

Digital Discoveries

Suzette Allen, CPP, Cr.Photog.

Press Packet

Photoshop
Courses
by

**Suzette
Allen**



API, CPP, Cr.Photog., F-PPC, S-PPC
Sacramento, California



Joshua



Platform
Programs
& Hands-On
Workshops

See More info at
www.SuzetteAllen.com

See photoshop articles at
[www.ShootSmarter.com/
Suzette.html](http://www.ShootSmarter.com/Suzette.html)



BIOGRAPHY

Suzette Allen, API, CPP, Cr.Photog. F-PPC, S-PPC, FSWPP

BIO VERSION ONE:

Suzette Allen is the In-Demand Photoshop instructor in the Photographic Industry and is well known for her down-to-earth and easy-to-understand teaching style. She has a remarkable talent for simplifying Photoshop down to understandable terms and easy techniques to follow, and consistently gets rave reviews from her students!

All of her material is relevant to Portrait-Wedding Photographers because she comes from over 20 years as a professional photographer and years of experience as a digital retoucher at a photo lab. Understanding what is truly valuable, applicable and practical for the Portrait-Wedding Photographer is what makes her classes so popular--AND useful!

Her classes, programs and instructional products all reflect Suzette's philosophy for working in Photoshop: *nondestructive methods that are flexible for creativity, but still maintain the vital element of efficiency!*

BIO VERSION TWO:

Suzette Allen has quickly become a well-known instructor, teaching others how to master the tools of Photoshop. After years of graphic design work and working as a retoucher at a photo lab, Suzette is quite adept at the skills needed for efficiency, creativity and great composition. Pair that with her natural teaching style, and you have a winning combination!

Suzette has been a professional portrait photographer for over 21 years and has been teaching digital imaging for over 5 years. She has been an international speaker for Photographic Conventions, as well as a teacher at many of the PPA affiliated schools. She is the recipient of the Fuji Masterpiece Award for Digital and Commercial Photographer of the Year for California in 2002. She is currently the "Photoshop Expert" on **ShootSmarter.com**, a resource site dedicated to helping photographers survive the Digital Dive.

Suzette is best known for her patient and down-to-earth teaching style and extensive knowledge of Photoshop with an intense focus on efficiency.

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Fax (916) 914-2415

Photography by Suzette Allen



A-AllenSuzette-600x600.jpg



Allen-000DDheader.jpg



Allen-5Sarahstrip.jpg



Allen-AngelEyes.jpg



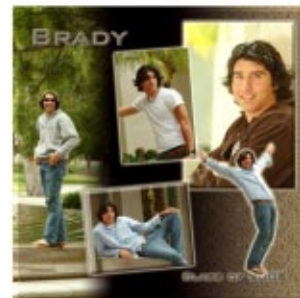
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Allen-CEPKiss.jpg



Allen-DSwiley.jpg



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Allen-EyesoftheSpirit.jpg

Photography by Suzette Allen



Allen-Gardiner.jpg



Allen-Grace-ALL.jpg



Allen-Grand finale.jpg



Allen-In My Dreams.jpg



Allen-JazKiss.jpg



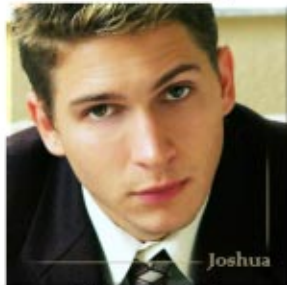
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Allen-JKMMfaces.jpg



Allen-Josh 2.jpg



Allen-JuliaBox.jpg



Allen-LyndsiComp.jpg



Allen-LyndsiStripH.jpg



Allen-NatChrisOP.jpg



Allen-NewExpression Dancers.jpg



Allen-OlivGirls.jpg



Allen-Page0.jpg



Allen-Page1.jpg



Allen-Randy Pool.jpg



Allen-Royal BlueCR.jpg
suzette@suzetteallen.com (916) 485-3460



Allen-RyanF.jpg

Photography by Suzette Allen



Allen-RyanStrip5.jpg



Allen-SarahRandomcomp.jpg



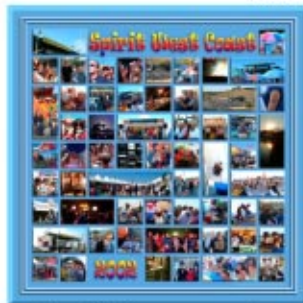
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Allen-StepintotheLight.jpg



