



DIGITAL MEDIA • FILM VIDEO • WEB DESIGN • PHOTOGRAPHY

**PACIFIC NEW MEDIA**

SPRING  
2010

UNIVERSITY OF HAWAI'I at MĀNOA: OUTREACH COLLEGE

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## PACIFIC NEW MEDIA : SPRING 2010

Welcome to our Spring session – a time for new growth, new beginnings, new explorations. Pacific New Media (PNM) presents a comprehensive program of seminars, talks, and short, intensive workshops on film, video, photography, and digital media. Workshops feature both prominent local and mainland professionals, who share their expertise and insight, inspiring new ways of thinking as they guide you in upgrading your skills.



Susan Horowitz, Director

### 25% Discount for Our Continuing Students

As a thank-you for your support, we're offering a special discount. When you take 4 day-long workshops, the fifth one will be 25% off. So keep track and when you're ready to take that fifth workshop, call Lance at (808) 956-9249.

PNM runs the state's only Apple Authorized Digital Media Training Center with classes in Final Cut Pro, Motion, DVD Studio Pro, Soundtrack Pro, Logic, and more.

Most PNM classes are held at the Mānoa MultiMedia Lab (Sakamaki C104 on the UH Mānoa campus) or at other campus locations.

PNM offers two certificate programs: one for web design and one for digital imaging. Both balance creativity with technology—join these programs to gain the skills required by these dynamic fields. For more information and to apply for a certificate program, call Pacific New Media at (808) 956-3422 or visit our website at [www.outreach.hawaii.edu/pnm](http://www.outreach.hawaii.edu/pnm).

If you or your company is interested in acquiring skills in a specific multimedia program or concept, contact Pacific

New Media at (808) 956-3422 to discuss the development of an appropriate workshop. One-on-one training in our lab is also available.

Join our classes to gain the information and inspiration you need to explore our rapidly changing digital environment, and participate in shaping our digital future.

## Point and Click Macintosh Tutorials

All Pacific New Media classes are taught on the industry standard for graphic arts, digital imaging, and film/video editing, the Macintosh computer. For PC users, or those unfamiliar with navigation of the Mac desktop and filing system, we offer assistance with the Mac interface. Before you take a PNM workshop, you are strongly encouraged to take our free, one-hour "Point and Click" tutorial, taught by our experienced staff. Please call (808) 956-3422 for an appointment.

If you would prefer to use your own laptop in class, please call (808) 956-3422 for information. Class files for most workshops can be distributed to your machine over the network. To take advantage of this service, you must have the relevant class software already loaded on your machine. We highly recommend that you make an appointment to bring in your laptop at least a day prior to class to insure compatibility.

For workshop updates,  
check our website at:

[www.outreach.hawaii.edu/pnm](http://www.outreach.hawaii.edu/pnm)



Photo by Hugh Gentry.  
For his class,  
Sports Photography:  
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 **Apple**  
 Authorized Training Center

*Image by Seán Duggan. For his class,  
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**MAHALO TO:**

HAWAII COMMUNITY TELEVISION  
 PACIFIC CENTER OF PHOTOGRAPHY  
 RUSSELL BROWN  
 VICTOR AND CLEO KOBAYASHI



Adobe

# Fundamentals Digital Imaging and Design

## Creating Compelling Presentations with Keynote

NEW

**DATE:** Friday, March 12  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10747

Learn how to create engaging slideshow presentations while avoiding the pitfalls that sink many others. Although this workshop uses Apple's Keynote program, most of the techniques and guiding principles can also be used when creating a presentation in Microsoft Powerpoint. Discover ways to declutter your presentations by more effectively using color, appropriately applying transitions, choosing images that enhance your message, and more.

## Intellectual Property Issues for Content Creators

**DATE:** Saturday, February 20  
**TIME:** 9:00am-12:00pm  
**INSTRUCTORS:** Sharon Webb and Dianna DeVore  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** \$50  
**REGISTER for:** L10716

An overview of intellectual property issues facing content creators including designers of audio and visual content (offline and online). Legal areas to be covered include copyright, branding, trademark, domain names, metatags, hypertext, right of publicity/privacy, trade secret/idea theft, fair use and advertising legal issues. U.S. law is the primary focus. Examples are presented to aid understanding of the practical implications of such legal issues in visual arts and web design. The goal is a basic introduction so that content creators are alert to areas of high risk, and can work more effectively with legal counsel to assess and reduce that risk.



**Sharon Webb, M.D., Ph.D.**, is a registered patent attorney and a partner at Virtual Law Partners, LLP. She works with a broad spectrum of clients, including venture capitalists and institutional investors, large-cap and small-cap companies, universities, content creators and start-ups. She is also a filmmaker, and together with her seventh-grade son helps kids make movies.



**Dianna DeVore** is a partner at Virtual Law Partners, LLP. Her practice focuses on representing life sciences and technology companies in intellectual property counseling, with particular expertise in patent portfolio development, freedom-to-operate analysis, licensing transactions, branding issues and technology evaluation.

Explore basic page layout and design. Create effective graphics, make digital images for print or web, and learn to edit and manipulate images.

## Design Fundamentals

**DATE:** Saturday, January 16  
**TIME:** 9:00am-1:00pm  
**INSTRUCTOR:** Alan Low  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$80  
**REGISTER for:** L10618

Effective and dynamic visual design is the goal, whether you are creating a page design for a brochure, a website, or an interactive piece. Knowledge of the fundamentals of visual literacy is essential to communicating information and concepts through print and digital media. This workshop explores the fundamentals of design - starting with the basic elements of line, shape, texture, space, and value. A brief history of type and its uses, as well as color theory and color systems, are presented. Fundamental design principals of balance, contrast, and unity are discussed. The ultimate goal of this class is to explore design both conceptually and practically.



**Alan Low**, of Alan Low Design, has over 15 years of experience in the field of graphic communications, including print collateral, identity systems, signage, packaging, exhibit, and environmental design. Low was the co-founder and principal of Synergy Design.

## Modern Typography in Print and Digital Media

**DATE:** Sunday, February 14  
**TIME:** 9:00am-1:00pm  
**INSTRUCTOR:** Dan Leuck  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** \$60  
**REGISTER for:** L10748

This workshop provides an introduction to typography from both a design and a technical perspective. Explore the use of type in print and digital media in applications ranging from web design to logo work. Examine little-known features in modern font technology that allow designers to be more expressive in their use of high quality fonts. The focus is on the use of type in western languages but the use of type in Japan is also covered. The goal of the workshop is to help participants learn how to create beautiful designs using type within the unique constraints of each medium.



**Dan Leuck** is a software development executive with extensive management experience. As a technologist, he serves on various standards boards and organizations including the groups standardizing the Java language and platform. Leuck is active in the Java and .NET open source communities and lectures at universities and various conferences on social media, software architecture, UI design, and managing technical teams. He helped launch the Tech Hui social network for technology professionals in Hawai'i ([www.techhui.com](http://www.techhui.com)) and is online at [www.ikayzo.com](http://www.ikayzo.com) and [www.javaui.net](http://www.javaui.net)

## Acrobat Gets Down to Business

**DATE:** Tuesday, March 23  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Sandee Cohen  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10710

There's more to Acrobat than just creating a PDF. Here's the class that helps you and your company do even more than just distribute PDF files. See how you can use Acrobat Pro to create forms for customers to fill out electronically. See how to use Acrobat.com to collaborate on documents.

Acrobat Pro features include:

- Using the Comment and Markup tools
- Creating custom stamps for your own corporate identity
- Using the free services of Acrobat.com to create online meetings
- Setting up servers for online collaboration
- Adding forms to electronic and scanned documents
- Exporting form data into spreadsheet documents
- Protecting documents with security passwords and digital signatures.



**Sandee Cohen** has been teaching print and web graphics for over 20 years at New School University, Thunder Lizard Conferences, Seybold Seminars, and Macworld Expo. She is the author of all versions of the InDesign *Visual Quickstart Guide* as well as co-author of *Real World Adobe Creative Suite 2*. She has also written books on Fireworks, FreeHand, Illustrator, and desktop publishing.

## FOR COMPUTER WORKSHOPS

- Introductory computer skills with limited experience.
- Ability to easily navigate the Macintosh environment.
- Assumes a high degree of comfort with a variety of computer programs.

To receive workshop updates and other information, send your email address to [pnm@hawaii.edu](mailto:pnm@hawaii.edu).

*Classroom temperatures vary so we recommend bringing a sweater or jacket.*

*For all day classes, especially on weekends, we recommend bringing a brown bag lunch.*

## Digital Design: Integrating InDesign and Photoshop

NEW

**DATE:** Sunday and Monday, February 14-15  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Dan Doerner  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER for:** L10691

Learn a streamlined approach to the digital design process for print and interactive media with industry-standard applications from Adobe's Creative Suite: InDesign and Photoshop CS4. Learn page layout with Adobe InDesign CS4, and also see how InDesign can easily re-purpose your designs for online delivery. With Adobe Photoshop CS4, learn the tools to produce perfect images that make your design stand out.

Students learn with real-world projects in design, color prepress and advertising, and learn tips and tricks to help you quickly become tech-savvy. Learn to accurately assemble type and images for print or web design, and how to properly produce files for final output.



**Dan Doerner** has a background in art, photography, film, and music. He is the digital technologist at RJ Muna Pictures, a top San Francisco photography and art studio. He has been working with Macs since 1987 and has completed

hundreds of projects for ad agencies, design firms, publications, and multimedia producers. His artwork has been shown in exhibits, books, and magazines, and is currently online at [www.dandoerner.com](http://www.dandoerner.com).

## InDesign Level 1

**DATE:** Friday and Saturday, March 19-20  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Sandee Cohen  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER for:** L10708

Adobe InDesign is the fastest growing application for page layout and graphics design. This two-day class covers all aspects of InDesign. Even if you've never used a page layout program, this class helps you learn everything you need to get up to speed with InDesign.

Discover how to set up document presets including bleed and slug settings, import and format text from Microsoft Word and Excel documents, correctly format and edit placed graphics, set object and text styles to work faster, output documents for print as well as PDF files, format text into simple and complex tables with special effects, understand transparency and how to avoid production errors when outputting transparency effects, and customize the workspace, preferences, and keyboard shortcuts.

This workshop is especially valuable for graphic designers, art directors, graphic production professionals, and service providers. Special attention is given to those switching over from QuarkXPress or PageMaker.

## InDesign Level 2

**DATE:** Sunday, March 21  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Sandee Cohen  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10709



Designed specifically for those who have already taken an InDesign class, or have been working with InDesign for at least a year, this advanced class helps you work more efficiently by maximizing the power of InDesign

Discover how to create nested styles to automate run-in heads, use the next style command for repeating styled paragraphs, use the advanced features of GREP for find and change routines, coordinate colors between InDesign documents as well as Illustrator files, define and use text variables, and automate placing and fitting placed images.

Designers are encouraged to submit their own questions ahead of time to be covered during the class.

## Introduction to Illustrator for Print

**DATE:** Saturday, January 23  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Ryan Brant  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10703



Designed for those with no prior experience in Adobe Illustrator, this session explores the program interface, the tools with which to design, and the workflow necessary to properly output Illustrator documents for both for online display. The industry standard for vector graphic output in nearly all fields of design, Adobe Illustrator is a powerful design platform used to create illustrations, logos, single page layouts, flyers, brochures, and various types of collateral or printed media. Areas covered include the program interface, understanding vector graphics and drawing tools, editing appearances and styles, working with groups and layers, live trace, the color pallet, swatches, and proper export of finished documents for print.

Students without previous Illustrator experience are required to attend a free 2-hour lecture on the Adobe Program Interface on Thursday, January 21 at 7pm in the Mānoa MultiMedia Lab.



