

Interpreting Your Image A Printing Masterclass

Your tutor: Joe Cornish

Where: Lacock, Wiltshire

When: 13|02|17



In the Digital Age, photographs have become virtual and ubiquitous (they are everywhere). It is so easy to take pictures, and so apparently cheap, or even free, that photography is devalued, a disposable commodity...

...until we print them.

Photographic inkjet printing is expensive: current fine art papers cost more than their silver bromide darkroom predecessors, and printing ink cartridges cost more than vintage liquor. Printing is difficult, takes time and commitment, and can be frustrating. But get it right, and the lost value, meaning and satisfaction returns to photography. Printing instills discipline, forces us to think more carefully about our camera-craft, invites us to consider our archive and what we are trying to say with our photographs. Above all it creates a physical artefact that will last lifetime and more.

All of this and more will be known to those who already print, and if that is you, this workshop is aimed at you, the intermediate or advanced level photographer/printer.

Joe Cornish has been a professional photographer since 1983, printed almost all his early black and white images in various darkrooms, and has printed digital inkjet (colour) for ten years. He has had to endure the pain and joy of learning to print the hard way, and is keen to help others navigate their way more easily through the obstacles the craft of printing presents. As a landscape photographer Joe's printing is based on the light he finds in the world outdoors; he has adapted this into two post-production approaches: zonal light; and, painting with light, which he sees as the key to bringing the image to life.

This workshop will move quickly through the fundamentals of colour management, soft-proofing and other printing basics because it will be assumed that you already print, and have a grasp of these essential conditions of consistent printing. Instead the workshop concentrates on the art and craft of image interpretation. All this will be done using the core editing tools almost universally adopted in the profession: Adobe Lightroom (and Phase One's Capture One for those who prefer it) for raw image processing; and Adobe Photoshop, the industry standard tool for printers will still be used for finishing and printing the image. Although plug-in software is used successfully by many this will not form part of the workshop as we believe that plug-ins encourage a shortcut approach that can limit understanding. Our goal is to use the basic tools, understand their effect fully, and treat every single image on its own terms.

The Fotospeed Academy

from image capture to print

If you are already an advanced printer you may be familiar with some of the unorthodox techniques and tactics you will be shown and encouraged to try. These may include subtle application of monochromatic noise to mask digital artefacting; local or global use of softening, or minus clarity, to enhance image quality; local reduction of saturation for better colour balance; local contrast and sharpening adjustments to enhance depth... the goal of all the techniques we use will be to bring our images to life and to accurately reflect our artistic intention. The emotive and evocative potential of an image is not always immediately apparent to its creator; one of the great things about collaborating with others is feedback and an alternative viewpoint that help detach us from our preconceptions, and see different potential and possible solutions. Given the experienced nature of the

group Joe will also encourage everyone to share their own ideas and thoughts and any special techniques that they use. We will work in a collaborative and supportive atmosphere.

He is also committed to helping everyone express their unique vision and will encourage you to discover that and reflect that in your printing style, rather than imposing an easy formula for all to follow.

What is the Fotospeed Academy?

The Fotospeed Academy has been established to open up the world of fine art printing to you. Through our Masterclasses, we aim to show you how to make fine, exhibition quality prints from your images. We want to show you that it doesn't have to be difficult. We want to strip away much of the mystery and 'dark arts' that some people would like to shroud printing in so that you feel equipped to go away and start making beautiful prints at home.

Where is it?

Based in the village of Lacock, where photography first began, we have beautiful surroundings purpose designed for our Masterclass. The entire day is designed to immerse you in the printing process

What will I learn?

This course is aimed at those who are already confident in soft proofing, colour management and printing. Whilst these areas will be touched upon briefly, the main focus will be on the image interpretation and bringing your images to life using different techniques and the core editing tools within Adobe Lightroom. Although plug-in software is used successfully by many this will not form part of the workshop as we believe that plug-ins encourage a shortcut approach that can limit understanding. Our goal is to use the basic tools, understand their effect fully, and treat every single image on its own terms.

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What will I need to bring?

You will be asked to bring a selection of your favourite raw files with you and your own laptop and pre installed with Adobe Light Room or Phase One's Capture One for those who prefer it. You will be able to select an image to work on, with help from Jo, which you will then be able to print on Fotospeed paper. This image will be mounted and framed to A2 size on the day, for you to take home with you as a memento of your day with us.

All of the slides and information Jo uses will be emailed to you after the event. This will save you taking reams of notes and will allow you to relax and concentrate on the training. Then back at home you can replay the day as often as you wish, really getting the maximum benefit from it forever.

We look forward to welcoming you to the Fotospeed Academy and demystifying the world