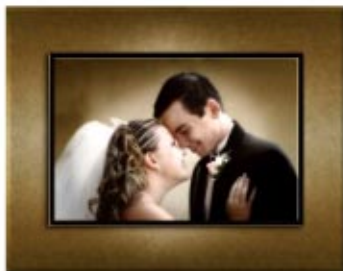
Allen-SWC comp copy.jpg



Allen-Sweet Anticipation.jpg



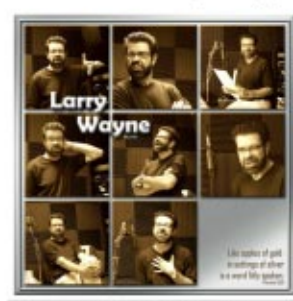
Allen-TanyaMrsMiami.jpg



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Allen-TravCircle.jpg



Allen-VoiceOver.jpg



Allen-WallFlower.jpg



Allen-Whatchulookinat.jpg

Photoshop Classes

Suzette teaches a variety of Photoshop classes....

Beginning Photoshop

This class is comprehensive—all the basics and enough information to keep an intermediate user happy too. Focus on efficiency, using layers and working flexibly—teaching you good working habits to start from! This class is best as a 4-day but can also be pared down to 2 days for users who are somewhat familiar with photoshop.

Intermediate Photoshop

The intermediate class is all the beginning vital topics at a much faster rate—PLUS a bunch of great time saving tools and techniques for added products and sales. This is my most popular class and many repeat it because there is so much information jam-packed into it!

Vital Skill Plus

The intermediate class is all the “VITAL SKILLS” you need to know to be efficient (and therefore profitable) with your time in photoshop, PLUS a host of creative applications and projects. We focus on VITALS like using Layers, Adjustment Layers, MASKS, special selection methods, using actions and tool presets, and more. This is a class that will launch you into the next realm of digital, wherever you may be, with a well-rounded plate of every thing you NEED to know.

Album Layout and Design

The intermediate class focuses on making Coffee-Table-style Albums and taking the drudgery out of the time-consuming mechanics of getting the pieces together and lets you focus more on the creative end (what you’re good at). We make actions and presets to speed up the repeatable tasks and learn tricks to maneuver lots of images, layers, text and graphics quickly. You will learn ways to create without getting bogged down by too many options, and learn to be more free with your composites and not agonize over design. The goal is to be fast and efficient enough to make fresh, unique albums and still make a decent hourly wage! It IS possible!

Retouching like the Pros

The intermediate class focuses on facial retouching and enhancement, but also includes image alterations too. Learn to retouch like the professionals do (fast and efficient), set up your tools so you don’t have to remember two million settings, and prevent the number one most common error in retouching: OVER-DOing it! You will learn how to use adjustment layers to fix skin discolorations, fix glass glare, photogray glasses, etc, and trim bodies with liquify, smooth out rough or blemished skin and enhance eyes for drama and impact. This class is a MUST for all professional photographers and will pay for itself over and over.

Composites for Marketing, Seniors, and Weddings!

Face it—Composites get people’s attention. They are awesome for Marketing pieces, Senior Add-ons, Wedding albums, Baby panels, you name it! We NEED to know how to “throw one together real fast”—anytime we need it! This class gives you all the speedy tips to make it go together fast and we save them into templates so they are quick to make again and again to save time and make money with them over and over! This is a fun class and you will walk away with your own marketing pieces and templates ready to go!

Getting Control of Photoshop (Advanced)

For those who already are jammin’ in Photoshop, you need to learn the “somewhat boring stuff” that can really push you into the realm of speed, control and creativity. This class is Intermediate/Advanced level and gets into the nuts and bolts of Photoshop. Using the preset manager, making your own brushes, programming actions and batch actions, using quick mask, working with layer sets, Style catalogs, custom desktops, using dual monitors, using the browser, using automated features, web galleries, pdf presentations, and any other special requests! We focus on fine tuning your tools and settings for maximum efficiency and also get deeper into the many creative applications for masks and blending modes, to name a few.

