

Photoshop Retouching and The Business of Digital

(Making the right decisions for the digital portrait studio)

Becky & Alex Hyman

Alex grew up in the business of photography. He started at the age of nine carrying equipment to weddings with his father, Phil Hyman, M.photog, Cr. Currently, Alex works side by side with his father, photographing Weddings and Fine Art Studio Portraits.

Besides photography, his passion is business and marketing. Alex has earned an associates degree in business management. He strongly believes that the business and marketing side of photography is just as important (if not more important) than the photography itself.

In 1997, Becky and Alex met and a year later Becky began working at the studio. In 1999, the studio started into digital imaging by scanning negatives and printing 8x10 and smaller portraits. That same year, Phil sent Becky to school for digital imaging and retouching. She has been doing the studio's retouching ever since.

Their class will involve the business side of digital imaging and how to find a practical way to take your studio to the next level by using today's digital technology. Their class agenda will also include many retouching projects and techniques that photographers can use on a day to day basis in their studio. They will also briefly touch on digital workflow in wedding and portrait studios.

Students need to have an overall knowledge of most tools and layers in Photoshop b/c this will be an intermediate to advanced class. Students will need to bring their workstations with a cd writer and the most recent version of Photoshop. Also, students may bring their own problem files to work on during available class time.