



The Yerba Buena Chapter of PSA Sponsors

JOE EDELMAN

AWARD-WINNING PHOTOGRAPHER

in a **FREE ALL-DAY ZOOM Presentation**

Saturday, October 22, 9:00 AM - 4:30 PM, Pacific Time

- Understanding Creativity • A Practical Approach to Composition • Abstract Photography
- My Images Developing Workflow



BIOGRAPHY

I am honored to have been a keynote and featured speaker and presented for professional organizations, regional and local camera clubs, Meetup groups, and privately-owned photography co-ops across the United States and now worldwide with virtual presentations.

My speaking experience ranges from presenting to large crowds as a featured speaker on stage for Olympus, Savage Universal, V-Flat World and TetherTools at industry events to presentations for regional photography events as well as local camera club demos. I have also taught photography classes at both a college and high school level.

My teaching style is energetic, filled with humor and, well instead of me describing it, you can watch the videos at the bottom of the page to see one of my stage presentations for Olympus at WPPI in Las Vegas, or you can check out my YouTube Videos.

Choose from a library of photography and marketing presentations listed below that are prepared, tested, and proven to educate and entertain. These talks are routinely updated as technology and industry trends advance.

I am always open to creating a new presentation, keynote or workshop for your group or organization, and I also do Photo Walks to teach shooting portraits or models outside on location.

UNDERSTANDING CREATIVITY

We will begin by looking at the science behind creativity and understanding creativity. Where does it come from? Are humans born with it or do they learn it? Is it possible to make yourself more creative? The answers from research done by cognitive psychologists will surprise you, frustrate you, and excite you. Armed with a better understanding of how creativity works, I will help you lay the foundation to be able to develop more creative skills and become a better, more creative photographer, with tips that will help you to see and think about your subjects in ways that you never have before.

What you will learn:

- Why is it so hard to be creative? We will look at the science behind our creative struggles. *(Continued on page 2)*

Page 2 for Zoom Registration and Schedule.
You must register to join even though it is FREE.

- The number one reason why people have a hard time improving as creative photographers
- A new definition of Creativity that will free your thought process and change the way you approach creating
- My TOP TEN TIPS for improving your creativity to become a better photographer... and much more!

PRACTICAL COMPOSITION

Creating Great Images Without Rules!

The Rule of Thirds is the most overused and abused composition in photography. Composition is the art of how things fit together in your photograph and no two photos are alike – so stop applying rules.

The great American photographer Edward Weston taught “Composition is the strongest way of seeing.” I couldn’t agree more. Following “rules of composition” leads to predictable results. Rules are creativity killers.

In this presentation, I will walk you through my concept of practical composition that is guided by the relationships of the objects in your photograph and the story you wish to tell and the mood you want to convey.

What you will learn:

- How to think about Style and Content first
- How to direct the viewer with your composition
- The 3 most important things to consider in every photograph
- My top 8 Practical Composition Tips... and much more!!



ABSTRACT PHOTOGRAPHY

Creating Art Without Rules by Seeing Outside the Box

Abstract photography is Art with no boundaries. It is an opportunity to ignore the rules and have complete creative freedom with your images.

We will begin by creating a new understanding of the endless possibilities of abstract photography and how it can help you improve your photography regardless of the genre you shoot.

I will help you break down the gear and, better yet, the DIY gear I use to create my images, and we will lay the foundation for you to develop more creative skills and become a better, more creative photographer with tips that will help you see and think about your subjects in ways you never have before.

What you will learn:

- A new definition of Abstract photography will free your thought process and change how you approach creating.
- The reasons why Abstract photography can be done with the least amount of gear of any genre.
- The importance of processing your images to take your abstract work to a whole new level.
- My TOP TEN TIPS for improving your Abstract photography to become a better photographer.
- ... and much more!

SCHEDULE

9:00 - 11:00	Understanding Creativity
11:00 - 11:15	Break
11:15 - 12:45	A Practical Approach To Composition
12:45 - 1:45	Lunch Break
1:45 - 3:15	Abstract Photography
3:15 - 3:30	Break
3:30 - 4:30	My Image Developing Workflow

Register in advance for this meeting:

CLICK HERE

https://uso2web.zoom.us/meeting/register/tZAsc-6vrDojEtoNdznMQI_pLYtnUkIXMNoi