Digital Discoveries Teaching Schedule

Date of events

2005

see below for detail

Feb 20-24, 2005	Bahamas School of Professional Photography	Nassau, Bahamas
Feb 27-Mar4, 2005	California Photographic Workshops	San Francisco, CA
March 23, 2005	Wedding Portrait Photographers Int'l	Las Vegas, NV
April 24-28, 2005	Texas School of Professional Photography	College Station, TX
April 30, 2005	Western States Convention	Pasadena, CA
May 23-26, 2005	ShootSmarter University	Aurora, IL
June 19-24, 2005	West Coast School	San Diego, CA
July 10-14, 2005	East Coast School	Raleigh, NC
August 8, 2005	Connecticut Professional Photog's Summer Seminar	Plantsville, CN
August 29-30, 2005	Pioneer Green Circle Convention	Tokyo, JAPAN
September 12, 2005	Minnesota Professional Photographers Association	St Paul, MN
Sept 18-19, 2005	Visalia Professional Photographers	Visalia, CA
Oct 10-13, 2005	ShootSmarter University (VitalSkills)	Aurora, IL

date of events

2006

January 9-12, 2006	ShootSmarter University (VitalSkills)	Aurora, Illinois
February 7, 2006	ShootSmarter University (Camp Calumet)	Aurora, Illinois
February 12-14, 2006	Minnesota Summer Seminar (MNPPA.com)	St Paul, MN
February 20-24, 2006	ShootSmarter University (Album Design)	Aurora, Illinois
Feb 26-Mar 3, 2006	California Photographic Workshops (Intermediate)	San Francisco, CA
March 6, 8, 2006	Prof Photogs of North Carolina Convention	Raleigh, NC
March 20-22, 2006	PP Society of New York State Summer Seminar	Ellenville, NY
June 19, 2006	Jack Adams' "Life's a Beach" Seminar (Intermed.)	GrandHaven, MI
June 24-25, 2006	Digital Stop Photographic Workshops (Intermed.)	Mill Valley, CA
April 23-28, 2006	Texas School of Professional Photography (Intermed.)	College Station, TX
July 30-Aug 3, 2006	East Coast School (Intermediate)	Raleigh, NC
October 17, 2006	Prof.Photogs of Redwood Empire	Santa Rosa , CA

date of events

2007

April 23-27, 2007	Texas School of Professional Photography (Intermed.)	College Station, TX
April 29-May 5, 2006	MARS Mid Atlantic Regional School of Photog (Intermed.)	Cape May, NJ
July 15-17, 2007	International Christian Photographers	Colorado Springs, CO
July 23-27, 2006	PPSNYS Prof. Photogs Society of New York School	Finger Lakes area, NY

Suzette's Super Sponsors 2006

Color, Incorporated.

Digital Pro Lab
Tim Kasberger
3280 Chicago Drive
Grandville, MI
(616) 988-1489
www.ColorInc.com

Fuji Photo Film USA

S-2/S-3 Cameras
Glenn Weinfeld
6200 Phyllis Dr.
Cypress, CA 90630
(800) 736-3600 x8912
www.fujifilm.com

Rice Studio Supply

Scott Rice
6150 SW Arctic Dr.
Beaverton, OR 97005
800-962-7710 fx 503-520-8721
www.ricestudiosupply.com

Blossom Publishing

Sheri Crandall
163 E Second Street
Winona, MN 55987
800-583-5370 www.Blossom-Publishing.com

MAC Group

Monaco Calibrating System
Randy Harris
8 Winchester Plaza
Elmsford, NY 10523
(707) 249-0331
www.xritephoto.com

nik Multimedia, Inc.

Photoshop Plugins
Janice Wendt
2615 Camino del Rio South #110
San Diego, CA 92108
(619)725-3150
www.nikmultimedia.com

Renaissance Albums

The Book
Nick Baker
375 West Broadway
New York, NY 10012
(212)274-8699
www.thebookalbum.com

Epson America, Inc.

