



# **SERAVEZZA FOTOGRAFIA 2015**

## **XII EDIZIONE**

**20 FEBBRAIO – 12 APRILE 2015**

### **EDITORIAL GRAPHICS FOR PHOTOGRAPHERS HOW TO CREATE PERFECT PORTFOLIOS AND PHOTOBOKS**

**By Mena Marotta**

The workshop is for both professional photographers and amateurs who want to learn how to use editorial graphic tools (Adobe InDesign). Familiarity with at least one of the Adobe softwares (Photoshop, Illustrator, Lightroom, etc.) is highly recommended before participating in this workshop.

#### **PROGRAM**

This weekend-long workshop will be taught in a hands-on format. Each lesson will have will include a review of theory followed by a practical portion to enforce the learning from the first part of class. Students should have access to their photographic archives (on PCs, hard disks, or jump drives) in high resolution.

#### **Lesson 1 - Saturday 10.00-17.00**

- \* Features of a good portfolio (paper and digital)
- \* Features of a good photobook
- \* Importance of storytelling
- \* Importance of consistency and coherence
- \* Introduction to InDesign
- \* Concept of students' portfolio

#### **Lesson 2 - Sunday 10.00-16.00**

- \* Creation of the students' portfolios
- \* Fine art printing
- \* Paper choice
- \* Digital portfolio: which format?
- \* Continuation of the project
- \* Presentation of students' portfolios and comments

#### **INFO**

This course has a minimum enrollment of 10 students.

**March 28, 2015 - 10.00 am - 17.00 pm and March 29, 2015 - 10.00 am - 16.00 pm** | Sala Cope - Querceta - Lucca

COURSE REGISTRATION: download the registration form from [www.seravezzafotografia.it](http://www.seravezzafotografia.it) and send it to [segreteria@seravezzafotografia.it](mailto:segreteria@seravezzafotografia.it)

COURSE INFORMATION: [workshop.marotta@gmail.com](mailto:workshop.marotta@gmail.com)

**FONDAZIONE  
TERRE MEDICEE**

**Segreteria Organizzativa Seravezza Fotografia**  
c/o FONDAZIONE TERRE MEDICEE  
Viale L. Amadei (già Via del Palazzo), 358 - 55047 Seravezza LU  
tel. 0584-757443/756046 | fax 0584-758161 | [segreteria@seravezzafotografia.it](mailto:segreteria@seravezzafotografia.it)