**Ryan Brant** is a designer for an advertising agency implementing ad campaigns on both local and national levels. He has produced artwork for Hawaiian Airlines, GP Roadway Solutions, the Hawai'i State Art Museum, and the State of Hawai'i DBEDT. As a freelance artist he has produced illustrations for several clothing/accessory retailers and designers.

## Introduction to Illustrator for Web

NEW

**DATE:** Sunday, February 21  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Ryan Brant  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10704



Designed for those with no prior experience in Adobe Illustrator, this session explores the program interface, the tools with which to design, and the workflow necessary to properly output Illustrator documents for online display. The industry standard for vector graphic output in nearly all fields of design, Adobe Illustrator is a powerful design platform used to create illustrations, logos, single page layouts, web and interactive content. Areas covered include understanding vector graphics and drawing tools, editing appearances and styles, working with groups and layers, live trace, the color pallet and proper export of finished documents for web site assets and overall layout. Students build the framework and create assets for use within a web site design.

Students without previous Illustrator experience are required to attend a free 2-hour lecture on the Adobe Program Interface on Friday, February 19 at 7pm in the Mānoa MultiMedia Lab.

## Advanced Techniques with Adobe Illustrator


NEW

**DATE:** Friday and Saturday, April 9-10  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Ryan Brant  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER for:** L10705



Designed for those who operate with a moderate proficiency and/or have taken the **Introduction to Illustrator** course. Topics addressed include the creation and application of effects, appearances and their respective attributes, graphic styles, advanced selection techniques, masking and compound paths. Students also learn to create and work with symbols, combine Illustrator graphics with other CS tools and produce color separations for printing. Students leave with a concise understanding of how to personalize your work, customize your environment, and increase your illustration productivity.

## Adobe Photoshop – A Beginner's Guide


**DATE:** Section A – Sunday, January 24 (L10740)  
Section B – Friday, April 30 (L10741)  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Bill Morrison   
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135

Learn the basic features of Photoshop that allow you to enhance and improve your photos. This class is designed for individuals who want to work with images simply and directly, without the complexity of the advanced features of Photoshop. Prepare images for newsletters, brochures, the web, and email. Start with a tour of the program interface and important settings, then practice cropping, rotating, retouching and cloning. Explore layers and layer styles, resolution, painting, and adding text. Work with time-saving automated features and use Adobe Bridge to explore and organize your photo collection. This class is designed to be both enlightening and highly practical.



**Bill Morrison** is a local freelance web designer and digital media educator. A daily Photoshop user, he also has a growing interest in Flash as a multimedia agent.

## Introduction to Photoshop

**DATE:** Friday and Saturday, March 5-6  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** David Ulrich   
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER** for: L10706


This class is PNM's comprehensive introduction to Adobe Photoshop, designed for those who want to explore the full features of the program. Adobe Photoshop is the universal image-editing program for photographers and designers. Through hands-on instruction, develop a solid foundation in the language, procedures, and tools needed to create, edit, and manipulate digital images. Areas covered include use and management of layers, color and tonal correction, Camera Raw format, selection tools, image manipulation tools, compositing images, channels and masks, and creative applications of Photoshop.

This course is designed for those with no prior experience in Photoshop, though some familiarity is helpful. A working knowledge of Photoshop is a prerequisite for all intermediate and advanced Photoshop workshops.

*Classroom temperatures vary so we recommend bringing a sweater or jacket.*

*For all day classes, especially on weekends, we recommend bringing a brown bag lunch.*

## Intermediate Photoshop and Camera Raw

**DATE:** Sunday, March 7  
**TIME:** 9:00am-4:00pm   
**INSTRUCTOR:** David Ulrich  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER** for: L10707

Discover the power and depth of Adobe Photoshop and take advantage of its new tools and improvements. One important feature of Photoshop CS4 is the powerful capabilities of the Camera Raw plug in, which edits RAW files and provides considerably more tonal and color information than JPG or TIFF files. This allows for greatly enhanced controls and substantially improved quality for your digital photographs.


The session covers intermediate Photoshop tools, including image processing controls available in Camera Raw, editing TIFF and JPG files in the Camera Raw interface using channels and masks for selections, compositing and local contrast and color control, the power of layer blending modes, retouching and editing methods with filters and blending modes, advanced color and tonal correction and soft proofing, and the optimum preparation of images for print or web.

**PREREQUISITE:** A basic knowledge of Photoshop or completion of the PNM **Introduction to Photoshop** class.



**David Ulrich** is a photographer and writer whose work combines traditional photography with digital imaging. Ulrich has taught digital applications for Pacific Imaging Center, Kodak's Center for Creative Imaging, New York University, among others. For 15 years, he was an associate professor and served as the chair of the photography department at The Art Institute of Boston. He is a core faculty member of Pacific New Media and is now the chair of the Visual Arts Department at Cornish College in Seattle.


## Photoshop CS4: Retouching & Restoration Essentials

**DATE:** Thursday, April 22  
**TIME:** 9:00am-4:00pm   
**INSTRUCTOR:** Seán Duggan  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER** for: L10657

Explore some of the essential skills and techniques for retouching images and restoring damaged photographs. Topics include correcting extreme exposure errors; fixing blown-out skies; object removal; repair and restoration of antique images, including fixing cracks, torn areas, and missing portions; and portrait retouching, including reducing wrinkles, removing blemishes, and enhancing eyes and lips.


Limited to 12 participants.

## Adobe Photoshop: Selections and Masking

**DATE:** Friday, April 23  
**TIME:** 9:00am-4:00pm   
**INSTRUCTOR:** Seán Duggan  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER** for: L10658

Focus on essential Photoshop concepts and techniques for creating accurate selections, alpha channels and layer masks for precision control in the modification of photographs. Masks can be used in a variety of situations for many different tasks, including contrast and color correction masks for photographs and intricate masks for compositing multiple images together. In many cases, the beginnings of a mask are already present in your photograph; you just need to know where to look for it and how to modify it to suit your purposes. This class is an excellent companion to Duggan's **Creative Collage** workshop.

## Creative Collage with Photoshop




**DATE:** Saturday and Sunday, April 24-25  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Seán Duggan   
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER** for: L10659

Explore the art of the photographic composite with Adobe Photoshop CS4. Explorations range from simple collages to the creation of surreal, photo-realistic flights of fancy. Topics include masking and knockout techniques; layers and layer groups; simple collages based on image overlays, blend modes, and opacity; precision collage control with layer masks; image transformation tools including free transform and warp; using smart objects to preserve flexibility of transformed elements; creating a collage from different source photos; multi-exposure composites to control contrast; and matching color and lighting between images.



**Seán Duggan** is a photographer, digital artist, and educator with extensive digital imaging experience grounded in a traditional fine art photographic background. He is the co-author of *The Creative Digital Darkroom* (O'Reilly Media, 2008), *Photoshop Artistry* (New Riders, 2006), and *Real World Digital Photography* (Peach Pit, 2004). An Adobe Certified Photoshop expert, his *Photoshop for Photographers* tutorial column can be seen regularly in *Layers* magazine. In addition to teaching online Photoshop for Photographers classes at San Francisco's Academy of Art University, Duggan also leads workshops at venues across the country. His web site is [www.seanduggan.com](http://www.seanduggan.com)

### FOR COMPUTER WORKSHOPS

-  Introductory computer skills with limited experience.
-  Ability to easily navigate the Macintosh environment.
-  Assumes a high degree of comfort with a variety of computer programs.

To receive workshop updates and other information, send your email address to [pnm@hawaii.edu](mailto:pnm@hawaii.edu).

# Web Design

Find out how to design, maintain, and expand the usability of your website, from building a simple web page to building a comprehensive corporate site with web authoring programs, sophisticated graphic creation, and animation programs. Learn to create rich content for the web and produce effective user interface design.

## The Big Picture: An Intro to the Web Design Process

**DATE:** Saturday, January 23  
**TIME:** 10:00am-12:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** \$35  
**REGISTER for:** L10619

For most people, the web exists as a place to explore and consume information. But what happens when your role changes from explorer and consumer to that of author, designer, or disseminator of ideas? What skills and knowledge do you need to create a new web page or to maintain an existing website? What possibilities exist to improve your pages or to add major new features?

Although PNM offers a broad range of courses designed to address these and many other issues facing web designer, the very breadth of subjects and issues can be daunting for novice or prospective web designers. This workshop helps by providing a general overview of the web design process. You can see where the pieces of the web design puzzle fit together and discover which tools (e.g., Dreamweaver, Fireworks, Flash, Photoshop) and information you need to build better websites.

*PLEASE NOTE THAT THIS IS A LECTURE/DISCUSSION.*



**Colin Macdonald** instituted the first multimedia courses at the UHM Department of Communication, where he teaches multimedia design and development. Previously, he directed creative services for the Hong Kong University of Science and Technology. As an art director for A&M Records in Canada, he gained extensive knowledge of print media. He has conducted traditional media and multimedia training courses in Asia, Hawai'i, and the U.S. mainland for over 15 years. He is a core faculty member of Pacific New Media.

## Build Your First Webpage

**DATE:** Sunday, January 17  
**TIME:** 9:00am-1:00pm  
**INSTRUCTOR:** Blaine Fergerstrom  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$80  
**REGISTER for:** L10744

In just a few years, the web has gone from being nearly unknown to being nearly everywhere. The number and variety of web pages are almost endless, ranging from simple text displays to complex pages that incorporate animation, audio, and video. If you've been wondering how web pages are made and/or want to find out what HTML (HyperText Markup Language) is all about, this session is for you. Study the basics involved in creat-

ing a page that incorporates text, graphics, and links to other pages. Briefly explore some of the new tools that greatly simplify the design and creation of web pages.



**Blaine Fergerstrom** is currently a media production specialist and the webmaster for the Office of Hawaiian Affairs. Previously, he was the webmaster for the *Honolulu Star-Bulletin*, producing a daily edition on the web. He also served as the education webmaster for Kamehameha Schools, and a freelance designer engaged in graphic, web, and multimedia production. Check out his website at [www.alohatown.com](http://www.alohatown.com)

## HTML: Basics

**DATE:** Friday, April 16  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Chad Kassirer  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10712

Discover the basics of web programming! Learn the necessary building blocks to start publishing HyperText Markup Language (HTML) documents on the web. Designed for people with little to no programming experience, the course covers basic HTML topics, including text formatting, hyperlinks, and adding images.



**Chad Kassirer** has been an interface developer for Cisco Systems, Inc. since 2004. As a member of the Cisco.com team, he develops Web 2.0 templates used across more than 400,000 pages in 73 countries. With more than a decade's worth of experience, Kassirer continues to play a key role in the production process for award-winning websites. Previous projects have included such clients as Adobe, Disney, Oracle, Saturn, SFMoMA, and WebEx.

## Introduction to JavaScript for the Web

**DATE:** Saturday, April 17  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Chad Kassirer  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10713

Javascript is one of the most widely used scripting languages for the web. This fundamental overview of Javascript as a web programming language explores the ways in which Javascript can enhance static HTML websites. Designed for people with a basic understanding of HTML but little to no experience of Javascript, this course covers basic topics, including variables, strings, functions, event handlers, and debugging techniques.

## WordPress Survival Guide

NEW

**DATE:** Saturday, April 3  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Darrell Kim  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10701



This hands-on workshop takes you step-by-step through the process of setting up and managing the wildly popular WordPress, an open-source blogging system that has put the power of web publishing in the hands of millions of people. You are guided through the ins and outs of WordPress essentials including writing posts and pages, adding video and other multimedia, customizing appearance using themes, and installing and managing plug-ins.

Discussion includes methods to optimize your blog for search engines, how to track visitors using Google Analytics, and how WordPress can be more than just a blogging platform.



**Darrell Kim** is a systems analyst at Kamehameha Schools with more than 10 years of information technology experience. He has designed and developed software applications, conducted training sessions for various systems, and facilitated technology workshops. He brings to the classroom an expertise in web development, SQL, database design, and systems design and analysis.