Inkjet Printers
Dan Steinhart
3840 Kilroy Airport Way
Long Beach, CA 90806
(562) 290-5642
www.Epson.com

Suzette's Suppliers 2006

Red River Papers

Drew Hendrix
8400 Directors Row
Dallas, TX 75247
(888) 248-8774
www.redriverpaper.com

Veach Company

Jones Flash Brackets
37007 S Oak St.
Kennewick, WA 99337
800-523-9944
www.veachco.com

Impact Images

Clear bags packaging
4919 Windplay Dr. Suite 7
ElDorado Hills, CA 95762
(800) 233-2630
www.clearbags.com

Wacom Technology Corp.

Digital Tablets
(310) 944-3913 www.wacom.com

Lucis Art

Photoshop Plugins
Barbara Williams
(508) 346-3491
www.Lucis Art.com

Crystal Images

Images in Crystal
David Astrello
713-254-8485
www.crystalimagesllc.com

Digital Plus Images

Images on textiles, Handbags
877-399-4456
www.digitalplusimages.com

Bogen Photo Corp

Gossen Luna Pro F-2 Meter
Les Brown
E Crescent Ave
Ramsey, NJ 07446
(201) 818-9500
www.bogenphoto.com

Digital Anarchy

Primatte Chromakey
(green screen dropout software)
Debbie Rich
(415) 462-5872
www.digitalanarchy.com

LexJet

Banners and Print media
Kristin Komiskey
800-453-9538
www.lexjet.com

Suzette's Digital Toolbox 2006

Cameras & Lenses:

Fuji S-2, S-3 www.fujifilm.com
AF Nikkor 24-120mm, f3.5-5.6
AF Nikkor 80-200mm, f2.8
AF Nikkor 17-37mm, 3.5-4.5
Tamron 28-105mm, 2.8
www.nikon.com

Meters & Custom White Balance:

Sekonic L-358 www.sekonic.com
Custom White Balance target:
BalanceSmarter
www.shootsmarter.com

Cases, camera:

LowePro Orion waist pack
www.lowepro.com

Cases, Accessories:

Tamrac SAC Strap Accessory System
www.Tamrac.com
Porter Case www.portercase.com

Camera Accessories:

Tripods: Manfrotto 756B, Bogen 3021
Head: Bogen #3265 Joystick
Light Stands: Bogen
www.bogen.com
Flash Bracket: Jones Model J-35
www.veachco.com

Studio Lights:

ProPhoto Compact Plus
Photogenic PowerLite 1250

Location Lights:

Quantum QFlash X4d www.qtm.com

Light Modifiers:

Photogenic Chameleon reflector
Photoflex www.photoflex.com

Memory:

Sandisk Ultra

Computer:

Dell Inspiron 8500 Laptop dell.com
Monitor: LaCie Electron 19 blue IV
www.lacie.com
ViewSonic VA2012wb www.viewsonic.com

Digital Projector:

Epson PowerLite 713c www.Epson.com

Computer Accessories:

Wacom Intuos III 6x8 Tablet www.wacom.com

External Storage:

Buffalo Terastation RAID 5 www.buffalotech.com
Western digital "Passport" www.westerndigital.com

Printers:

Epson 7600 UltraChrome
Epson 2400
Epson 2200 www.epson.com
Epson R200 for printing on CDs

Software:

Adobe PhotoShop CS2 www.adobe.com
Adobe Pagemaker 6.5 Adobe InDesign
Corel Painter 9.0 www.corel.com
ACDSee 8.0 www.ACDSystems.com
Lab Prints www.Labprints.com

Color Management

X-Rite Monaco Pulse System
www.monacosys.com

Plug-ins:

Nik Color Efex Pro 2.0
Nik D'fine & Sharpener 2.0
www.nikmultimedia.com
Lucis Art www.LucisArt.com

Sample 4-day Class Outlines

CPW SCHOOL 2006

PHOTOSHOP: The Creative EDGE You NEED

Suzette Allen, CPP, Cr.Photog.

While Photoshop is a great tool for fixing your images, where it really shines (and where you make money with it) is in enhancing your images and impressing your clients.

Face it, your clients are looking for something NEW, FRESH, EXCITING, ORIGINAL, UNIQUE and DYNAMIC.....*Photoshop CAN DO THAT!*

The question is: CAN YOU? Get on board NOW and learn how to make some simple, yet attention-getting, image enhancements that will take your images and your business to a new level!

