



Mission Statement for Weekday Workshops by Todd and Brad Reed

The primary purpose of the "20/20 Vision Summer Workshops" is to focus on the art/vision side of photography and to provide you with more choices/building blocks to create great art. Todd and Brad will teach you the 20 artistic elements they use when they are in the field "making" their photographs. Basic sound photographic techniques, such as proper use of tripods, will also be demonstrated.

During these "20/20 Vision Summer Workshops" Todd and Brad will **NOT** be focusing their instruction on the technical aspects of photography such as shutter speed, aperture, etc. If you want or need more knowledge of how to shoot in manual mode and you want to really understand how to get the most out of your own camera, then we recommend that you take one of Todd and Brad's "Picture Perfect Weekend Workshops" at the Cartier Mansion in Ludington.

Every **Thursday** starting on June 24th through Labor Day we will host our "20 / 20 Vision Summer Workshops."

Itinerary:

Workshop participants will meet at the downtown Ludington gallery at 2:30 p.m. and start the classroom session. We will discuss our 20 different compositional concepts that will help people improve their ability to see the world in pictures and create stronger images. We will project some of our images on the wall and break down the compositions to show what concepts were used in their construction. We will also do a question and answer period. The classroom session will last until 5:30 p.m.

At 5:30 p.m. workshop participants will take a two-hour break for dinner/personal time. Everyone will be on their own for dinner.

At 7:30 p.m. workshop participants will meet at the very west end of Ludington Avenue (unless otherwise directed) to shoot the S.S. Badger carferry and sunset. During this group shooting, participating photographers will be using their own equipment (cameras, tripods, etc.) and each photographer will be shooting their

own photographs. Todd and Brad will be narrating what they are doing and why, but they also want everyone to apply what they learned earlier in the day to refine their OWN vision, make their OWN choices, drawing upon the class concepts.

If Todd and Brad determine it is raining too hard to be outside shooting during this second session, we will direct students to an under-cover location to shoot from or direct students back to the downtown Ludington gallery to continue classroom instruction and discuss more photography techniques. **The meeting time and location may change through out the summer. Some other possible shooting locations may be the Ludington State Park or the Buttersville Peninsula.**

What to bring:

Your point-and-shoot or SLR camera, which can be film or digital, and as much film or memory cards as you feel you need or want. We also recommend extra camera batteries. We strongly recommend dressing in layers. It can get chilly and damp on the Lake Michigan shoreline in the evening so a light pair of gloves, a light hat, and good hiking shoes can make you feel much more comfortable. The best light often occurs during a very light rain if the sun is still peaking out, so we also recommend packing some light rain gear as well. We recommend bringing a notebook and pen to take notes during the classroom session.

Signing Up:

You can sign up in advance by calling Todd & Brad Reed Photography at 231-843-0777. You can also sign up in person at Todd and Brad's downtown Ludington gallery. The Todd and Brad Reed Photo Gallery is located at 114 W. Ludington Ave., Ludington, MI 49431. Reservations are recommended, but you can still sign up twenty minutes prior to the start of the workshop if there is room.

We limit these workshops to the first 18 people to sign up and pay in full. Payment is due in full at the time you sign up. We accept Visa, Mastercard, Discover, American Express, check or cash. You can get a 100% refund if you cancel 24 hours in advance of the start of the workshop. A 50% refund is granted if you cancel less than 24 hours from the start of the workshop.

Price:

One person: \$85.

Second through Fourth person in a group: \$60 each.

Fifth person and beyond in a group: \$50 each.

*** During most of these workshops, both Todd and Brad will be present. However, this is not guaranteed. If Todd is gone, Brad will lead the workshops alone and if Brad is gone, Todd will lead the workshops alone. Both are international award winning professional photographers and professional teachers. In case an emergency arises where neither Todd or Brad are available, all participants will receive a 100% refund of their workshop payment.

To learn more about Todd and Brad Reed and to see their work, please log onto www.toddandbradreed.com