## Introduction to Adobe Dreamweaver

**DATE:** Section A – Saturday and Sunday, February 6-7 (L10726), 9:00am-4:00pm  
Section B – Thursdays, April 8-29 (L10727), 6:00-9:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270



Dreamweaver is the most widely used professional website creation program. Combining an easy-to-use visual authoring interface with a powerful HTML source-editing interface, Dreamweaver consistently wins rave reviews for its unique abilities and features. Students are led through the process of setting up and creating a website, importing text and images, creating table-based layouts, using Dreamweaver library items and templates, and implementing Cascading Style Sheets (CSS) and JavaScript behaviors.

**PREREQUISITES:** Basic understanding of the Mac environment and a generally high comfort level with computers is required.

## Intermediate Dreamweaver

**DATE:** Sunday, February 28  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10728

Intermediate Dreamweaver is designed to take you to the next level of building web pages and sites with Adobe Dreamweaver. Learn how to create XML documents and then use exciting Web 2.0 features such as Ajax in your Dreamweaver pages. Find out how to extend the power of Dreamweaver with extensions and how to take control of your code with rapid coding and advanced find-and-replace techniques. Leverage your work and make site-wide page content and design changes easy and fast with Server Side Includes and advanced template methods. Also learn how to create and implement rich media, including Flash video, as well as use other powerful Dreamweaver CS3 features.

**PREREQUISITES:** Basic Dreamweaver experience, a basic understanding of the Mac environment, and a generally high comfort level with computers is required.

## Web Design with Cascading Style Sheets (CSS)

**DATE:** Sunday, April 11  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10729

Cascading Style Sheets (CSS) let your web pages download more quickly, make them more accessible, give you greater control over their appearance, and produce code that is easier to both edit and understand than table-based HTML layouts. Discover the basics of CSS, from classes and IDs to how and when to use inline, embedded, or external style sheets.

## Introduction to Fireworks

**DATE:** Friday, February 19  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10730

Adobe Fireworks offers incredible workflow integration with Dreamweaver for creating, editing, and optimizing images for the web. It's seamless vector and bitmap editing environment allows you to easily create design comps or final page layouts that can be sliced and exported as whole pages or as selected slices to an HTML editor. In this course, the focus is on using Fireworks to create web graphics that include JavaScript behaviors (rollovers and pop-up menus), table slicing, animation, live effects, links and round-trip editing with Dreamweaver.

SEE BIO ON PG. 7

## Adobe Flash for Beginners - Intro and Animation

**DATE:** Wednesday, January 27  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$70  
**REGISTER for:** L10737

Add spice and movement to your website with Flash animations. After a tour of the program workspace and key concepts, build your first frame-by-frame animation. Move on to learn basic morphing and motion techniques. Enhance your creations with imported sound effects and graphics. Round off the session with an important lesson on adding your Flash animations to a web page. With practical exercises, this class delivers a firm grounding in a robust program with endless potential.

## Adobe Flash for Beginners - Interactivity and Video

**DATE:** Wednesday, February 10  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$70  
**REGISTER for:** L10738

Allow users to interact online with your Flash creations by adding dynamic buttons. Launch external websites or bounce around within a single Flash file with the click of a mouse. Provide play, pause, and stop buttons for streaming audio within a multimedia piece and work with gorgeous special effect filters. Explore loading external media and harness the power of ActionScript (no prior ActionScript knowledge required). Discover the ease with which your home videos can be converted to Flash video, complete with user controls, and then added to a website.

## Adobe Flash for Beginners - Photo and Video Galleries

**DATE:** Wednesday, February 24  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$70  
**REGISTER for:** L10739

Get your digital media collections online easily with the power of XML. Create both a basic photo slideshow and gallery (with buttons and captions) designed with rapid future image additions and subtractions in mind. Take advantage of built-in Flash components while building an interactive video gallery. Consolidate your work by building a composite Flash project made up of multiple Flash files. Learn ways to share collections of digital media with the web.

SEE BIO ON PG. 6

## Introduction to Drupal

**DATE:** Sunday, May 9  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Darrell Kim  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10702

Drupal is a free, open-source content management system (CMS) that is a fresh alternative to more traditional website development. It provides simple administration while also allowing for robust functionality via plug-in modules widely available in the Drupal community. This introductory workshop covers the basics of installing, configuring, customizing and maintaining a Drupal website.

## PHP Essentials Series

PHP is a powerful and full-featured programming language used by millions of web developers around the world. The PHP Essentials series is a collection of hands-on workshops covering specific solutions to everyday web programming needs. These workshops are designed to jump-start your web development by delivering the information you need in a concise and understandable manner.

### PHP Essentials 1

**DATE:** Saturday, January 30  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Darrell Kim  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10698

Topics covered in this session include mail functions, simple form-to-mail scripts, templates, random quote script, image rotation script, and drop down Menu redirection.

### PHP Essentials 2

**DATE:** Saturday, February 13  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Darrell Kim  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10699

Topics covered in this session include login script, user tracking, session management, password encryption, and user authentication.

### PHP Essentials 3

**DATE:** Saturday, February 27  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Darrell Kim  
**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10700

Topics include how to create a simple survey, file upload/download, PHP coding style and organization, how to write and use functions, and hit counter/visitor statistics.

SEE BIO ON PG. 7



# FREE PUBLIC TALKS

## Setting Up a Working Website

**DATE:** Friday and Saturday, May 7-8

**TIME:** 9:00am-4:00pm

**INSTRUCTOR:** Bill Morrison

**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)

**FEE:** \$270

**REGISTER** for: L10742



Create a fully functional, five-page website during this exciting and informative two-day class. Begin by creating a useful folder structure, and then design the overall site look and feel with Adobe Fireworks. Switch over to Dreamweaver and build your XHTML/CSS pages. Explore ways to stylize text and prepare images with Photoshop to appear on your site. Learn how to FTP to a host server so the world can see your creation on the internet.

SEE BIO ON PG. 6

## Search Marketing Strategy 2010

**DATE:** Saturday, February 13

**TIME:** 9:00am-4:00pm

**INSTRUCTOR:** Rob Bertholf

**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)

**FEE:** \$100

**REGISTER** for: L10751

NEW

Gain a foundational knowledge of Search Engine Marketing by exploring how Search Engine Optimization, Paid Search Marketing and Social Media Optimization tie together. Explore various analytical and research tools which allow you to identify effective keywords and analyze visitor trends. Learn about link building and other strategies which will increase your visibility in the search engines and social mediasphere.



**Rob Bertholf** is an internationally recognized authority on interactive marketing and accomplished software developer. The inventor of the ZeppOS Content Management Application, he oversaw the deployment of over 700 websites while the founder/CEO of Empowered Internet Solutions. An early adapter, @Rob sent the first "tweet" from Hawai'i.

## Search Engine Optimization

**DATE:** Sunday, April 18

**TIME:** 9:00am-1:00pm

**INSTRUCTOR:** Chad Kassirer

**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab

**FEE:** \$80

**REGISTER** for: L10714



The web is full of attractive, fully functional sites, which are virtually invisible to search engines. Often websites are not as effective as they might be because search engine optimization (SEO) was either an afterthought or implemented incorrectly. The best designed website is of little use if clients cannot find it. This course is an introduction to SEO issues for web designers and anyone interested in increasing website traffic. Topics include an overview of SEO principles and exploration of both effective and ineffective SEO strategies. See how decisions early in the design phase affect SEO, how to avoid the major pitfalls, and how to implement effective SEO strategies for your site(s).

**PREREQUISITE:** An understanding of basic HTML is helpful but not required.



## Introduction to Apple Aperture 2

**Thursday, January 28 at 7:00pm • Yukiyoshi Room,  
UHM Krauss Hall 012**

Are you an iPhoto user ready to take your photography tools to the next level? Aperture is Apple's professional photo management application that lets photographers manage massive libraries, enhance images and deliver stunning pictures to clients. Learn how Aperture provides a simple but powerful workflow for capturing, organizing and enhancing photos with professional results.

## Mastering iPhoto '09

**Thursday, February 25 at 7:00pm  
Yukiyoshi Room, UHM Krauss Hall 012**

iPhoto '09 makes it easier than ever to organize, enhance, and share your entire digital photo collection. Learn new ways to make your photos look their best with professional-quality image adjustment tools, and create impressive prints, photo books, and calendars.



## Introduction to Apple iMovie '09

**Thursday, May 6 at 7:00pm • Yukiyoshi Room, UHM Krauss Hall 012**



iMovie makes it simple to import and organize your footage to create great videos that you can easily share with family and friends. Apple introduced a new and elegant paradigm for creating movies, and with iMovie '09, many advanced features were included to help power users enhance their videos with precision editing tools and gorgeous effects.

**Kepano Kekuewa** is the Apple Account Executive for Hawaii's higher education market.

## Talk and Book Signing

### The Shorebreak Art of Clark Little

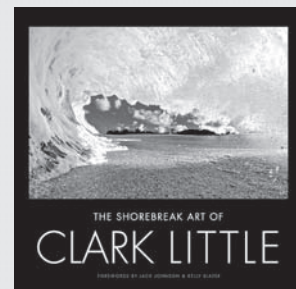
**Friday, February 5 at 7:00pm  
UHM Art Building Auditorium**

Ocean lovers as well as photographers and art aficionados are treated to breathtaking bursts of Hawaiian shorebreak surf on the big screen. The 30-minute presentation includes slideshow segments of North Shore waves set to music, in-water video footage of Clark capturing his images, older



footage of Clark surfing Waimea Bay shorebreak, and insight from Clark on how he captures his stunning images. Q&A and book signing follow the presentation.

Waimea Bay shorebreak surfing pioneer, husband, and father of two, **Clark Little** has gained nationwide recognition for his North Shore wave photography capturing the beauty and power of monstrous Hawaiian waves from the inside out.



## Talk and Book Signing

### What is God? Philosophy as a Spiritual Search with Jacob Needleman

**Thursday, March 4 at 7:00pm • Location UHM TBA**



Noted author and philosopher Jacob Needleman talks on his recently released book, *What is God?*. Needleman, whose voice and ideas have done so much to open the West to esoteric and Eastern religious ideas in the twentieth and twenty-first centuries, intimately considers humanity's most vital question: What is God? In his most deeply personal work, religious scholar Needleman cuts a clear path through today's clamorous debates over the existence of God, illuminating an entirely new way of approaching the question of how to understand a higher power.

See workshop on page 14.

