

# Establishing a Full Circle Workflow

## From Mindset to Print

“A great photograph is a full expression of what one feels about what is being photographed in the deepest sense, and is, a true expression of what one feels about life in its entirety.”

*Ansel Adams*

Photoshop is just plain intimidating. Period.

The most daunting part of editing is actually where to properly begin.

The place to start, like in all art, is in your head. Sorting out the reasons why you have the desire to take photography to a higher level is something every artist must sort out.

Getting in deep, mentally, is to understand not only why but it will also point you in the directions of how, when, where and what to photograph. Mental organization brings overall clarity.

Establishing intent and the purpose for making photographs will give you great insight in not only the subject your work should address but also the elemental and envious position of knowing where to point your lens.

A photographic tradition from the onset of the medium has been to *homage* the masters. Get to know your photography history. Review work from the start of photography to the contemporary greats. Attend gallery and museum exhibitions to see actual prints. View prints with your nose almost on the glass. Then expand by drawing upon all art as sources for inspiration – from paintings to plays, literature to music.

One of the best tools in working on an image is to get into the proper mindset so to evoke the visual magic and make sparks fly. This may be, for some, opening a book to your favorite photograph, playing the right piece of music, running through a beloved poem or a line from a favorite author. Recalling the palpable magic of the actual place is also extremely important – this will bring forward “emotional memory” of the initial reason that triggered your to fire the shutter in the first place.

One must bring everything you have to the table, not just the hyper-focus on the equipment and software alone. Think of all these techno-gadgets, from camera to printer, as catalysts to a higher plane of creativity. Ultimately, our collective goal is to discover our best selves and reflect this in our images.

To use Photoshop to its fullest potential, one must be patient, forgiving and organized. The fact that super sophisticated software can be so easily purchased is exhilarating, but can be equally daunting and, for most, the potential of this software is never conquered.

The ultimate goal, where technology is concerned, is to learn what you truly need. If you take baby steps, getting to a level of understanding in how to take full control of its strengths will come. Then knowing when it could fail and understand how to avoid disasters will be evident. But how does one sort through it all to find what is needed?

Technology can be a real buzz kill to the creative spirit. So much to sift through in search of finding what we need, it is easy to become overwhelmed with the technology and underwhelmed with mediocre results.

Investment in your artistic self is the best decision one can make. Because software drives the craft of the medium, to conquer it successfully requires training. That is where a highly crafted workshop comes in to save the day.

My workshops are designed to get results. I target exactly what you need to know in foundation skills, direct methods of how to apply poetic overtures and, finally, how to successfully prepare and print a file.

Holding a well-made fine art photograph in your hands is a splendid moment for every photographer. The tactile qualities of holding a sheet of luxurious, heavy paper infused with your image are moments of sublime bliss that never get old.

Take the leap and sign on to make your dreams a reality. Once you arrive, remember to keep your goals in sight, your heartstrings connected to your keyboard and know that every single individual with the genuine desire to learn has the ability to become a prolific and skilled fine art photographer, from mindset to capture to print.