

# P H O T O

April 28 - May 4th

# Expo2014

Seminars • Workshops • Vendor displays • Symposiums

Presented by Fresno City College Photography Department.  
Hon Photo & Spectrum Art Gallery

FREE ADMISSION  
(Open to Public)  
Limited Seating

Friday May 2nd  
Saturday May 3rd

## Seminars & Workshops

as of 4/23/14

DAY / TIME		Event	Location	Presented by
Friday 11:00am	Saturday 10:00am	<b>QX Photo Walk – Up The Ante With Cell Phone Photography</b> Attend this class to learn how cell phones are being used in modern photography and the technologies Sony has brought to the table to make your work stand out. This class will be have an opportunity to actively test these exciting new technologies. (1 hr.)	Sony Booth (Limit 15)	<b>SONY</b>
Friday 11:00am	Saturday NO CLASS	<b>Shooting Video with your DSLR</b> A 2 hour Class discussing Canon Video Products (2 hrs)	Room: OAB-171	<b>Canon</b>
Friday 11:30am	Saturday 11:00am	<b>Portrait Photography And The Power Of Light</b> Create Portraits by harnessing the power of light! Learn how you can use your camera flash to produce interesting portraits. Smaller and more portable than a traditional lighting setup, your camera flash is an amazing tool. We will take you through the process of using light modifiers, bounce, lighting ratios and multiple flashes. Step by step you will learn how to use this amazing but often under-utilized tool. (45 mins)	Room: OAB-188	<b>SONY</b>
Friday 12:00pm	Saturday NO CLASS	<b>High Dynamic Range Tools for your Black &amp; White Images</b> (45 mins.)	Room: OAB-176	Fresno City College Photography Dept.
Friday Starts @ 1pm Starts @ 3pm	Saturday Starts @ 11am Starts @ 2pm	<b>Canon Printer Class</b> An hour long session discussing Canon Printer Technology with Peter Lee (1.5 hours)	Room: OAB-176	<b>Canon</b>
Friday NO CLASS	Saturday 12:00pm	<b>Sony A7/A7R - Popular Photography's Camera of the Year</b> Learn more about Sony's a7r and the four years of award winning engineering that culminated in Popular Photography's 2013 Camera of the year. (45 mins)	Room: OAB-173	<b>SONY</b>
Friday 1:00pm	Saturday 2:00pm	<b>Sony and Video</b> This class will take a look at Sony's history in video, the modern world of digital full frame film making, and some of Sony's newest 4K products. (45 mins)	Room: OAB-173	<b>SONY</b>
Friday 1:00pm	Saturday 1:00pm	<b>Digital Video Distribution: You Tube Essentials</b> (45 mins.)	Room: OAB-285	Fresno City College New Media Club
Friday 2:00pm	Saturday Starts @ 10am Starts @ 1pm	<b>Canon Basic DSLR Class</b> A 2 hour Canon EOS entry level DSLR class going over the basic controls of the Canon Rebel series, 60d and 70d cameras. (2 hrs)	Room: OAB-271	<b>Canon</b>
Friday 2:00pm	Saturday 1:00pm	<b>The Future Of Photography Is Here Now</b> Have you heard the buzz about "Mirrorless" cameras? Learn about cutting edge cameras and lenses. Your camera is not just the same old body and lens. How about a zoom lens that can actually attach to your smart phone? In this class Sony will discuss their latest photography equipment and show you how to apply unique features to your shooting. Control your camera with WiFi or Near Field Communication. You will get to experience modern viewfinders that check your depth of field without the viewfinder going dark, see how shutter speed can affect your subject without even taking the picture. Learn about photography apps that you can download right onto the camera, (Time Lapse, Motion Shot, Photo Retouch, use your cell phone as a remote control etc). 45 mins	Room: OAB-188	<b>SONY</b>
Friday 2:00pm	Saturday NO CLASS	<b>Alternative Processes</b> Alternative Processes for digital and traditional image capture. How to translate and transform your photographic concepts onto archival gallery media via antique print processes. (45 mins.)	Room: OAB-171	Fresno City College Photography Dept.
Friday 3:00pm	Saturday NO CLASS	<b>Sony's RX series: Compact Camera's for Professionals</b> Sony's RX100 has been stated by the New York Times as the best pocket camera ever made, period. Learn about the technologies behind this award winning camera and similar models in the RX line. (45 mins)	Room: OAB-173	<b>SONY</b>
Friday 4:00pm	Saturday 3:00pm	<b>Get Creative Professional Results With Minimal Effort</b> Experience creative tools inside Sony cameras that will change the way you take pictures! See just how easy it is to take panoramic photo and High Dynamic Range (HDR) photographs. Use your cell phone as a viewfinder and remote control up to 25 feet from your camera. Sony will also show you some pretty neat Artistic Effects like partial color/ BW, color posterization, retro photo, miniature, motion shot, etc. (45 mins)	Room: OAB-188	<b>SONY</b>