourage students to bind the book in a professional yet original manner. Many different approaches to the concept of "book" will be presented with an emphasis on creating an original work of art. **Presenters:** Lori Comerford, Unionville H.S., and Michele DeVries, Bur Oak S.S.

B8 Intermediate Portrait Retouching Techniques

Starting with supplied studio or location portraits participants will learn tried and true techniques for retouching and embellishing the human face. Techniques will include blemish removal, skin smoothing and enhancing, eye brightening, enhancement of the mouth, as well as face and hair contouring. **Presenter:** Rafael Goldchain, Sheridan

B9 Lighting 101

Light is the heart of photography and understanding it is paramount to the success of any photographic process. In this workshop there will be a brief discussion on basic lighting techniques using basic lighting equipment in traditional and digital environments. A lighting demonstration will focus on both portraiture and still life. **Presenter:** Guy McCrum, Sheridan, OCAD

B10 Teaching Digital Video

Do you want to know how you can teach digital video production in your classroom for the first time? Do you want to pick up more ready-to-use ideas after having tried some of your own in the past? Come, share ideas and walk away with teacher resources, student worksheets, ready-made units and rubrics, and acquire important tips for teaching teens about video story telling and editing techniques. **Presenter:** Nina Silver, Emery C.I.

B11 How Photography Changed Everything

The art world has consistently dismissed photography as a toy. Until only recently photography has been seen as unworthy of the respect due great art. This illustrated lecture is designed to give the photo educator a sense of the exciting hidden history of art and photography and to show how photo technology has held the upper hand in this long and uneasy relationship. **Presenter:** John Morden and Sonja Pushchak, Artists/Educators

B12 Hand Colouring of Black and White Photographs: Creative Application

This workshop is a unique approach to offering students an innovative and highly creative means of hand colouring black-and-white photographs. It will introduce participants to basic and advanced techniques of hand colouring that are at once stimulating, economical and fun for the student. The instructor will provide materials and photographs for workshop application. Participants may also bring their own non-glossy prints to colour. **Presenter:** R. Ward Shipman, Westdale S.S.

B13 Media Literacy and Youth Culture

Does our media saturated culture provide a reflection or a myth of young people of today? In this workshop we will engage in activities that help to develop critical thinking skills in media literacy to explore and challenge the way that youth are presented to us. **Presenter:** John Scully, Artist/Photographer

Saturday, May 3

Session C: 10:15 a.m. to 3:45 p.m.

C2 Photography from Scratch: Through the Pinhole

This workshop will introduce participants to historical uses of pinholes and the origins of the pinhole camera with examples of interesting applications of pinhole photography past and present. This hands-on workshop will take participants through recipes for building pinhole cameras using simple, readily available materials. Each participant will produce negatives and prints using black-and-white paper processes. Pinhole photography is an effective tool for demonstrating the foundations of photographic principles. Recognizing the flexible and creative potential of this medium, photo-based artists have encouraged pinhole photography's resurgence. **Presenter:** William Mokrynski, Photo Artist

C3 Publishing Essentials

Creating a book, catalogue, flyer or yearbook? Participants will examine and use the two major graphics applications: InDesign and QuarkXPress. Participants will also use Photoshop to open and modify images for professional print reproduction. This workshop will give every participant a well-rounded knowledge and appreciation of the skills needed for the printing and publishing industry. No prior knowledge of these applications is necessary, although basic computer skills would be beneficial. **Presenter:** Tim Scanlon, Scantex

C4 Black-and-White Printing

This workshop encourages those with basic black-and-white darkroom skills to improve their abilities through a day of practice and discussion. Participants will receive individual attention. The challenge of creating high quality prints will be covered. Participants should bring their own negatives (a choice of five or more is recommended). RC paper and chemicals will be supplied. **Presenter:** Ruth Kaplan, Artist/Educator

C5 3D Photography

This workshop will explain how to get started in 3D photography. Material, process, and product will be demonstrated with tips for both film and digital environments. Hands- on portion will involve the making of anaglyphs and stereo cards. Participants are required to bring a digital camera and a tripod. **Presenter:** Felix Russo, Editor of *PhotoEd Magazine* and *PhotoEd GUIDE to Photography*

C6 Ambrotype

Go back in time and experience the historical process of the ambrotype. Participants will be guided through the creation of images using an enlarger and slides. Participants will work in the darkroom, ultimately creating three ambrotypes of their own in addition to a brief introduction to the history of the modern ambrotype. Note: Darkroom experience is necessary. Bring your own slides. **Presenter:** Rob Norton, Artist

C7 Digital Fictions: Advanced Photoshop

Participants will be led through a series of Photoshop projects that cover a wide gamut of techniques and effects, and that explore the creative possibilities of digital imaging. Emphasis will be placed on the creation of imaginary photos and realistic images using masking and compositing techniques. Starting with selection and path making tools we will progress to masks, and channels, as well as effects and colour manipulations. Participants should have a strong background in Photoshop. **Presenter:** Rafael Goldchain, Sheridan

C8 Multi-toned Cyanotypes and the Photogram

Ten enlargers and 25 students? Extend your curriculum outside the darkroom. No cameras, darkroom or film needed for making multi-toned cyanotypes – just running water! Cyanotypes may be integrated with painting, printmaking and computer-generated images. Suitable for any grade level, using readily available materials, create alternative negatives, stencils and photocopied acetates. These "negatives" may then also be used for traditional darkroom work to create sophisticated black-and-white photograms. **Presenter:** Frances Patella, Artist/Educator

ALL SATURDAY WORKSHOPS ARE FULL DAY WORKSHOPS

TWO-DAY WORKSHOP

A1/B1/C1 Introduction to Macromedia Dreamweaver

This course steers you through the essential aspects of website creation and gives you the technical and practical skills to develop and maintain your own website using Macromedia Dreamweaver CS3. You will learn the basics of formatting

text, creating hyperlinks, adding images, as well as importing Flash movies and video clips. The use of CSS templates to quickly arrive at finished web sites will be explored. Note: Some familiarity with basic multimedia programs (i.e., PowerPoint)

Presenter: Tony Makepeace, Sheridan
Website: tonymakepeace.ca

THIS WORKSHOP RUNS ALL DAY FRIDAY AND SATURDAY.