



GAIN A FRESH PERSPECTIVE • GENERATE NEW IDEAS • SHARPEN THE FOCUS • CREATE MORE BUSINESS

How to Take Better Digital Photos

tips to increase the quality of your digital photos now

"Short, sweet and to the point - a gateway to more."
Steve Evans, **Hampshire Greens Golf Course**

"He made sure everybody was comfortable with the information before moving to next subject. I thought it was about right for the introductory level of the class."

Stephen Barney, Director, **RABA Technologies**

Program Overview

Do you want to take better photos with your digital camera? Are you amazed at how other photography enthusiasts are getting better results? You could spend hours or days reading your manual or you could come to this program to get an accelerated start. We will cover must-have accessories that will improve the quality of your photographs and the artistic side of taking better pictures such as the 'rule of thirds.' The program will also delve into exposure compensation and white balance to help you get different and better photographs and to get you out of 'program' or 'auto' mode. You will leave the class with information to help you take better digital photographs right away and a great idea as to those areas that will require further practice.

Session Benefits - At the end of the program, the participants will be able to:

- Realize the four areas that make better quality photographs
- Discover must-have accessories that will yield better quality digital photos
- Learn the artistic side of taking pictures
- Delve into white balance and exposure compensation for increased latitude
- Leave the program knowing how to take better photographs right away

About Mark Sincevich - Mark Sincevich is the Executive Director of the Digital Photography Institute (DPI). The mission of the DPI is to educate consumers and photography enthusiasts to become better photographers and to help them save money. Mark developed his programs at the DPI and his book, *Snap: the ultimate guide to digital photography for the consumer* from presenting his speaking programs on digital photography to consumers and photography enthusiasts for over four years. His experience was further influenced from his numerous photography assignments and by his 13 years in the computer field where he presented and made technical subjects easy to understand.

A self-taught photographer, Mark has studied with many professionals including a few from the National Geographic Society. He is frequently quoted in the media by such organizations as the Associated Press (AP), MSNBC and *Spirit* (Southwest Airlines In-flight Magazine). Mark is a member of the ASMP (American Society of Media Photographers), the National Speakers Association (NSA) and he is a former instructor at the Washington School of Photography. His photography and writing have been published in such places as *The Washington Post Magazine*, *AAA World Magazine* and *Washington SmartCEO Magazine*.

Mark is also the founder and Chief Perspective Officer of Staash Press and the creator of the Staash Perspective System (SPS). The SPS teaches that simplicity leads to more powerful communications. Some of his customers include Bank of America, Sheraton Hotels, Iceland Air, the Arthritis Foundation, SAIC and the Greater Washington Initiative. In between his photography and speaking assignments, Mark can be found spending time with his family in the Washington, DC area or writing in cafés with character.

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