# PACIFIC NEW MEDIA : SPRING 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
10	11	12	13	14	15	16
					<h1>JAN</h1>	<ul style="list-style-type: none"> <li>Know Your Camera 3 (on location), 8:00am-12:00pm, pg. 12</li> <li>● Design Fundamentals, 9:00am-1:00pm, pg. 4</li> <li>◆ Exploring the Editing Process, 9:00am-4:00pm, pg. 16</li> </ul>
17	18	19	20	21		22
<ul style="list-style-type: none"> <li>● Build Your First Webpage, 9:00am-1:00pm, pg. 7</li> <li>◆ Exploring the Editing Process, 9:00am-4:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Know Your Camera 3, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>● Know Your Camera 3, 6:00-8:00pm, pg. 12</li> </ul>		<ul style="list-style-type: none"> <li>● Lecture for Intro to Illustrator for Print, 7:00-9:00pm, pg. 5</li> </ul>		<ul style="list-style-type: none"> <li>◆ Intro to Web Design Process, 10:00am-12:00pm, pg. 7</li> <li>● Intro to Illustrator for Print, 9:00am-4:00pm, pg. 5</li> </ul>
24	25	26	27	28	29	30
<ul style="list-style-type: none"> <li>● Adobe Photoshop - A Beginner's Guide, 9:00am-4:00pm, pg. 6</li> </ul>		<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● PreProPost HD Film Production, 6:00-9:00pm, pg. 15</li> </ul>	<ul style="list-style-type: none"> <li>● Adobe Flash for Beginners - Intro and Animation, 6:00-9:00pm, pg. 8</li> <li>▲ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>* Intro to Apple Aperture 2, 7:00pm, pg. 9</li> </ul>	<ul style="list-style-type: none"> <li>● PreProPost HD Film Production, 9:00am-4:00pm, pg. 15</li> </ul>	<ul style="list-style-type: none"> <li>● PHP Essentials 1, 9:00am-4:00pm, pg. 8</li> <li>◆ Photographing the Human Form, 9:00am-4:00pm, pg. 12</li> <li>■ PreProPost HD Film Production, 9:00am-4:00pm, pg. 15</li> </ul>
31	1	2	3	4	5	6
<ul style="list-style-type: none"> <li>● PreProPost HD Film Production, 9:00am-4:00pm, pg. 15</li> </ul>	<h1>FEB</h1>	<ul style="list-style-type: none"> <li>● Video Editing &amp; OSX Basics, 6:00-8:00pm, pg. 16</li> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>▲ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>* The Shorebreak Art of Clark Little, 7:00pm, pg. 9</li> </ul>	<ul style="list-style-type: none"> <li>● Intro to Adobe Dreamweaver, 9:00am-4:00pm, pg. 7</li> <li>◆ Production Assistant Survival Techniques, 9:00am-4:00pm, pg. 15</li> </ul>
7	8	9	10	11	12	13
<ul style="list-style-type: none"> <li>● Intro to Adobe Dreamweaver, 9:00am-4:00pm, pg. 7</li> </ul>		<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Adobe Flash for Beginners, 6:00-9:00pm, pg. 8</li> <li>▲ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>		<ul style="list-style-type: none"> <li>◆ Search Marketing Strategy 2010, 9:00am-4:00pm, pg. 9</li> <li>● PHP Essentials 2, 9:00am-4:00pm, pg. 8</li> </ul>
14	15	16	17	18	19	20
<ul style="list-style-type: none"> <li>◆ Modern Typography in Print and Digital Media, 9:00am-1:00pm, pg. 4</li> <li>● Digital Design, 9:00am-4:00pm, pg. 5</li> </ul>	<ul style="list-style-type: none"> <li>● Digital Design, 9:00am-4:00pm, pg. 5</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Intro to Adobe Lightroom, 9:00am-4:00pm, pg. 14</li> <li>▲ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Intro to Fireworks, 9:00am-4:00pm, pg. 8</li> <li>● Lecture for Intro to Illustrator for Print, 7:00-9:00pm, pg. 5</li> </ul>	<ul style="list-style-type: none"> <li>◆ Intellectual Property Issues for Content Creators, 9:00am-12:00pm, pg. 4</li> <li>● Intro to Digital Photography, 9:00am-4:00pm, pg. 12</li> </ul>
21	22	23	24	25	26	27
<ul style="list-style-type: none"> <li>● Intro to Illustrator for Web, 9:00am-4:00pm, pg. 5</li> <li>◆ Photographing Children, 9:00am-4:00pm, pg. 13</li> </ul>		<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Adobe Flash for Beginners - Photo and Video Galleries, 6:00-9:00pm, pg. 8</li> <li>▲ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> </ul>	<ul style="list-style-type: none"> <li>■ Know Your Camera 1, 6:00-8:00pm, pg. 12</li> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> <li>* Mastering iPhoto '09, 7:00pm, pg. 9</li> </ul>		<ul style="list-style-type: none"> <li>● PHP Essentials 3, 9:00am-4:00pm, pg. 8</li> <li>◆ Approaching the Digital Image, 9:00am-4:00pm, pg. 13</li> </ul>
28	1	2	3	4	5	6
<ul style="list-style-type: none"> <li>● Intermediate Dreamweaver, 9:00am-4:00pm, pg. 8</li> <li>◆ Approaching the Digital Image, 9:00am-4:00pm, pg. 13</li> </ul>	<h1>MAR</h1>	<ul style="list-style-type: none"> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>		<ul style="list-style-type: none"> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> <li>* What is God: Philosophy as a Spiritual Search with Jacob Needleman, 7:00pm, pg. 9</li> </ul>	<ul style="list-style-type: none"> <li>● Intro to Photoshop, 9:00am-4:00pm, pg. 6</li> <li>☉ Hawai'i Landscapes, 5:00-9:00pm, pg. 13</li> </ul>	<ul style="list-style-type: none"> <li>● Intro to Photoshop, 9:00am-4:00pm, pg. 6</li> <li>☉ Hawai'i Landscapes, 9:00am-11:00pm, pg. 13</li> <li>■ The Heart of the Mind, 9:00am-1:00pm, pg. 14</li> <li>◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15</li> </ul>
7	8	9	10	11	12	13
<ul style="list-style-type: none"> <li>● Intermediate Photoshop and Camera Raw, 9:00am-4:00pm, pg. 6</li> <li>☉ Hawai'i Landscapes, 9:00am-4:00pm, pg. 13</li> </ul>		<ul style="list-style-type: none"> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>		<ul style="list-style-type: none"> <li>● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16</li> </ul>	<ul style="list-style-type: none"> <li>● Creating Compelling Presentations with Keynote, 9:00am-4:00pm, pg. 4</li> </ul>	<ul style="list-style-type: none"> <li>● Hawai'i Landscapes, 9:00am-4:00pm, pg. 13</li> <li>◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15</li> </ul>

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14 ● Hawai'i Landscapes, 9:00am-4:00pm, pg. 13	15	16 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● A Comprehensive Study of Final Cut Pro (FCP 200), 6:00-9:00pm, pg. 16	17 ▲ Know Your Camera 2, 6:00-8:00pm, pg. 12	18 NewsMorphosis 2.0 (Bishop Street) 8:30am-1:30pm, pg. 17 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Apple Certification Exam, 6:00-9:00pm, pg. 17	19 ● InDesign Level 1, 9:00am-4:00pm, pg. 5	20 ● InDesign Level 1, 9:00am-4:00pm, pg. 5 ◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15
21 ● InDesign Level 2, 9:00am-4:00pm, pg. 5	22	23 ● Acrobat Gets Down to Business, 9:00am-4:00pm, pg. 4 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12	24 ▲ Know Your Camera 2, 6:00-8:00pm, pg. 12	25 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12	26 ● Color 101, 9:00am-5:00pm, pg. 16	27 ◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15 ● Color 101, 9:00am-5:00pm, pg. 16
28 ● Color 101, 9:00am-5:00pm, pg. 16	29	30 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Apple Certification Exam, 6:00-9:00pm, pg. 17	31 ▲ Know Your Camera 2, 6:00-8:00pm, pg. 12	1 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 * Intro to Large Format Canon Digital Printing, 6:00pm, pg. 17 <b>APR</b>	2 ● Large Format Printing, 1:00-4:00pm, pg. 14	3 ● WordPress Survival Guide, 9:00am-4:00pm, pg. 7 Photojournalism, 9:00am-4:00pm, pg. 13 ◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15
4 ● Mānoa MultiMedia Lab ◆ UHM Krauss 012 and Other Seminar Rooms ■ Other UHM Classrooms ▲ Christ Lutheran Church * Free Public Talks ● Hawai'i Photo Resort, Big Island		6 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12	7 ▲ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Intro to GarageBand, 6:00-9:00pm, pg. 14	8 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Intro to Adobe Dreamweaver, 6:00-9:00pm, pg. 7	9 ● Advanced Techniques with Adobe Illustrator, 9:00am-4:00pm, pg. 5	10 ● Advanced Techniques with Adobe Illustrator, 9:00am-4:00pm, pg. 5 ◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15
11 ● Web Design with Cascading Style Sheets (CSS), 9:00am-4:00pm, pg. 8	12	13 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12	14 ▲ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Intro to GarageBand, 6:00-9:00pm, pg. 14	15 ■ Know Your Camera 2, 6:00-8:00pm, pg. 12 ● Intro to Adobe Dreamweaver, 6:00-9:00pm, pg. 7	16 ● HTML: Basics, 9:00am-4:00pm, pg. 7	17 ● Intro to JavaScript for the Web, 9am-4pm, pg. 7 ■ Sports Photography, 9:00am-4:00pm, pg. 13 ◆ Developing and Writing Your First Screenplay, 9:00am-12:00pm, pg. 15
18 ● Search Engine Optimization, 9:00am-1:00pm, pg. 9	19	20	21 ● Intermediate GarageBand, 6:00-9:00pm, pg. 14	22 ● Photoshop CS4: Retouching & Restoration Essentials, 9:00am-4:00pm, pg. 6 ● Intro to Adobe Dreamweaver, 6:00-9:00pm, pg. 7	23 ● Adobe Photoshop: Selections and Masking, 9:00am-4:00pm, pg. 6	24 ● Creative Collage with Photoshop, 9:00am-4:00pm, pg. 6 Know Your Camera 3 (on location), 8:00am-12:00pm, pg. 12
25 ● Creative Collage with Photoshop, 9:00am-4:00pm, pg. 6	26 ● Know Your Camera 3, 6:00-8:00pm, pg. 12	27 ● Know Your Camera 3, 6:00-8:00pm, pg. 12	28 ● Intermediate GarageBand, 6:00-9:00pm, pg. 14	29 ● Intro to Adobe Dreamweaver, 6:00-9:00pm, pg. 7	30 ● Adobe Photoshop - A Beginner's Guide, 9:00am-4:00pm, pg. 6	1 ◆ Short Screenplay Workshop, 9:00am-1:00pm, pg. 15 ● Intro to After Effects, 9:00am-4:00pm, pg. 16 <b>MAY</b>
2 ● Intro to After Effects, 9:00am-4:00pm, pg. 16	 <p>Photo by Tracy Wright Corvo. For her class, <b>Photographing Children</b>, see pg. 13.</p>		5 ● Sibelius, 6:00-9:00pm, pg. 14	6 * Intro to Apple iMovie 09, 7:00pm, pg. 9	7 ● Setting-Up a Working Website, 9:00am-4:00pm, pg. 9	8 ● Setting-Up a Working Website, 9:00am-4:00pm, pg. 9 ◆ Underwater Photography, 9:00am-4:00pm, pg. 13
9 ● Intro to Drupal, 9:00am-4:00pm, pg. 8			12 ● Sibelius, 6:00-9:00pm, pg. 14	13	14 ● DVD Studio Pro, 9:00am-5:00pm, pg. 16	15 ● DVD Studio Pro, 9:00am-5:00pm, pg. 16
16 ● DVD Studio Pro, 9:00am-5:00pm, pg. 16	17	18 ● Apple Certification Exam, 6:00-9:00pm, pg. 17	19	20	21	22

# Photography

Get the most out of your camera, learn to see in new ways, or expand into the realm of digital imaging. Make a transition from film to digital cameras and broaden your photographic capabilities.

## Introduction to Digital Photography

**DATE:** Saturday, Feb 20

**TIME:** 9:00am-4:00pm



**INSTRUCTOR:** Dan Doerner

**LOCATION:** UHM Sakamaki C104,  
Mānoa MultiMedia Lab

**FEE:** \$120

**REGISTER** for: L10687

Learn the basics of digital photography with tips in camera use, managing digital files, and producing quality output. Get practical tips on using your camera and going beyond the AUTO mode. Learn when to use the flash and when to use a tripod. Gain an understanding of composition, focal length, depth of field, lens aperture, shutter speed, and important camera settings like image size and quality, ISO, shooting modes, focus lock, and exposure compensation.

Get hands-on experience using the computer to import, adjust, print, and share your digital photos using common tools like Photoshop, iPhoto, and online photo sites like Flickr. Topics include file formats, (JPEG, TIFF, RAW), understanding megapixels and image resolution, fixing "red eye", creative techniques, image galleries and slide shows, and managing your camera's video files.

