

advanced photography

For Experienced Photographers Wanting to Take Skills Beyond the Basics
The Next Level Workshop

Friday, February 10, 2012
8:00am—5:00pm

\$ 495 before 1/20/12
\$ 595 after 1/20/12

The Center for Exceptional Practices
3404 Brecksville Road
Richfield, OH 44286
330.523.5270

8 CEU for dental professionals only



Humans tend to be visually oriented, and thus get more information from images than from, say, printed material or audio. Humans also learn more and faster when doing, rather than absorbing through lecture or reading. This course places heavy emphasis on actually taking pictures, thereby allowing participants to experience ways to get from concept to actual photographs that are consistent with set goals.

From controlling the camera to patient portraiture, participants will leave with enhanced skills in this intermediate course.

Participants will also learn:

- How to control the camera to achieve specific image results
- How to utilize various light sources, lens combinations, & exposure parameters to creative advantage
- Managing image contrast & noise issues during a shoot
- Working with subjects to achieve desired results
- How to select appropriate image format mode on camera
- Manipulating light sources & color to maximum advantage
- Managing output to best advantage
- What resources are available to enhance efforts and much more!



Benjamin Hornstein, DDS
Course Instructor



John Newland
Course Instructor

REGISTRATION FORM

Fax back to 330-523-5271

Advanced Photography - The Next Level Workshop Friday, February 10, 2012

	On or before Jan 20, 2012	After 1/20/12
<input type="checkbox"/> EACH REGISTRANT*	\$ 495	\$ 595

Total Due: \$ _____

* Please bring your own camera and memory card.
There will be other cameras available for hands-on
exercises for those who do not have their own.

Method of Payment

- Check - payable to *The Center for Exceptional Practices*
 Visa MasterCard American Express

Credit Card #

Exp. date

Signature

V-code

First Registrant Name

Second Registrant Name

Third Registrant Name

Practice Name

Address

Daytime Phone

Email

Who referred you?

Camera type you use

Payment in full is expected with registration. A 50% non-refundable deposit is due if full payment is not received. The remaining tuition balance must be paid at least 60 days prior to the scheduled course date. If cancellation is received less than 60 days prior to the course, 50% of the paid tuition fee is forfeited. If cancellation is received less than 30 days prior to the course, 100% of the paid tuition fee is forfeited. Financing is available for qualified participants. The Center for Exceptional Practices reserves the right to alter and/or cancel any course/program at its discretion. For more information on our complete registration and refund policy, please call , 866-333-6135.

ADA CER.P® | Continuing Education
Recognition Program

The Center for Exceptional Practices is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. (May 2011—June 2014)
The Center for Exceptional Practices designates this activity for 8 dental continuing education credits.



Approved PACE Program Provider
FAGD/MAGD Credit
Approval does not imply acceptance by
a state or provincial board of dentistry
or AGD endorsement
(10/1/11 - 9/30/15)

About the Instructors

Dr. Benjamin Hornstein has been in private practice since 1986. He is an avid photographer both inside and outside the dental studio, beginning with photo-journalism in high school and college sports. He has photographed NCAA football and basketball games and has had those images professionally published. Most notably, his photographs have appeared in editions of *Sports Illustrated*. Dr. Hornstein has also lectured locally at Case Western Reserve University and nationally on adhesive and aesthetic dentistry. Dr. Hornstein currently provides quality, aesthetic dental care to patients at his Beachwood, Ohio practice.

John Newland has been involved in imaging his entire career. After college, he worked for Picker X-Ray managing their instructional TV operation, and there found a passion for diagnostic and interventional imaging in medicine. He rose through the ranks of product management, marketing, and business management principally with Picker, Technicare, and Hitachi Medical, working mostly with Angiographic and CT systems. Today, he owns Jaw & Tooth Pics dental imaging. Some of his photographic results have been published, but his primary motivation is simply good work with the camera.