Adrian Lowe's Imagineering Workshop Series

Workshop Dates for Brisbane at Albion Peace and Community Centre, 102 McDonald Rd, Windsor.
$20 per Workshop (includes morning tea)

Workshop 1:   22nd April   (9.00am – 1.30pm)   **Book now:**   https://aloweworkshop1.eventbrite.com.au
Workshop 2:   8th July   (9.00am – 1.30pm)   **Book now:**   https://aloweworkshop2.eventbrite.com.au
Workshop 3:   19th August (9.00am – 1.30pm)   **Book now:**   https://aloweworkshop3.eventbrite.com.au

Workshop Dates for Sunshine Coast at Caloundra Indoor Bowling Club, Western end of Bourke St.
$10 per Workshop (includes afternoon tea)

Workshop 1:   (WS1) 14th April   (1pm – 5.30pm)
Workshop 2:   (WS2) 17th June   (1pm – 5.30pm)
Workshop 3:   (WS3) 11th August (1pm – 5.30pm)

Book Now for Sunshine Coast
EFT: into BSB No: 656 400 Acct No: 102588775
with reference as example: ***WS1 YourSurname***

Conceptual Overview

These Workshops explain how the subconscious and conscious mind work when viewing and interpreting the scene or subject before us, how to recognize unique elements, and then how to use techniques in camera and post-production to highlight those unique and often subtle elements.

"Stepping Out" by Ritesh Ghosh

The workshops will delve into the psychology of photographic imagery and how we can create original images with strong attraction, engaging elements and memorable attributes.

Also discussed will be concepts based around how the subconscious gets attracted to, and distracted by, different elements in a scene/subject.

The subconscious, based on our most basic prehistoric instincts, reacts to many elements in a scene before us. For example: whether it be shadows that make us wary and therefore peer into for safety sake (notice dark scenes in movies make us look harder) Or different components that work together to eke out a story (Neanderthals survived on tell tale signs that add up to helping them conquer their prey)

These are instinctive, automatic reactions, so using these aspects in our images will make the viewer react instinctively, automatically.

There's more to it than meets the eye. It's all in the mind and no one can escape it. And once understood, it's your secret weapons in your arsenal, to create original images not copies.

Come with an open mind, and pen and paper.

Read more on Adrian's Imagineering Photos website at www.infocentre.com.au/imagineering

Workshop Outlines

Workshop 1
- Intro to "The Mind Matters" Highlighting the dark areas of the grey matter.
- Who are you, really? Show me! The beginning of the rest of your life.
- The 6 Types of Photos and their place in life. Purpose/Context - So what?
- The SMART process plus the extra S. From the vision and interpretation to the shooting and processing, then critiquing, this one process makes it smarter for each step.
- Titles - To be or not to be?
- Homework. What? You thought you could just sit back?

Workshop 2
- Photographers are abnormal! The mind's eye or vice versa?
- Portraits vs Commercial fashion and product shoots. The most sadly misused genre of all.
- Techniques - What, how and when, and how the mind subconsciously sees and reacts to them. It's a secret weapon.
- Homework. Putting it into practice.

Workshop 3
- More Mind Matters. Secrets to attracting, engaging and getting reactions from viewers.
- Originality - Master or Pretender? The culmination of all this, for the rest of your life.
- Putting it all together - Being your true self and being known for it.
- Shotlists and Setting up Projects
- How to deal with fame and fortune? A light look at what's next - your commitment.

Outcomes

To help you recognize what genre, style and techniques suit you the best and what to specialize in. How to create impressive, original photos. The secrets of portraiture will help you create character based, personal portrayals that stand out from the rest. Critiquing techniques. Shot-list preparation. And how to create interesting and purposeful projects.

We look forward to seeing you there and working with you and your valuable comments.

About Adrian Lowe

Adrian has been involved with photography in one way or another at all levels for the past 50 years or so. In his early professional photography days, he owned two retail stores, a mini-lab and a studio, as well as many years as a wedding photographer. Later on, when he became a psychotherapist during the day and a philosophy tutor at night, the understanding of the connection between how and why the brain thinks, sees and interprets images became very clear.

It was then that he developed the SMART approach, connecting the subconscious processes to the conscious awareness and techniques of photography.

In more recent times, and now in retirement, Adrian is a photography judge, seminar convenor, tutor, speaker, exhibitor of photography projects and founder of the Masters Apprentices Photography Club.

"Human Traffic" By Angel Rodriguez