## Know Your Camera 1: Introduction to Photography Techniques

**DATE:** Section A—Tuesdays, January 26-  
February 23 (L10674)

Section B—Wednesdays, January 27-  
February 24 (L10675)

Section C—Thursdays, January 28-  
February 25 (L10676)

**TIME:** 6:00-8:00pm

**INSTRUCTOR:** Jerry Omo Jr.

**LOCATION:** Sections A and C—UHM Kuykendall  
301; Section B—Christ Lutheran Church,  
95-1361 Meheula Parkway, Mililani

**FEE:** \$120

Study basic techniques for digital photographic systems, including camera controls, metering, lighting, lenses, depth of field, film, charged coupled devices, white balancing, megapixels, file types and sizes, recording options, and storage media. Assignments are critiqued.

**PREREQUISITES:** Bring a single lens reflex (SLR) or point-and-shoot digital camera with manual capability to the class. As all images are submitted electronically, a basic email account and the ability to resize images are necessary for photo assignments.



**Jerry Omo Jr.**, AAS, Rochester Institute of Technology, is a professional photographer who has worked on projects for the U.S. Army, Mead Paper, Kodak, Korean Airlines, Konica West, Mary Kay Cosmetics, Hawaiian Sun Chocolates, Tradewind Charters, Indich Collection, Ross' Appliance, Surf News Network, and KHON.

## Know Your Camera 2: Intermediate Photography Techniques

**DATE:** Section A—Tuesdays, March 16-

April 13 (L10784)

Section B—Wednesdays, March 17-  
April 14 (L10677)

Section C—Thursdays, March 18-  
April 15 (L10678)

**TIME:** 6:00-8:00pm

**INSTRUCTOR:** Jerry Omo Jr.

**LOCATION:** Sections A and C—UHM  
Kuykendall 301; Section B—Christ  
Lutheran Church, 95-1361 Meheula  
Parkway, Mililani

**FEE:** \$120

This intermediate course in photography is designed to develop skills in digital photographic systems. The challenge for each student is to produce a higher level of photographic imagery based on his or her experience. This is achieved through lectures on pre-visualization, lens use, design, lighting, composition, and concept execution. All assignments are discussed weekly, providing each student with the tools necessary to improve their own images through style recognition and self-critique.

**PREREQUISITES:** **Know Your Camera 1** course or equivalent. A SLR or point-and-shoot digital camera with manual capability and knowledge of basic camera operations (e.g., f-stops, shutter speeds, and ISO/ASA settings) are required. Digitally, familiarity with basic resizing and transport of images via the internet and access to a computer with a digital image manipulation program such as Adobe Photoshop Elements, or equivalent, are also required.

## Know Your Camera 3: Developing a Digital Workflow

**DATE:** Section A - Saturday, Monday, and  
Tuesday, January 16-19 (L10679)

Section B - Saturday, Monday, and  
Tuesday, April 24-27 (L10680)

**TIME:** Saturday 8:00am-12:00pm; Monday  
and Tuesday 6:00-8:00pm

**INSTRUCTOR:** Jerry Omo



**LOCATION:** Saturday on location;  
Monday and Tuesday in UHM Sakamaki  
C104, Mānoa MultiMedia Lab

**FEE:** \$200

This advanced photographic workshop explores location photography and photographic post-production workflow. The first session focuses on shooting techniques, use of lighting, composition, and proper image capture. In the following two sessions, the images produced are evaluated, corrected, and prepared for output using Photoshop.

On Saturday, bring a DSLR or equivalent camera with manual capabilities. On Monday and Tuesday, bring external storage media such as thumb or plug-and-play hard drive.

**PREREQUISITES:** Participants must have a strong working knowledge of manual settings on their camera, or have attended Know Your Camera 1 and 2 with successful completion of both courses, and have the ability to easily navigate the Macintosh environment.

## Photographing the Human Form

**DATE:** Saturday, January 30

**TIME:** 9:00am-4:00pm

**INSTRUCTOR:** Peter Shaindlin

**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)

**FEE:** \$95

**REGISTER** for: L10719

Students interested in acquiring conceptual and practical techniques in the pursuit of capturing the grace, elegance and mystery of the human form develop and advance their skills in a dynamic, interactive, and inspiring one-day workshop. Under both individual and group instruction, a command of purpose, vision, subject, light, setting and equipment is cultivated to liberate and define each student's individual artistic voice and passion. Following a preliminary classroom session on the fundamental theory and techniques of photographic figure studies, studio and field sessions allow participants to practice these skills with experienced models, under direct supervision. The day concludes with a group image critique by the instructor.



Based in Honolulu, **Peter Shaindlin** divides his time between photography, writing, and creative luxury hospitality innovation. He is a disciple of Jock Sturges and has also enjoyed a professional career in music in New York City where he hails from originally.

## Open Computer/ Print Lab

MONDAYS FROM 6-9PM

Lab closed on state holidays.  
For rate information call (808) 956-3422  
or email [pnm@hawaii.edu](mailto:pnm@hawaii.edu)

**THANKS** to Epson America and Canon USA, Pacific New Media has an Epson 7600 and a Canon iPF8100. Both these photographic- and fine art-quality inkjet printers use archival inks and provide stunning results on a wide variety of papers and surfaces including photographic papers, watercolor papers, canvas, and a selection of archival 100% cotton fiber papers of differing weights.

## Photojournalism: Working in Today's Changing World of News

**DATE:** Saturday, April 3  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Hugh Gentry  
**LOCATION:** UHM Art 101  
**FEES:** \$120  
**REGISTER** for: L10721

**NEW**

An in-depth look at how to work as a photojournalist in today's market. Topics include choices of cameras and lenses, using a video camera for multi-media, and how to work with editors in covering your assignment. Discussion also includes how to cover a news event, breaking news, framing and composition for creating dynamic photos, and how to use editing and transmitting software to meet worldwide deadlines.



**Hugh Gentry** is a freelance photojournalist and videographer working as a stringer for Reuters and the Associated Press as well as the major television networks. His client list also includes National Geographic, Discovery Channel, Travel Channel, and Land Rover. He started his career as a TV news cameraman and in 2003 transitioned into digital photography. He specializes in shooting underwater, surfing, and adventure sports.

## Sports Photography: How to Cover a Major Sporting Event

**DATE:** Saturday, April 17  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Hugh Gentry  
**LOCATION:** UHM Art 101  
**FEES:** \$120  
**REGISTER** for: L10722

**NEW**

Explore how to cover major sporting events such as the Pro Bowl or the Sony Open as well as action adventure sports. Topics include how to prepare for a sporting event or a sports shoot, choices of cameras and equipment, and what makes dynamic sports photos. Also covers editing and transmitting software required for meeting editorial deadlines.

## Underwater Photography: Shooting Sports and Nature in a Marine Environment

**DATE:** Saturday, May 8  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Hugh Gentry  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEES:** \$120  
**REGISTER** for: L10723

**NEW**

Learn how to shoot underwater and on the surface, choices of cameras (video and stills) and underwater housings. Also covers shooting water sports such as surfing, swimming and canoe racing, ocean safety and gear, how to work with jet-ski operators, and what you need to know before you go out.

## Photographing Children

**DATE:** Sunday, February 21  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Tracy Wright Corvo  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEES:** \$120  
**REGISTER** for: L10720

The creation of captivating photographs of children depends on more than technique. It requires the willingness to relate to children on their level and help them learn to open to the camera. Learn how to photograph and effectively communicate with children.

Areas covered include choice of equipment and format, camera use for portraiture, and methods of candid image-making. The workshop focuses on natural light, the choice of environment and settings, and capturing the decisive moment that reveals the child's inner life. This is done through demonstrations, lectures, and hands-on exercises photographing child models.

**PREREQUISITES:** A working knowledge of photography. Please bring your camera and a digital capture card or enough film to make 40-50 exposures.



**Tracy Wright Corvo** earned a bachelor's in communications, and a master's in elementary education from Lesley University in Cambridge, Massachusetts, while she worked as a commercial photographer in Boston. She taught in private schools in Honolulu for 10 years before starting her portrait photography business, with an emphasis on children. She works with all film and digital camera formats, and prints most of her work. Her portfolio can be seen at [www.tracywrightcorvo.com](http://www.tracywrightcorvo.com)

## Approaching the Digital Image

**DATE:** Saturday and Sunday, February 27-28  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Tim Grey  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEES:** \$250  
**REGISTER** for: L10724

**NEW**

Learn the best approach to analyzing, understanding, visualizing, and optimizing your digital photographs. If you understand how to use your digital camera, and feel reasonably comfortable in Photoshop but are unsure of what to do next with your pictures, this workshop helps you get to the next level. Learn how to analyze your images, understand the information contained in the image, visualize the results you want to achieve, and techniques for realizing your vision through image optimization.



**Tim Grey** is regarded as one of the top educators in digital photography and imaging, offering clear guidance on complex subjects through his writing and speaking. He has written more than a dozen books on digital imaging for photographers, including the best-selling *Photoshop CS4 Workflow* and *Color Confidence*. He has also had hundreds of articles published in magazines such as *Digital Photo Pro*, *Outdoor Photographer*, and *PC Photo*, among others. He is a member of the Photoshop World Dream Team of Instructors.

## Hawai'i Landscapes – Creating Images with Impact

**NEW**

**DATE:** Friday, Saturday, Sunday, March 5, 6, 7, 13, 14  
**TIME:** Friday March 5, 5:00-9:00pm; Saturday, March 6, 9:00am-11:00pm; March 7, 13, 14, 9:00am-4:00pm  
**INSTRUCTORS:** Ken and Mary Goodrich  
**LOCATION:** March 5-7 – Hawai'i Photo Resort, Volcano, Hawai'i  
March 13-14 – UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEES:** \$500  
**REGISTER** for: L10725



Explore the dynamic landscape of Hawai'i's Big Island with resident photographers Ken and Mary Goodrich. This workshop includes one day of photographing the lush rainforests of the Hamakua Coast, plus one day shooting the stark volcanic landscapes unique to this Hawaiian Island. Field work focuses on pre-visualization and refining camera skills.

The workshop continues with two days in the PNM lab on Oahu where students learn how to fine tune their digital images using Adobe Camera Raw and Photoshop. Small class size ensures ample time for individual instruction and critique.

**PREREQUISITES:** Ability to operate your digital SLR camera and navigate the Macintosh computer environment.

Limited to 12 participants.



**Mary Goodrich's** work has been shown nationally and internationally in galleries and museums. She works with digital and film and many of her silver prints are hand colored.



**Ken Goodrich's** passion for photography was ignited many years ago when he began documenting the vanishing culture of the Otomi Indians of Tlaxotlapilco Mexico. For much of his photographic career, he has focused on visual design for multi-image events.

*Photo by Ken Goodrich*



# Film/Video/Multimedia

Enhance your storytelling skills, upgrade your knowledge of equipment and tools, and explore digital video editing software.

## Introduction to Adobe Lightroom

**DATE:** Wednesday, February 17  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Dan Doerner  
**LOCATION:** UHM Sakamaki C104,  
 Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10689



Adobe Photoshop Lightroom provides digital photographers with one easy application for managing, adjusting, and presenting large volumes of digital photographs. Learn how to quickly download images from your camera or memory cards to your computer. Automatically rename files, organize folders, and add metadata and keywords to photos as you import them. Fine-tune photographs with tools for correcting white balance, exposure, tone curves, lens distortion, and color casts. Generate sophisticated online web galleries and slide shows for presentation.

Discussion includes key topics like file formats (RAW, JPEG, DNG), color spaces (ProPhoto, sRGB), and how to set up Lightroom to work in conjunction with Photoshop. Through hands-on tutorials and demonstrations, learn to master the brilliant feature set of this landmark application.