This Intermediate Level Class will be four days of intense learning:

Day One: Focus on the Vital Skills you need for efficiency in Photoshop (no, it is not beginning level), and then move into

Day Two: Retouching like the Pros,

Day Three: Exciting Composites for Albums, Folios and Marketing pieces,

Day Four: Developing your Creative Edge—techniques that will make your work stand out from the competition and get noticed!

Students will have some time to work on their own projects using the techniques learned and have an opportunity to make requests for specific techniques they want to learn!

This exciting class will challenge even the advanced student, but is spoken in simple English with a down-to-earth casual style. Suzette's easy humor and lively approach to Photoshop will keep you entertained and challenged to go farther!

**Enroll today for this exciting class that will give you
*THE EDGE that will make all the difference!***

Class Topics we will cover:

Section 1: Set up and Vital Skills

Set up your workspace, preferences, for efficiency
Load tools, actions, presets and brushes for maximum productivity
Resolution overview and file saving guidelines
A word about digital exposure, white balance and the amazing facemask histogram
Workflow and file management basics
Learn to use CS's File Browser on steroids!
Utilizing History and Snapshots for more than UnDo's
Use Layers effectively, and take advantage of Layer Modes ("The Claw")
Dodge, Burn and vignette your images the right way (without file destruction)
Understand and harness the power of Masks
Master Selections, Feathering, and Quickmask,
Learn quick ways to do smooth blending with gradients
Quick and easy B&W's and Tints, etc
Nik Color Efex Tools & timesavers
Color Mgt and printing your before/after
Demonstration on Studio Master Pro
Use Adjustment layers for maximum control
Learn how to quickly clean up a high key background.
Use Tool Presets! (and select the right brush tip, stroke, opacity for the job)
Know how to best use the Clone, Patch and Healing brush (and which one is best for what kind of job!)
Straighten images without guessing
Know when to use level or curves
Guess-less Straightening and loss-less cropping techniques
Make selections and choose selection tools (which ones are best for the task)
Colorcast removal/correction
How to use Color Match (CS)
How to set up & use Shadow/Highlight (CS)

Section 2: Retouching

Make/Choose Custom Brushes for Retouching
Retouch a corporate headshot - eyeglass glare / droopy neck / wrinkles.
Glamour retouch a model or senior. (blending, blemes, eye magic)
How not to go TOO FAR with retouching.
Older faces: minimize lines (history magic)
Color fixes (rosatia, sunburn, tan lines, makeup)
Maximize control with the History Palette and retouch like the pros.
Amazing tricks to make headswaps easy.
Smoothing out skin tones between hands and face. (add a quick tan!)
Fixing color issues on women who don't wear makeup correctly.
Slimming and trimming extra pounds, rolls, bulges and jowls.
The finishing touch for portraits: dramatizing techniques or the soft touch
Glass glare removal
Remove or neutralize Sunburn

Remove 5 o'clock shadows
Fix Moire and difficult acne
Soft focus and Sharpening techniques
Use D'Fine to reduce image noise
Basic CM / printing your work
Adobe PDF features

Section 3: Composites

Introduce Composite techniques, gradients, text
Make a template to reuse (custom wedding album pgs)
Learn how to use Layer styles to make your layouts POP
Save time by making your own custom Layer Styles
Create unique products and streamline them with actions.
Text and typography "rules" that will put you in the camp with the pros.
Template creation for quick and easy composites and layouts
Texture and color techniques that are easy to add, change and repeat quickly
Digital matting for "impossible" custom mats and image mats
Make your own dynamic marketing pieces
Groovy composite creation
Layer comps (CS) (optional)
Explore blending modes for drama
Make actions to reproduce your favorite layout or tasks
Easy Blind embossing for subtle effects

Section 4: Focus on Efficiency

Learn how to save your Layer Styles
Make and Save your Tool presets for turbo-production
Make actions to reproduce your favorite layout or tasks
Understand Batch Action Basics
Process Camera Raw files for maximum file adjustment and latitude
Learn to create actions and batch actions to do repetitive tasks
Understand Web optimizing
Learn to make and use templates
Package and sell your skills (do it once, sell it over and over!)

"Yes, we really can cover all of this in 4 days—be prepared to be challenged!"

And yes, you will leave with detailed notes, so you can do it all when you get home too!"

