The Santa Fe Digital Darkroom Photographic Workshops & Tours offers a unique photography workshop approach by providing customized Individual instruction, mentoring programs, and small group only workshops—specifically designed to meet the needs of photographers and creative users. We pioneered the customized workshop. We build curricula personally tailored to suit each client's individual schedule, pace, interests and goals—allowing you to focus on what you want and need to learn to propel your work forward!

We encourage participants to create work that reflects their individuality and meets their vision, whether using a traditional, digital, fine art or experimental approach. It is time to get more out of your workshop experience. Save valuable time and money by choosing the uniquely customized and personal services of the Santa Fe Digital Darkroom Photographic Workshops and Tours. Join us to advance your skills and realize all your creative projects and goals!

We do not pack students into classrooms of mismatched learning levels to fill workshops, slowing you down to wait for others, or making you feel like you can't keep up. We do not try to overwhelm you with complicated and useless smoke & mirror digital processing techniques, nor do we dumb down our curriculum to sell you more workshops.

We developed and pioneered a training model that offers uniquely personalized, friendly, flexible and professional training methods and mentorships programs dedicated to fostering collaboration between the instructor and participant. With individual and small group workshops, we focus on each client as an individual with unique educational interests and goals. We specialize in customized packages at all learning levels. You decide the curricula, and set the pace according to your schedule & budget, providing more instructor time and attention for each of our clients—SAVING you valuable time, frustration and money. Get excited, feel validated, learn more and have fun! Join us by phone or internet, in Santa Fe, Taos, Uganda, Costa Rica, Jordan or other fabulous locations around the globe!
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Everyday Miracles Along the Nile

Photography & Change in Uganda
Humanitarian Documentary Workshops

EXCLUSIVE: Small Group Workshops
Working with Non-Profits, NGO’s and International Humanitarian Relief Projects in Uganda.

Tuition $4068

photography TRAINING & MENTORSHIP program 2010

Work One-on-One with a World Renowned Photographer

refine your vision with guidance and feedback and critiques

Long Term & intensive programs

promote your work

collaborate learn while doing

focus your vision create a signature style

make better photographs

realize all your creative projects & goals

expand your photographic passions

consultations every three weeks

advance your skills
develop new ways of seeing

assignments

707. SEE. FOTO • info@santafedigitaldarkroom.com

www.santafedigitaldarkroom.com
photography MENTORSHIPS

LONG TERM
Full Year & 6 Month
Creative Assignments, Portfolio Reviews & Critique by phone / web

individual WORKSHOPS

INTENSIVES
Full Day & Half Day Sessions
4-Session Discount Packages Available Friends come for 1/2 price
One-on-one Training in the Field, Classroom or Both
Join us for a unique opportunity to work individually with a photographic mentor to advance your photographic skills, refine your photographic vision, and realize all your creative projects and goals. Designed for advanced amateurs, emerging and professional photographers, our Mentorships Program will connect you by phone or email with a mentor — from anywhere in the world.

Mentors will work personally with you to help guide and support you towards achieving your photographic aspirations and long term goals such as:

- Having your images exhibited in a gallery
- Getting your work printed in a magazine, book, or newspaper
- Publishing your own photographic book
- Building a stronger portfolio
- Developing your marketing and branding professional image

Mentorships can help you overcome your hurdles and develop your strengths.

With one-on-one mentoring, you receive personal attention, creative assignments, & feedback that will help propel you forward with your photography and towards realizing your photographic goals and dreams.

Unique customized programs focus on your goals
Mentoring Program Options

The Photography Mentorship program offers several options to cater to your individual needs.

**full year** This Mentorship Program offers a year-long program consisting of 17 sessions with your mentor. This includes 1 hour and fifteen minute phone consultations approximately every three weeks, photographic assignments, and critiques of online images. We include an extra fifteen minutes for every session to ensure personal time with each participant.

**half year** This Mentorship Program offers a 6 month program consisting of 8 sessions with your mentor. This includes 1 hour and fifteen minute phone consultations approximately every three weeks, photographic assignments, and critiques of online images. We include an extra fifteen minutes for every session to ensure personal time with each participant.

**single sessions** Single sessions of one hour and fifteen minutes each. Curriculum is designed to cover a wide range of topics as they arise from your individual needs and questions.

All communications will occur via phone or online. In person is possible if you are able to travel to meet your mentor. Most mentorships typically focus on refining personal vision and style coupled with technical advice and training, advice on book publishing or exhibiting work, business and marketing strategies, life coaching, referrals and other connections may also be part of the mentor relationship. Mentors will most certainly help you develop and expand your passion for image making.