**PREREQUISITE:** Basic knowledge of Digital Photography, or completion of an intro-level Digital Photography class.

SEE BIO ON PG. 5

## Large Format Printing

**DATE:** Friday, April 2  
**TIME:** 1:00-4:00pm  
**INSTRUCTOR:** Michael Gilbert  
**LOCATION:** UHM Sakamaki C104,  
 Mānoa MultiMedia Lab  
**FEE:** \$70  
**REGISTER for:** L10735



Learn the techniques for making large scale digital prints, 40" or larger. This half-day class covers methods of creating high-resolution digital files, color management, roll papers, and archival printing on Canon printers. Participants discover how to maximize print quality, balance color, increase the dynamic tonal range, and preserve detail in shadows and highlights. For many artists and photographers, the scale of large prints creates a physical presence and an expressive power that you cannot achieve with smaller scale prints. See the unmatched quality of today's digital hardware and software for creating extremely high quality high-resolution prints from consumer scanners and mid-level cameras.



**Michael Gilbert** is the founder and director of The Pacific Center for Photography, a photography gallery and digital printing business located in Wailuku, Maui, Hawai'i. An active photographer, his clients include Mercedes Benz, Hallmark, Four Seasons, and Disney and his corporate sponsors include Olympus, Canon, Imacon, Gretag, Breathing Color, CompUSA, and Quantum Instruments. Gilbert's photographs are widely collected.

## Introduction to GarageBand

**DATE:** Wednesdays, April 7 and 14  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Joe Ruzzkowski  
**LOCATION:** UHM Sakamaki C104,  
 Mānoa MultiMedia Lab  
**FEE:** \$120  
**REGISTER for:** L10759



Apple's hit software is for musicians, bloggers, audio enthusiasts, and complete novices of any age who want to learn how to create music. Learn the principles of GarageBand for recording, editing, and publishing. Explore GarageBand and its many practical uses, from home and studio music recording to podcasts, vidcasts, and beyond. Hands-on work includes making a three-minute instant music classic, creating and distributing netcasts, and scoring for video. Students learn to incorporate their creations into the media of their choice, including CDs, iTunes, blogs, email, and others. In addition to discovering the potential of GarageBand, this class uncovers the secrets to working with digital audio equipment including microphone tips and techniques.



**Dr. Joseph Ruzzkowski**, audio consultant and clinician with MusicTech-Pro.com, has worked as an assistant professor of music technology at the University of Hawai'i and assistant band director at Hawai'i Pacific University. He is currently a music specialist at Kamehameha Schools and Honolulu Waldorf Schools, and is active in researching and writing about applications of music technology in music education and medicine.

## Intermediate GarageBand

**DATE:** Wednesdays, April 21 and 28  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Joe Ruzzkowski  
**LOCATION:** UHM Sakamaki C104,  
 Mānoa MultiMedia Lab  
**FEE:** \$120  
**REGISTER for:** L10761



Go beyond the basics of GarageBand in this six-hour interactive workshop. Explore intermediate concepts including recording, microphones, advanced sound synthesis, and mastering techniques. The various advanced uses of GarageBand are explored using a hands-on approach.

This workshop is designed for musicians, bloggers, audio enthusiasts, and recording artists of any age who have a working knowledge of GarageBand, want to learn more about Apple's hit software. Hands-on work includes advanced production and engineering techniques, creating and distributing net casts, and scoring for video and commercials. Students learn to incorporate their creations into the media of their choice including CDs, DVDs, iTunes, Weblogs, email, and other formats.

## Music Notation with Sibelius

**DATE:** Wednesdays, May 5 and 12  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Joe Ruzzkowski  
**LOCATION:** UHM Sakamaki C104,  
 Mānoa MultiMedia Lab  
**FEE:** \$135  
**REGISTER for:** L10762



It's time to put your pencil and your staff paper away. This workshop covers basic and intermediate uses of Sibelius 5, one of the world's premier music notation programs. Learn how to take command of this powerful software and create professional looking music notation just like the kind that you get from the publisher. Topics include getting started, keyboard input methods, input from MIDI controllers, symbols and editing, technique and expression, lyrics and chords, implementing MIDI files, layout and formatting for printing, and educational worksheets and resources.

This class is designed for anyone looking to produce electronic music notation for home, school, church, or professional use.

**PREREQUISITE:** Basic knowledge of the Macintosh operating system and traditional music notation.

## The Heart of the Mind: The Dramatization of Great Ideas in Non-fiction and Film

**DATE:** Saturday, March 6  
**TIME:** 9:00am-1:00pm  
**INSTRUCTOR:** Jacob Needleman  
**LOCATION:** UHM Kuykendall 210  
**FEE:** \$75  
**REGISTER for:** L10734

NEW

Noted author and philosopher Jacob Needleman assists participants in writing with depth and meaning. Through writing exercises, readings, and discussion, Dr. Needleman shares his vision on the craft of writing. This workshop is for those engaged in exploring and expressing ideas through the written word: screenwriters, fiction and non-fiction writers, and anyone with a need or desire to write expressive prose.

Participants should bring a computer or a notebook and pen.



**Jacob Needleman** is a professor of philosophy at San Francisco State University and the author of many books, including *The Essential Marcus Aurelius*, *Why Can't We Be Good?*, *The American Soul*, *The Wisdom of Love, Time and the Soul*, *The Heart of Philosophy*, *Lost Christianity*, and *Money and the Meaning of Life*. His book, *Time and the Soul*, is being adapted for an upcoming film. In addition to his teaching and writing, he serves as a consultant in the fields of psychology, education, medical ethics, philanthropy, and business, and has been featured on Bill Moyers's acclaimed PBS series *A World of Ideas*.

## Developing and Writing Your First Screenplay

**DATES:** Saturdays, March 6-April 17  
**TIME:** 9:00am-12:00pm  
**INSTRUCTOR:** Bob Green  
**LOCATION:** UHM Krauss 011  
**FEE:** \$200  
**REGISTER for:** L10745

What is a “scene”? What is a “character arc”? What is “backstory” and why is it so important to the screenwriting process? Why is structure paramount in screenwriting unlike other writing genres? Screenwriting calls for an understanding of storytelling and a strong sense of the visual.

This workshop, taught by a working professional, zeroes in on the fundamentals of first developing a concept into a storyline and then into screenplay format. Students are given exercises in and out of class to develop an idea into a scene. At the end of these sessions, students should be well into producing a workable, professional-looking screenplay based on terms and techniques employed by screenwriters everywhere.



**Bob Green** is a professional screenwriter (*Baraka*), production consultant (*Passion in the Desert, Buddha*), and consulting producer (*Sun Yat-Sen*). He is currently a contributing writer for the *Baraka* sequel *Samsara*, which is in post-production, and his new screenplay *Four Secrets* has just been optioned. He is the film columnist for the *Honolulu Weekly* and his film blog can be found at <http://bobgreen.honoluluweekly.com>.

## Short Screenplay Workshop

**DATE:** Saturday, May 1 (Registration and draft script must be received by April 24)  
**TIME:** 9:00am-1:00pm  
**INSTRUCTOR:** Brett Wagner  
**LOCATION:** Yukiyoshi Room  
**FEE:** \$75  
**REGISTER for:** L10746

**NEW**


Filmmaker and writer Brett Wagner conducts a lightning-round short script workshop for students who have a completed draft of a short screenplay ready to discuss. Scripts are distributed in advance, and everyone comes prepared to comment on the work. The mission is to find a good story to tell and then tell it well. Story structure, action vs. dialog, and the unique possibilities and challenges of the short form are addressed. The instructor also touches on strategies for writing a script you can actually produce, and shares his own experiences making short films and doing the festival circuit. Students should already have an understanding of screenplay format, and must submit a draft of a short script (up to 12 pages long) in advance of the workshop.

Limited to 10 participants.

**DRAFT SCRIPTS MUST BE RECEIVED BY APRIL 24**

**PREREQUISITE:** Developing and Writing Your First Screenplay or prior experience

## PreProPost HD Film Production

**DATE:** Tuesday, January 26 from 6:00-9:00pm  
 Friday, Saturday, Sunday, January 29-31 from 9:00am-4:00pm  
**INSTRUCTOR:** Henry Mochida,   
 Kimberlee Bassford  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$250  
**REGISTER for:** L10666

Learn the entire production workflow of HD technology from pre-production through post-production in a four-day workshop. This challenging experience begins in pre-production where we breakdown a script and plan for production through storyboarding, shot listing, and scheduling. Then leave the classroom and go onto an independent film set for hands-on experience in all major roles of production. The final phase of post-production covers the HD workflow, which involves learning the key steps of editing, finishing, and outputting to multiple formats. This adventure is directed towards individuals looking to get a first taste of filmmaking in the latest HD technology.



**Henry Mochida** has worked in the film and video industry for the past four years as a director, director of photography, and editor. He studied at the Academy for Creative Media and his work has premiered at film festivals internationally. He has worked on short and feature films, commercials, music videos, documentaries, television, and web-based media. He is currently a commercial director/DP with HDology, a Hawai'i-based production company, and is the owner of HenHaus Productions LLC that specializes in web cinema marketing.



**Kimberlee Bassford** is an independent filmmaker with a passion for social issue and cultural stories. She produced, directed, wrote and co-edited the award-winning *Patsy Mink: Ahead of the Majority*. Bassford produced *Unnatural Causes: Is Inequality Making Us Sick?*, a four-hour national PBS documentary series, and the three-hour national PBS series *The Meaning of Food*. Bassford has a BA in psychology from Harvard University and a Masters in Journalism from the University of California Berkeley. She owns Making Waves Films LLC, a documentary production company in Honolulu.



**Brett Wagner** is a writer and director of films, TV commercials and branded entertainment. His short film *CHIEF* was named “One of the ten must-see shorts of Sundance” in 2008. *CHIEF* won “Best Dramatic Short” at the Los Angeles International Shortsfest, as well as the audience awards for best short at HIFF and the Maui Film Festival. Previously, Brett wrote and directed the feature film *Five Years*, which played dozens of festivals around the world and is in distribution.

## Production Assistant Survival Techniques

**NEW**




**DATE:** Saturday, February 6  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Wainani Tomich  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** \$100  
**REGISTER for:** L10650

This one-day workshop is designed for those with limited or no prior experience on network scripted television shows and feature films. Learn the essential job functions of an On-Set Production Assistant (PA) for the Assistant Director team. Covers proper set operations, etiquette, communication, problem solving, organization, paperwork expectations, and gear. Set Production Assistants are expected to know the fundamentals of how a set is run and how to be proactive without being told what to do in order to get hired and keep getting hired.



**Wainani Young Tomich** has a BFA in photography from Brooks Institute of Photography and is a graduate of the Director's Guild DGA Training Program. She has been working as an Assistant Director since 1996. Projects include *Lost, Forgetting Sarah Marshall, Into The Blue 2: The Reef, Star Trek: Voyager, Star Trek: Deep Space Nine*, and many others.

### FOR COMPUTER WORKSHOPS

-  Introductory computer skills with limited experience.
-  Ability to easily navigate the Macintosh environment.
-  Assumes a high degree of comfort with a variety of computer programs.

To receive workshop updates and other information, send your email address to [pnm@hawaii.edu](mailto:pnm@hawaii.edu).

*Classroom temperatures vary so we recommend bringing a sweater or jacket.*

*For all day classes, especially on weekends, we recommend bringing a brown bag lunch.*

*Photo by Mary Goodrich. For her class, see pg. 13.*



## Exploring the Editing Process

**DATE:** Saturday and Sunday, January 16-17  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Phil Linson  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** \$200  
**REGISTER for:** L10649

What happens when you're finished shooting? Through a combination of lecture and screening film clips, explore the process of turning original footage into a final product. Covers issues of story and performance, the anatomy of a scene, plus the transformation of scenes into sequences and how they fit into the whole piece. Examine the incorporation of sound effects, music, sound mixing, and color correction in the completion of a project. The collaborative nature of film and the role of the editor in working with a director throughout the whole post-production process is also discussed.