:o) Suzette

NOTE: IF you register for the class, and you have specific topics or requests, feel free to e-mail me and we can try to accommodate your needs! suzette@suzetteallen.com

Suzette Allen

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Suzette Allen.com

Extraordinary Vision with a Message of Hope

Suzette's Bio

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See These Sites for more info:

www.SuzetteAllen.com

Teaching, Portraits and more.....

www.ShootSmarter.com

free articles on photoshop

www.QuickAnswerBox.com

all about the handiest Photoshop helper...

www.ShineForHim.com

a photographic ministry for young people and photographers

An excerpt from the site.....

What is the SFH Project?

As an answer to the widespread hopelessness of today's youth, the SFH Project offers words of encouragement and testimonies of hope from other young people in their own words. Testimonies of their own experiences or tragedies, to give others a glimmer of hope, a reason to live, an answer to the question 'Why am I here and what is my purpose for living?' We all hunger and thirst for truth. The youth of today are looking for genuine experiences, not religious traditions. This is a tool to help young people reach their own generation with a message of Hope.



In addition, we all have a need to help others and share in our journey—finding a purpose for our lives. The SFH Project gives an opportunity for young people who ARE finding answers, who DO possess hope for the future and HAVE a purpose for their life, to SHARE their experiences with others and encourage one another! It also offers **professional photographers** a fresh way to use their talents to honor God and encourage others through a unique and creative medium.

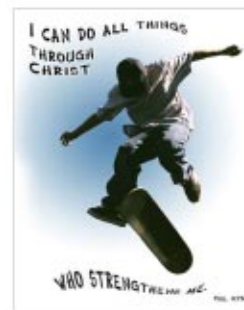
The Medium: Photographic Portraiture and Art, in addition to the world wide web.

The Message: Hope, Encouragement and Faith

The Messengers: Young people who have hope and photographers who desire to use their God-given talents to honor God, uplift their fellow man, and give young people a vehicle to express their faith.

The Means: The world wide web and photographers' giving of time and talent.

The Method: Young People are photographed, and their message of hope is digitally expressed in the image* (*see gallery for samples). They are given 24 wallet-sized photos to share with friends and family. In addition, they write out their personal testimony to be posted along with their portrait, on the website, www.ShineForHim.com.



How to Be a Part of the Shine For Him Project:

If you are a **young person age 7-21**, you may be photographed for the site and give your testimony to share with others. The portrait session may or may not be free, depending on the season and the photographer's policy. The Graphic design or message or scripture in your image is **free**. The 24 wallet images are **free** and the web posting is **free**. You will be required to submit your testimony in written form either on paper or by e-mail, and have you or your parents sign a model release. (parents sign if you are

under 18 years of age.) Your first name, age and state you live in will be listed with your image, along with the year photographed and the name of the photographer.

The 24 wallets are great to give to your friends and family, often stirring up good conversations about your message and sometimes an opportunity to share your faith. A small sticker on the back of each wallet photo will tell them to go to www.ShineForHim.com to see more images and read your testimony.

Your Part: Your obligation is just to be honest about your testimony, and "walk the talk". We encourage kids to take this seriously and not just do it for fun because it's free. This is a serious site, and you are ambassadors, representing God and should be living like it. In other words, if you are living in compromise (sin) and being a hypocrite, don't bother. Not that God expects you to be perfect: none of us are. However, if you have made a commitment to Christ, you should live like it. The by-product of a changed heart is a changed life. Can the people around you see God's love and compassion in your life? Or do you just put on a religious front on Sundays?

1 Timothy 4:12 Let no one look down on your youthfulness but rather, in speech, conduct, love, faith and purity, show yourselves an example to those who believe.

.....to read more, visit www.ShineForHim.com



Info Request for Photographers

Please tear off and put in basket on the table in back or mail to Suzette

I would like more information on being a ShineForHim photographer and be able to contribute images to the SFH Site. I

understand there is no obligation to participate until I submit an application, but please send me a packet of info so I can decide if this is something I would like to contribute to.

Name

Studio Name

Address

City, St Zip

Phone #

Web site

Email Address

Insert CD of images
and
class outline here

Inquire about
rate card to be
inserted here.

Suzette
(916) 485-3460
suzette@suzetteallen.com