**how it works**
We will personally consult with every applicant upon enrollment in order to understand your personal goals for the program, make suggestions, and approve each individually designed mentorship program. A questionnaire will also be utilized to help select the best mentorship program for you. You will be contacted by your mentor to set up a regular telephone conference time. You will receive regular assignments, custom-designed for YOUR goals and interests. You will complete and submit these prior to your next telephone conference.

All communications will occur via phone or online and can be face to face if you are willing to travel to meet your mentor. The opportunity to photograph with your mentor may be a valuable gift for your photographic journey. Face to Face meetings will be agreed upon and worked out by each mentor team. Additional costs may be associated with in-person meetings.
Mentorship Sessions

Each mentorship program is developed for individual personal one-to-one sessions with your mentor with a frequency of approximately every three weeks. This time frame is flexible, however, mentorships should be completed by the end of the chosen period (6 or 12 months).

Sessions will be conducted over the phone or e-mail, although Skype and iChat are possibilities. Assignments will be given by the mentor at the end of each session to be completed within the three-week time frame. Images should be posted or emailed to the mentor with enough time for the mentor to review the work before the next scheduled session. It will be important to respect the mentors' time commitments to this program, as our mentors are busy professionals. Each mentor session is 75 minutes. Any contact with your mentor between these scheduled sessions should to be kept to emergencies.

see your work on-line

The Santa Fe Digital Darkroom Photographic Workshops posts a web gallery of images made by all mentorship students, giving your work international exposure and resume prestige.

annual gathering

Although we know travel is not always possible, we do invite students to come join us for the special events offered by PhotoArts Santa Fe every year. This event offers seminars, lectures, and presentations, along with fun social gatherings for valuable networking.

program options

Fully Customized ©Create Your Own Mentorship Program Weekly, Monthly, and Yearly packages Include:

• 1.25 hour phone consultations
• Photographic assignments
• Photographic critiques of online images
• Competition preparation advice

tuition

FULL YEAR Photography Mentorship (17 sessions): $4,500 (no hidden fees)
HALF YEAR Photography Mentorship (8 sessions): $2,600 (no hidden fees)
Single sessions are $350
Whether in the field shooting in one of our exciting locations in Santa Fe, Taos or other locations around the globe, in the digital darkroom, or a combination hybrid, our signature ©Create Your Own Individual Customized Workshops Programs are personally tailored to suit your specific goals, interests, pace, & schedule—Saving you valuable time & money!

EXCLUSIVE, UNIQUE SERVICES TO MEET YOUR NEEDS

• Schedule dates according to your calendar
• Choose study topics that suit your goals and interests
• Work in the field, digital darkroom or create an exciting combination
• Mix and Match from any of our study programs
• Choose locations from a variety of exciting location offerings
• Half Day or Full Day Intensives
• DISCOUNTS available with our 4 Session Intensive Program Packages

• BRING A FRIEND FOR HALF PRICE (individual sessions only)

Individual Intensive Training
Customized, Personalized, One-to-One Programs
Designed Exclusively for You

Create Your Own Workshop Intensives
Individual & Group Workshop Program Options

The Individual Customized Workshops Training program offers several options to suit your schedule, pace, interests and goals. Curriculum is personally designed for you or your group and developed to cover a wide range of topics as they arise from your individual needs and questions.

full day
This individual Customized Program offers a full day Intensive session with an instructor (8 Hours).

half day
This individual Program offers a Half day Intensive session with an instructor (4 Hours).

single sessions
Single sessions of one hour.

platinum & silver tuition
Packages vary in price according to instructor: WINTER / SPRING 2010

platinum: Work with Leslie Alsheimer, author of Black & White in Photoshop CS4 & Lightroom, a Nikon Mentor, & the SFDD Workshops director.

silver: Work with one of our professional staff instructors. Instructors will be specially assigned according to specializations and availability.

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<th>Platinum</th>
<th>Silver</th>
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<td><strong>INDIVIDUAL Sessions</strong></td>
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<td>Per hour</td>
<td>$ 150</td>
<td>$ 95</td>
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<tr>
<td>Half day</td>
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<td>Full day</td>
<td>$ 750</td>
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<td><strong>GROUP Sessions</strong></td>
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<td>Half day</td>
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<td>$ 195 / person</td>
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<td>Full day</td>
<td>$ 450 / person</td>
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discounts & packages

* * Bring a friend and the 2nd person attends half price! (Individual sessions only) * *

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<td><strong>4 SESSION Packages</strong></td>
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<tr>
<td>INDIVIDUAL - Half day</td>
<td>SAVE $275</td>
<td>SAVE $150</td>
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<tr>
<td>INDIVIDUAL - Full day</td>
<td>SAVE $375</td>
<td>SAVE $250</td>
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<tr>
<td>GROUP - Half day</td>
<td>SAVE 15% / person</td>
<td>SAVE 15% / person</td>
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<tr>
<td>GROUP - Full day</td>
<td>SAVE 15% / person</td>
<td>SAVE 15% / person</td>
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Sessions can be scheduled consecutively, weekly, or monthly.
Tuition Includes curriculum preparation, pre-workshop consultation, planning and any necessary handouts.
Prices do not include travel to locations.