**Phillip Linson** is Vice Dean, Production and Post-Production; Director, AFI Sony Digital Arts Center; and Senior Filmmaker-in-Residence: Editing. Linson oversees production and post-production for the American Film Institute Conservatory. As head of the editing discipline, he teaches classes and works with the other editing faculty to develop curriculum. His editing career stretches over all manner of projects for film and television. He worked with Agnes Varda and Haskell Wexler on documentaries and was associate editor on Wexler's feature film *Latino*. His film editing credits include *Deadfall*, *After Midnight*, and Sean Penn's *The Indian Runner*. His sound editing credits include *Hot Shots*, *Tombstone* and Allison Anders's *Gas Food Lodging*.

## Video Editing & OSX Basics

**DATE:** Tuesday, February 2  
**TIME:** 6:00-8:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$40  
**REGISTER for:** L10652

This two-hour class provides an important foundation for the Introduction to **Final Cut Pro** class. It is an essential prerequisite for students who have no prior experience with Mac OSX and/or who have no prior experience editing video on computers.



**Steve Szabo** has worked in the film and video industry since 1990 as an editor, colorist, visual effects designer, and more recently as a DVD/HD DVD author. His work experience includes several television series, scores of television commercials, and a variety of other programs for many major clients. He is an Apple Certified Trainer in Final Cut Pro 7, Motion 4, DVD Studio Pro, Soundtrack Pro 3, and Final Cut Studio. He has received a number of awards for editing, effects, and DVD authoring. Szabo is the owner of Digital



## FCP 200: A Comprehensive Study of Final Cut Pro

**DATE:** Tuesdays and Thursdays, February 4- March 16  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$970 (with textbook), \$930 (without textbook). All participants must have textbook on first day of workshop.  
**REGISTER for:** L10651

### Professional Editing in Final Cut Studio

In this introduction to the primary features and interface of Final Cut Pro 7, learn to perform basic editing functions while familiarizing yourself with the user interface. Topics include basic setup, adjusting and customizing preferences and settings, capturing video and audio, various editing and trimming techniques, the use of editing tools, audio editing and audio creation, finishing and final output.

Limited to 12 participants.

## Color 101: An Introduction to Color Correction in Final Cut Studio

**DATE:** Friday, Saturday, and Sunday, March 26-28  
**TIME:** 9:00am-5:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$595 (with textbook), \$555 (without textbook).  
**REGISTER for:** L10799

This three-day hands-on course covers the color correcting capabilities of Final Cut Studio, using both Final Cut Pro 7 and Color 1.5. Start with the basics of color balancing and correction, and move on to the fine points of secondary grading, including scene matching, using vignettes to isolate and track regions, creating advanced color effects and "looks," skin tone adjustments, adjusting the composition and framing of a shot, and much more.

Topics covered:

- explore waveform scope and vectorscope
- examine Final Cut Pro color correction filters
- use Color-Navigating the Color Rooms
- learn to use trackers
- color correct contrast
- color correct for brightness
- work with vignettes.

**PREREQUISITES:** Basic knowledge of the Macintosh OS and Final Cut Pro is required. Knowledge of color correction terminology is helpful.

## Introduction to After Effects

**DATE:** Saturday and Sunday, May 1-2  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** George Wang  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$270  
**REGISTER for:** L10715

A powerful tool for visual effects and motion graphics, Adobe After Effects is used professionally throughout the motion picture and video industries for special effects, compositing, title sequences, commercials, DVD menus, web videos, multimedia, and much more. This introductory course helps you understand the fundamental concepts and features of After Effects. Learn to animate eye-catching titles, apply visual effects filters, and creatively combine video and image layers into dynamic compositions.



**George Wang** has edited and directed numerous commercials, promos, and multimedia projects for MGM Mirage and Wynn Resorts; created motion graphics elements for *Billboard Music Awards* on FOX Network; and edited

Howie Mandel's hidden camera skits for *The Tonight Show with Jay Leno* on NBC. He is a faculty member of the Academy for Creative Media, University of Hawai'i.

## DVD Studio Pro

**DATE:** Friday, Saturday, and Sunday, May 14-16  
**TIME:** 9:00am-5:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** \$635 (with textbook), \$595 (without textbook). All participants must have textbook on first day of workshop.  
**REGISTER for:** L10654

Learn to author professional, interactive DVDs and HD-DVDs in this Apple-certified workshop. DVD Studio Pro has all the capabilities you need, including all the parameters available in the DVD Specification. It handles the MPEG encoding, menu creation, asset organization, linking, real-time previewing, and output formatting. Version 4 adds a number of significant enhancements, including HD-DVD authoring capability, enhanced transition options, and control of Video-TS folder structure. This workshop also uses detailed step-by-step instructions with the provided Apple Pro student guide.

This class is designed for Final Cut Pro users, independent filmmakers, video producers, corporate designers, DVD enthusiasts, electronic publishers, and anyone else who wants to learn how to create a professional-looking DVD.

Limited to 12 participants.



## Apple Certification Exam

**DATES:** Section A – Thursday, March 18 (L10731)\*  
Section B – Tuesday, March 30 (L10732)\*  
Section C – Tuesday, May 18 (L10733)\*

**TIMES:** 6:00-9:00pm

**INSTRUCTOR:** Steve Szabo

**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab

**FEE:** \$175; Section A – \$150 (with **Introduction to Final Cut Pro** workshop); Section B – \$150 (with **Color 101** workshop); Section C – \$150 (with **DVD Studio Pro** workshop)

\*Registration must be received one week before the class.

### Become a Certified Apple Pro

This training program is designed to keep you at the forefront of Apple's digital media technology while giving you a competitive edge in today's ever-changing job market. Upon completion of the requirements for an Apple Pro Course, you can become a Certified Apple Pro by taking the certification exam at an Apple Authorized Training Center such as Pacific New Media's computer training lab. Certification exams are available for Final Cut Pro 7 Level 1, Final Cut Pro 7 Level 2, Motion 4, Soundtrack Pro 3, Logic, Color, Final Cut Studio, and DVD Studio Pro 4. Successful certification as an Apple Pro provides official recognition of your knowledge and allows you to market yourself to employers and clients as a skilled, Pro-level user.

After passing the exam, you receive an official Apple certificate and special Apple Pro Certified logos to use on your business materials.

To find out more, visit: [www.apple.com/software/pro/training](http://www.apple.com/software/pro/training).

## ThinkTech Hawaii

### NewsMorphosis 2.0

NEW

**DATE:** Thursday, March 18

**TIME:** 8:30am-1:30pm

**LOCATION:** Anthology Theater,  
1003 Bishop Street, 8th floor

**FEE:** \$55

**REGISTER for:** L10750

How the transformation of news is transforming our society.

Keynote: The Role of News in a Free Society

Panel: Transformation of the News

Panel: Transformation of the Delivery System

Panel: Meeting the Challenges

Luncheon Speaker: How will these transformations change our lives?

**COSPONSORS:** THINKTECH, HVCA,  
ANTHOLOGY MARKETING GROUP, TECHHUI,  
SOCIETY OF PROFESSIONAL JOURNALISTS, AND  
PRSA HAWAII

For updated information go to  
[www.outreach.hawaii.edu/pnm](http://www.outreach.hawaii.edu/pnm)

## FREE PUBLIC TALK

### Introduction to Large Format Canon Digital Printing

Thursday, April 1 at 6pm  
UHM Sakamaki C104, Mānoa  
MultiMedia Lab

In this session, Michael Gilbert demonstrates digital printmaking techniques for large-scale prints, 40" and larger. Michael briefly covers the digital workflow from image-capture through image editing and enhancement in the making of large high-quality digital art prints. The purpose of this session is to reveal technology that is within the range of individuals who wish to make digital prints in a large-scale format.

See workshop on page 14.



Photo by Hugh Gentry. For his classes, see pg. 13.

## PNM offers two certificate programs—

### Digital Imaging Certificate (DIC) (Photography or Design) and Web Design Certificate (WDC)

**DIC** incorporates a series of PNM workshops designed to develop an understanding of the core concepts, visual language/theory, and practical methods of photography in the 21st century including digital capture, image editing and manipulation, methods of publishing and delivering images in both web and print, high-quality inkjet printing, and professional methods. It combines theory with hands-on applications in the computer lab and field to develop the skills necessary for digital imaging and production.

**WDC** is a comprehensive course of study combining technical understanding with design fundamentals, creative expression, and project management to learn the skills needed to thrive in this dynamic industry. Classes cover the latest software and techniques being used in this constantly evolving environment.

The certificate programs insure a solid and sequential learning experience that leads to a high level of professional skill upon completion.

For questions or to request a brochure, please call **(808) 956-3422** or email [pnm@hawaii.edu](mailto:pnm@hawaii.edu)



## Registration Information

### PLEASE NOTE:

- **Cancellation for refund must be made by 12 noon two working days before workshop begins.** Refund will be made payable to the individual/party responsible for payment. Failure to attend workshop does not constitute an official withdrawal.
- Computer workshops are limited to 20 participants.
- Macintosh computers used unless otherwise noted.
- **If a minimum enrollment is not reached a week before the workshop, it may be cancelled—so register early!**
- If you do not receive a confirmation receipt in 7 days or if you enroll less than 5 working days prior to the start of the class, call (808) 956-8400 to confirm enrollment.
- This catalog contains the most current information available at the time of publication. Information, including statements of fees, course offerings, faculty assignments, scheduled times, and admission and enrollment requirements, is subject to change without notice.

## Financial Support and Services

### Workforce Investment Act

If you are unemployed, you may be eligible for employment services, education, and training administered through the O'ahu Workforce Investment Board. For more information, including eligibility requirements and the O'ahu Work Links office nearest you, contact the agency's downtown office at 830 Punchbowl Street, Room 112, tel: (808) 586-8700.

### Disability Access

Persons with disabilities who may require access services should contact the Student Services Office at (808) 956-8400 at the time of registration.

### ABOUT THE COVER

Pele Rising: The cover art depicts a digital incarnation of the Hawaiian goddess of fire, lightning, and volcanoes. The Hawaiian word for computer is *lolo uila*, which literally means "brain lightning".

Cover Designer: Dan Leuck

For his class, *Modern Typography in Print and Digital Media*, see pg. 4.

