

Suzette Allen.com

API, CPP, Cr.Photog. FSWPP
Photoshop Instructor

PRESS PACKET

Photoshop VITAL SKILLS



Suzette Allen
(916) 485-3460
4260 Orange Grove Ave
Sacramento, CA 95841
suzette@suzetteallen.com
www.SuzetteAllen.com



*Photoshop
with a
Flair!*



BIO / HEADSHOT

SUZETTE ALLEN, API, CPP, Cr.Photog. FSWPP



BIO VERSION ONE:

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 22 years and has been teaching digital imaging for over 7 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.

BIO VERSION TWO:

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 usefull

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!

www.SuzetteAllen.com
suzette@suzetteallen.com
4260 Orange Grove Avenue
Sacramento, CA 95841
(916) 485-3460 wk
(916) 712-7377 cell
(916) 914-2415 fax

TEACHING HISTORY

SUZETTE ALLEN,

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Suzette's passion to teach has made her a popular speaker in the past seven years--She is more in demand, year after year! Most of her classes sell out, too! Here are some of the venues she has taught at over the years:

Photographic Schools:

California Photographic Workshops: 7 consecutive years

Texas Professional Photography School: 4 consecutive years

East Coast School: 3 consecutive years

Shoot Smarter University: 3 consecutive years

West Coast School: 2 years

Bahamas International School of Photography: 2 years

Mid Atlantic Regional School: 2007-2008

Mid America Institute of Professional Photography: 2007, 2008

Professional Photographic Society of New York: 2007

Photographic Associations/Conventions/Workshops

WPPI 2005

Pioneer Green Circle (JAPAN) 2005

Professional Photographers of California: 3 events

Minnesota Professional Photographers: 3 events

Professional Photographers of Idaho

Professional Photographers of Delaware Valley

Connecticut Professional Photographers

Northern California Professional Photographers

Central Valley Professional Photographers

International Christian Photographers

Adobe Users Group, San Francisco

Professional Photographers of Orange County

Light Pro Expo, 2007-2008

To see a current schedule for 2007-2008, please visit this link:

http://www.suzetteallen.com/DigitalDiscoveries/dd_schedule.htm

PHOTOSHOP CLASSES

BY SUZETTE ALLEN,
API, CPP, Cr.Photog. FSWPP

Platform Programs are given by Suzette, but for hands-on classes, she works as a team with her husband, Jon Yoshinaga. Suzette and Jon teach a variety of Photoshop classes.....

BEGINNING PHOTOSHOP

This class is comprehensive--all the basics and enough information to keep an intermediate user happy too! The focus is on efficiency, using layers and working flexibly, teaching you good working habits from the start! This class is best as a 4-day class, but can also be pared down to 2 days for users who are somewhat familiar with Photoshop. Suzette's husband, Jon, is the class computer problem-solver and helps make sure everyone stays caught up with the class...it's a great way to jump in!

INTERMEDIATE PHOTOSHOP

The Intermediate class is all the beginning topics at a much faster rate and in more depth, 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!

ADVANCED PHOTOSHOP

For those who are already jammin' in Photoshop, you need to learn some of the semi-technical stuff that can really push you into the realm of speed, control and creativity. The class is Intermediate/Advanced level and gets into the nuts and bolts of Photoshop. Using the preset manager, making your own brushes, programming your own actions and batch actions, using quick mask, channels, layer sets, blending modes, style catalogs (and a whole lot more) will take you to a new level of efficiency! We focus on fine-tuning your tools and settings for maximum efficiency and lots of layer masking techniques for turbo-charged control and creativity!

RETOUCHING LIKE THE PROS

This intermediate level 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, 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 & 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, too! This class gives you all the speedy tips to make money with them over and over. This is a fun class and you will walk away with your own marketing pieces ready to go!

ALBUM LAYOUT & DESIGN

This intermediate level 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 new ways to create without getting bogged down by options and learn to be more free with your design. Our goal is to be fast enough to make fresh, unique designs and still make a decent hourly wage--it IS possible!

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Allen-AmberComp.jpg



Allen-BabyZack.jpg



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Allen-GilbertSFH.jpg



Allen-HollieStrip5.jpg



Allen-Blessed Cassey.jpg



Allen-Hollie stamps.jpg

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Allen-JudahGift.jpg



Allen-Kylecomp.jpg



Allen-KelseyComp2.jpg



Allen-PennyPlaid.jpg



Allen-PursellSepia.jpg



Allen-rockin guitar.jpg



Allen-RyanKatie.jpg



Allen-JudahKnightComp.jpg

TESTIMONIALS

Week-long schools

I was thinking of all the things I was grateful for this past year and how far I have grown in this past year. I didn't shoot anything digital for a real job until this past June. That's when I took your class in Photo Shop. We shot over 80 weddings all digital in 5 months. The lab is telling me that my digital weddings now look better than 95% of all the weddings that are going thru the lab. I have YOU to thank for that! I was letting the lab make all the corrections to the images and the results were not always good. Now on all the images that go into the wedding album, I go and color correct them myself. All I learned about Photoshop came from the class that you taught. You made it NOT SCARY to learn PS. I've gone to other P.S. classes since your class and they talk so tech and make it seem very confusing. Thank you!! --Joey Ikemoto

I really enjoyed your class this week at California Photographic Workshop! The techniques that you showed the us will greatly improve my business (not to mention saving me \$\$\$ so I don't have to pay the lab to color correct or retouch or alter my images). I learned a lot and I plan to take at least one more class of yours down the road so I can really soak up some of the information that didn't stick the first time and to improve my skills even more. Thanks again! - Tod Gomes

