



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

The Digital Workflow

how to understand and use your own digital workflow system

"Actually amazing you got so much information covered and I feel I got a complete overview."
Michele Campbell, President, **MLC Consulting**

"I thank you for your email and for your highly professional and empowering presentation last night. As an instructor, I truly appreciate the effort that you put in preparing and presenting material that can be daunting for beginner photographers like me. In my opinion, you succeeded in making the subject of digital photography approachable and exciting for both novice and more advanced photographers in the group."
Ludmila Guslistova, Professor, **George Washington University**

Program Overview

Now that you have your camera and have successfully gotten your photographs into your computer, what's next? Do you have clear understanding of the items that you need or the resources you can tap into to complete your very own digital workflow? What are your options and what might be missing? Learn with what to do with your printer, computer and other items related to your digital photography and workflow. In this program we will discuss image editing and database software, scanners, specialized photo printers, paper and inks. You will learn where you can share and even make money with your photography. This program will give you a good start with understanding the world of digital photography so you can successfully build your own digital workflow system.

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

- Understand the components to a successful digital workflow system
- Realize the importance of image editing and database software
- Map out a printing strategy that includes a photographic retailer and a professional lab
- Learn to appreciate the archival/museum quality of photographs with the proper ink and paper
- View your entire workflow from a new perspective

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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