### SPRING 2010 PNM PRODUCTION

Susan Horowitz, *Pacific New Media Director*  
 Mark Levelle, *Pacific New Media Assistant*  
 Peter Tanaka, *Interim Dean, UHM Outreach College*  
 Lance Haga, *Registration*  
 Ann Brandman, *Publicity*  
 Natalie Lee, *Graphic Design*  
 Wende Ariyoshi, *Image Montage*

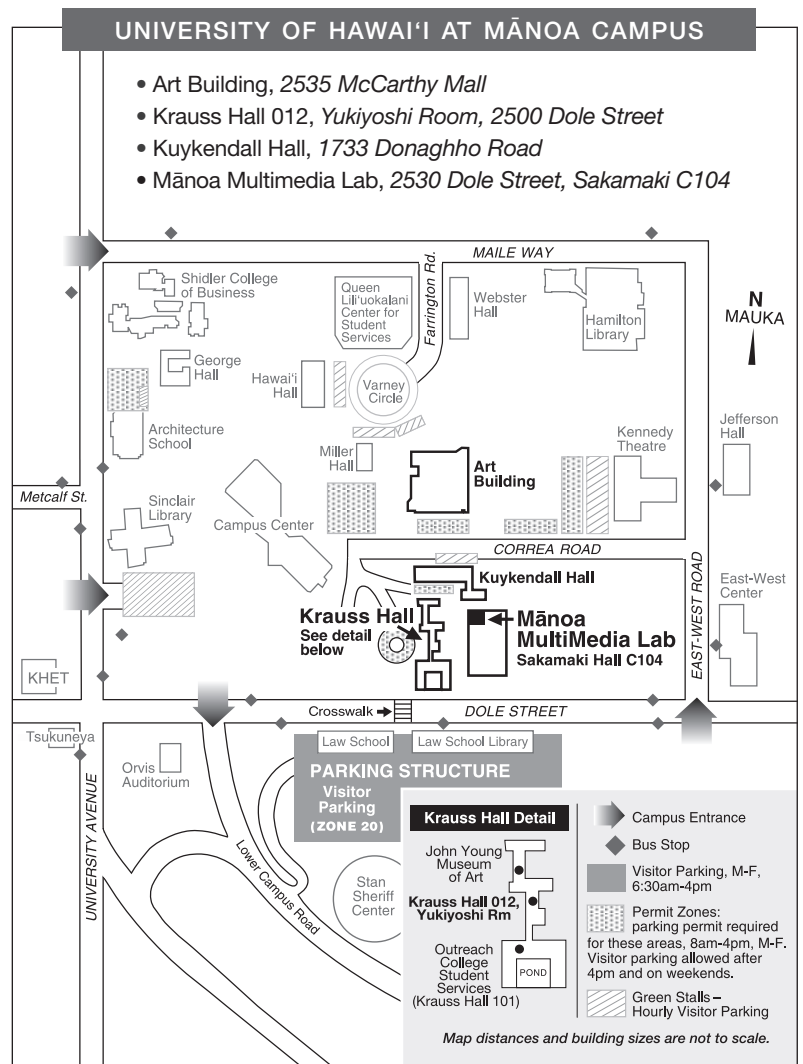
## Parking—UH Mānoa

<http://www.hawaii.edu/parking>

During the weekdays, for the lower campus parking structures on Dole Street (Zone 22), there is a \$4.00 flat fee. On the upper campus, parking is available at visitor parking lots designated by green stalls and borders. Purchase a ticket from the automated pay station located in that lot. The rate there is \$2.00 per 30 minutes.

After 4:00pm on the weekdays, and all Saturday, the entire campus is open (with the exception of handicap, reserved, and dormitory) for the flat parking rate of \$5.00.

On Sundays and holidays, parking is free. Refer to the campus map below for parking locations.



THE UNIVERSITY OF HAWAII IS AN  
 EQUAL OPPORTUNITY/AFFIRMATIVE ACTION INSTITUTION

# PACIFIC NEW MEDIA REGISTRATION FORM

UNIVERSITY OF HAWAI'I AT MĀNOA • OUTREACH COLLEGE

## WAYS TO REGISTER

BY PHONE: (808) 956-8400

BY WEB: Register online at  
[www.outreach.hawaii.edu/pnm](http://www.outreach.hawaii.edu/pnm)

BY FAX: (808) 956-3752

BY MAIL: University of Hawai'i at Mānoa  
Outreach College  
PACIFIC NEW MEDIA  
2440 Campus Rd., Box 447  
Honolulu, Hawai'i 96822



PLEASE SEND ME INFORMATION ABOUT THE:


- Digital Imaging Certificate (DIC) program
- Web Design Certificate (WDC) program

I am enrolled in the:  DIC program  WDC program

NAME		EMAIL ADDRESS	
ADDRESS		APT. NO.	
CITY	STATE	ZIP	
PHONE (RES)	PHONE (BUS)		

### METHOD OF PAYMENT:

- Check (make payable to University of Hawai'i)
- Visa  Mastercard  Money Order  Purchase Order (enclosed)

CREDIT CARD NO.	CVV2 CODE*	EXP. DATE
SIGNATURE	 *CVV2 code is last 3-digit number on the signature panel.	
CARDHOLDER'S NAME (PLEASE PRINT)		

## I WOULD LIKE TO REGISTER FOR:

*PNM requests that students arrive 10 minutes prior to the scheduled class time.*

### Fundamentals

- Creating Compelling Presentations with Keynote . . . \$135. . . .L10747
- Intellectual Property Issues for Content Creators . . . . . \$50. . . .L10716

### Digital Imaging and Design

- Design Fundamentals . . . . . \$80. . . .L10618
- Modern Typography in Print and Digital Media. . . . . \$60. . . .L10748
- Acrobat Gets Down to Business. . . \$135. . . .L10710
- Digital Design: Integrating InDesign and Photoshop . . . . \$270. . . .L10691
- InDesign Level 1 . . . . . \$270. . . .L10708
- InDesign Level 2 . . . . . \$135. . . .L10709
- Introduction to Illustrator for Print . \$135. . . .L10703
- Introduction to Illustrator for Web . \$135. . . .L10704
- Advanced Techniques with Adobe Illustrator . . . . . \$270. . . .L10705
- Adobe Photoshop – A Beginner's Guide
  - Section A. . . . . \$135. . . .L10740
  - Section B. . . . . \$135. . . .L10741
- Introduction to Photoshop . . . . . \$270. . . .L10706
- Intermediate Photoshop and Camera Raw . . . . . \$135. . . .L10707
- Photoshop CS4: Retouching & Restoration Essentials . . . . . \$135. . . .L10657
- Adobe Photoshop: Selections and Masking. . . . . \$135. . . .L10658
- Creative Collage with Photoshop . . \$270. . . .L10659

### Web Design

- The Big Picture: An Intro to the Web Design Process . . . . . \$35. . . .L10619
- Build Your First Webpage. . . . . \$80. . . .L10744
- HTML: Basics . . . . . \$135. . . .L10712
- Introduction to JavaScript for the Web . . . . . \$135. . . .L10713
- WordPress Survival Guide . . . . . \$135. . . .L10701
- Introduction to Adobe Dreamweaver
  - Section A. . . . . \$270. . . .L10726
  - Section B. . . . . \$270. . . .L10727
- Intermediate Dreamweaver . . . . . \$135. . . .L10728

- Web Design with Cascading Style Sheets (CSS) . . . . . \$135. . . .L10729
- Introduction to Fireworks. . . . . \$135. . . .L10730
- Adobe Flash for Beginners - Intro and Animation . . . . . \$70. . . .L10737
- Adobe Flash for Beginners - Interactivity and Video . . . . . \$70. . . .L10738
- Adobe Flash for Beginners - Photo and Video Galleries. . . . . \$70. . . .L10739
- Introduction to Drupal . . . . . \$135. . . .L10702
- PHP Essentials 1 . . . . . \$135. . . .L10698
- PHP Essentials 2 . . . . . \$135. . . .L10699
- PHP Essentials 3 . . . . . \$135. . . .L10700
- Setting Up a Working Website . . . \$270. . . .L10742
- Search Marketing Strategy 2010. . \$100. . . .L10751
- Search Engine Optimization. . . . . \$80. . . .L10714

### Photography

- Introduction to Digital Photography . \$120. . . .L10687
- Know Your Camera 1: Introduction to Photography Techniques
  - Section A. . . . . \$120. . . .L10674
  - Section B. . . . . \$120. . . .L10675
  - Section C. . . . . \$120. . . .L10676
- Know Your Camera 2: Intermediate Photography Techniques
  - Section A. . . . . \$120. . . .L10784
  - Section B. . . . . \$120. . . .L10677
  - Section C. . . . . \$120. . . .L10678
- Know Your Camera 3: Developing a Digital Workflow
  - Section A. . . . . \$200. . . .L10679
  - Section B. . . . . \$200. . . .L10680
- Photographing the Human Form . . \$95. . . .L10719
- Photojournalism: Working in Today's Changing World of News . . . . \$120. . . .L10721
- Sports Photography: How to Cover a Major Sporting Event . . . . . \$120. . . .L10722
- Underwater Photography: Shooting Sports and Nature in a Marine Environment . . . . \$120. . . .L10723
- Photographing Children . . . . . \$120. . . .L10720
- Approaching the Digital Image. . . \$250. . . .L10724
- Hawai'i Landscapes – Creating Images with Impact . . \$500. . . .L10725
- Introduction to Adobe Lightroom . \$135. . . .L10689
- Large Format Printing . . . . . \$70. . . .L10735

### Film/Video/Multimedia

- Introduction to GarageBand . . . . \$120. . . .L10759
- Intermediate GarageBand . . . . . \$120. . . .L10761
- Music Notation with Sibelius . . . \$135. . . .L10762
- The Heart of the Mind: The Dramatization of Great Ideas in Non-fiction and Film . . . . . \$75. . . .L10734
- Developing and Writing Your First Screenplay. . . . . \$200. . . .L10745
- Short Screenplay Workshop. . . . . \$75. . . .L10746
- PreProPost HD Film Production . . \$250. . . .L10666
- Production Assistant Survival Techniques . . . . . \$100. . . .L10650
- Exploring the Editing Process . . . \$200. . . .L10649
- Video Editing & OSX Basics . . . . \$40. . . .L10652
- FCP 200: A Comprehensive Study of Final Cut Pro
  - With textbook . . . . . \$970. . . .L10651
  - Without textbook . . . . . \$930. . . .L10651
- Color 101: An Introduction to Color Correction in Final Cut Studio
  - With textbook . . . . . \$595. . . .L10799
  - Without textbook . . . . . \$555. . . .L10799
- Introduction to After Effects. . . . \$270. . . .L10715
- DVD Studio Pro
  - With textbook . . . . . \$635. . . .L10654
  - Without textbook . . . . . \$595. . . .L10654
- Apple Certification Exam Section A
  - With Introduction to Final Cut Pro workshop . . . . . \$150. . . .L10731
  - Without attending workshop . . \$175. . . .L10731
- Section B
  - With Color 101 workshop. . . . \$150. . . .L10732
  - Without attending workshop . . \$175. . . .L10732
- Section C
  - With DVD Studio Pro . . . . . \$150. . . .L10733
  - Without attending workshop . . \$175. . . .L10733

### ThinkTech Hawaii

- NewsMorphosis 2.0. . . . . \$55. . . .L10750

**TOTAL: \$**

Spr10PNMBrochure

University of Hawai'i at Mānoa  
Outreach College  
Pacific New Media  
2440 Campus Road, Box 447  
Honolulu, HI 96822

## Visiting and New Instructors

### **ROB BERTHOLF**

*Search Marketing Strategy 2010, pg. 9*

### **SANDEE COHEN**

*Acrobat Gets Down to Business, pg. 4*

*Adobe InDesign Level 1, pg. 5*

*Adobe InDesign Level 2, pg. 5*

### **DAN DOERNER**

*Introduction to Digital Photography, pg. 12*

*Introduction to Adobe Lightroom, pg. 14*

*Digital Design: Integrating InDesign and Photoshop, pg. 5*

### **SEÁN DUGGAN**

*Photoshop: Retouching & Restoration Essentials, pg. 6*

*Photoshop: Selections & Masking, pg. 6*

*Creative Collage with Photoshop, pg. 6*

### **HUGH GENTRY**

*Photojournalism: Working in Today's Changing World, pg. 13*

*Sports Photography: How to Cover Major Sporting Events, pg. 13*

*Underwater Photography: Shooting Sports and Nature in a Marine Environment, pg. 13*

### **KEN & MARY GOODRICH**

*Hawai'i Landscapes- Creating Images with Impact, pg. 13*

### **TIM GREY**

*Approaching the Digital Image, pg. 13*

### **CHAD KASSIRER**

*HTML: Basics, pg. 7*

*Introduction to Javascript for the Web, pg. 7*

*Search Engine Optimization for Web Designers, pg. 9*

### **PHIL LINSON**

*Exploring the Editing Process, pg. 16*

### **JACOB NEEDLEMAN**

*The Heart of the Mind: The Dramatization of Great Ideas in Non-fiction and Film, pg. 14*

### **WAINANI TOMICH**

*Production Assistant Survival Techniques, pg. 15*

### **DAVID ULRICH**

*Introduction to Photoshop, pg. 6*

*Intermediate Photoshop and Camera Raw, pg. 6*

### **BRETT WAGNER**

*Writing the Short Script, pg. 15*