Suzette is an extremely talented artist and an awesome instructor! I learned so much! My images will never be the same. I can hardly wait to apply all that I have learned and turn photos into art! Well worth the investment. What an inspiration! - Debrah Woods

Suzette is an awesome instructor. She has a gift for teaching and grasping ideas. This course has changed my life--my business will never be the same! Thank you!! - Deanna Bansemer

Walking in totally blind to digital....wow....a whole new world opened! Thank you, thank you, thank you.....the possibilities are endless! -Heidi Miller

Suzette gives clear explanations in plain english. So many "computer gurus" talk in "technospeak" at a level above the heads of the students. Suzette brings a technical subject down to earth in a very practical hands-on way. Everyone leaves her class able to actually DO Photoshop! -Greta Heintz

I took your Photoshop class a few years ago when I was in California and it literally changed my life. I learned so much from your class and love to design on Photoshop, but I realized that there is so much more I could learn. It kills me every time I see one of your classes offered, as I am now in Washington State and with starting over up here with my business, it will probably be a couple of years before I can afford to get away for workshops again. You were one of the best teachers I've had. You taught in a way I understood completely, but I feel I'm at a standstill and want to learn more. You truly inspired me to want to be better. -Jamie Gilbert

Love your way of working with people. Keep teaching with love and care. Keep on shining. God bless. -Girish Patel

I didn't have a clue about Photoshop; just getting started in photography. The knowledge that I am leaving with is awesome. Suzette was extremely informed on the subject matter and was able to demonstrate it with ease and humor. I really enjoyed this experience and will be taking her advanced class. - Linda Rothwell

Suzette was wonderful as a teacher's assistant, but as a teacher, she is absolutely brilliant, warm and awesome. You are sure to have a great time! - Dorman Louie

Suzette, I wanted you to know how much your class has changed the "look" of my work as well as helping me with time management--or should I say, "fun" time! The Quick Answer Box triggers my memory in no time and I'm now finding time to ride my bike at least 3x per week! I have an upcoming show of my work this weekend where I launch my new name/look, so life is good. Thanks so much--I'll keep up on ShootSmarter.com! -Warmly, Peggy Morsch

TESTIMONIALS

platform presentations

Your 2 hour performance at the Falls Convention Center was amazing. Your style of teaching is clear and easily understandable as well as purposeful and effective. I can hardly wait to put into use what I retained. I consider myself an intermediate user of PS but can quickly see I have been doing things the long, hard, slow way since I figured out no other. I look forward to learning from you again. -Suzette Tweedie

I attended your presentation at Adobe Systems, in San Jose and was blown away. 95% of what you showed I already knew, what impressed me the most was the clarity of your presentation. Your teaching ability is the best I've seen. -Ted Grace

First I have to say, wow! You are amazing at Photoshop and teach it so well. Anyone who takes your course is so lucky! This is my second year in the Guild and so far you have been one of my favorite speakers! You taught everything so well last night. I followed most things pretty good and learned a lot! -Melissa Medlin

I wanted to let you know I thoroughly enjoyed your Photoshop class last night. I can't believe how much information you covered in a relatively short amount of time!!! I am looking forward to taking a more extensive class with you sometime in the future! Again, thank-you so much for sharing your vast knowledge with us! -Robyn Cazinha

In all my experience, I have never seen training as effective as yours. Either you have a really good consultant helping you put this stuff together, or you have a gift. I suspect you have a gift, because one of the things that makes your training so effective is its clarity and straightforwardness. You cut right to the chase. Your training bears the same stamp of efficiency as the processes you are teaching us about. Well done. -Mark Haffner

I'm saving loads of time with your pointers already - it really has made an amazing difference in my workflow, my photo quality and my capability to spend more time actually taking pictures! -Emily Cavaco

I just wanted to thank you again for the great workshop on Wednesday! You really opened my eyes to the power of Photoshop and did it in a way that really made the class enjoyable! This new level of excitement is really going to make Photoshop a lot less intimidating for me! -Michael Mantini

Thanks for all the info you filled our head with last week. I've already started changing some of our products with some of the design possibilities you presented to us. -Kent Gerken

I really enjoyed your talk at Adobe. I think that was the best and most practical session I've heard there over the year. You might do a retouch in 6 minutes but you also spill out a lot of useful suggestions in the same 6 minutes. My notes look like scribbling. I just spent an hour trying to decipher them. You generated a lot of interest by the attendees in how to use PS more efficiently. -Milt Kostner

We have seen many Photoshop teachers at our conventions and seminars. We have enjoyed them and we have learned from them. That was fine. Until yesterday. I want you to know that I have not come home so excited and enthused for a very long time from a Photoshop class. Your clarity and patience made the class never boring. Your examples were well chosen and easy to follow. Even though the sound system was turned down a bit, your voice was clear and easy to understand. Many years ago, I was told by a respected photographer that I should always attend seminars and conventions. He said that if one brought home only two or three ideas that were useful, the money would be well spent. You gave us dozens of useful, workable solutions to problems that we constantly face in our endeavor to deliver quality photography. I bought your Quick Answer Box. The Box was decidedly worth the price. Thank you again and keep up the excellent teaching!!! We need your advanced level of information and your clear and concise delivery of it. -Ken Ahlstrom

Suzette's Super Sponsors 2008

Color, Incorporated.

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

Photoshop Plugins
Tony Corbell
(619)725-3150
www.nikmultimedia.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

Epson America, Inc.

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

Suzette's Suppliers 2008

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

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 2008

Cameras & Lenses:

Fuji S-5, 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:

HP Pavilion
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 Eye-One System
www.xrite.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 Outline

CPW SCHOOL 2007

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

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www.suzetteallen.com

PO Box 417362 Sacramento, CA 95841

(916) 485-3460 (916) 712-7377.