* Our workshops have no hidden fees
Assignment: Santa Fe 2010

Photography & Change in Santa Fe
Humanitarian Documentary Workshops

EXCLUSIVE: Small Group Workshops
Documentary Storytelling Workshops,
Working with Non-Profits, across cultures and beyond.
Tuition $1268

2010 Dates: April 26-30 ::: May 10-14::: June 20-26: : August 16-20
**WILDLIFE, LANDSCAPE & RANCHLANDS: CHAMA, NEW MEXICO**

*Dates: 3 days sessions throughout July and August 2010*

**Course Description**

The Quinlan Ranch sits astride the historic migration route of the entire Southern Colorado-San Juan elk herd, making this perhaps the most extraordinary elk habitat in the Southwest. The Santa Fe Digital Darkroom Wildlife, Landscape & Ranchlands Photographic Experience is an exclusive customized photography workshop designed to connect you with the land and wildlife of northern New Mexico while broadening your photographic skills and vision.

Part of northern New Mexico’s legendary San Juan Mountains for nearly a century, this workshop will provide a 17,000 acre photography field location. South of Rancho del Oso Pardo and adjacent to the renowned state-owned Edward Sargent Wildlife Area, this is a rich alpine wilderness at the intersection of multiple ecosystems. One-third forest, one-third scrub oak and one-third meadow, here is a land of great promise, diversity and beauty.

Offering world class big game as well as many surrounding attractions, historic culture and shopping opportunities available nowhere else, this workshop offers the rare opportunity for photographers from around the world to enjoy its beauty.

To register, contact us by phone 707. SEE. FOTO or by e-mail at info@santafedigitaldarkroom.com
“The Santa Fe Digital Darkroom Photographic Workshops are like summer camp for adults!”

—Steph Brenner
2009 Summer Intern
Looks DO matter

Let us help you develop yours

Marketing, branding, logos, business cards, leave-behind packages, web site development, and more.
ENTER NOW & WIN valuable recognition and prestige

Addressing the Creative Ways We Explore, Express, Evoke, and Connect through the Photographic Image. The Forward Focus Awards is the foremost international photography award recognizing and honoring excellence in photography. This celebrated tribute spotlights the best professional and amateur photographers worldwide by paying tribute to the finest images with the greatest achievements in both color photography & black and white photography.

Deadline is AUG 17th, 2010

Early Entry encouraged
Costa Rica 2010

Photography & Change
Humanitarian Documentary Workshops
Uvita-Bahia Ballena, Osa, Costa Rica

EXCLUSIVE: Small Group Workshops
Documentary Storytelling Workshops.
Working with Non-Profits, across cultures and beyond to offer an intimate opportunity to document grassroots community projects with a focus on marine conservation.
Tuition $ 2595
JULY 4-10, 2010
“Long story short this is probably the best book that anyone in the digital world should put their hand to, it is far from being only about BW.”

— Patrick Lavoie photo.net patron

Black and white photography has come a long way in the digital world. Feeling overwhelmed by the endless conversion options in (and around) Photoshop, Lightroom and beyond? If so, you are not alone, and this is definitely the book for you! In this thoroughly up-to-date book that covers all of the new features of Photoshop CS4 and Lightroom, learn how to use methods within an application or raw converter, scripts, plug-ins, and more. Leslie Alsheimer and Bryan O’Neil Hughes show you everything you need to know to uncover the secrets to successful black and white conversion and printmaking. Let the stunning images (presented in both color and black and white) show you just what is possible when you master these powerful tools.

This title is also available at your favorite online retailer or local bookstores everywhere.

Learn to focus your vision

Mentorships can help you realize your photographic dreams with critiques, creative assignments, marketing and branding development, photographic training, portfolio development and more.
Customized photography and location shooting workshop packages include accommodations in a gorgeous contemporary - two bedroom, custom adobe home, in the beautiful El Salto area of Taos, New Mexico. Located ten miles from the Taos plaza and ten miles from the legendary Taos Ski Valley (finally open to snowboarding). Fabulous views, sunsets, hiking and mountain biking trails right out the back door. (Sleeps 4-5)

Please call or email for more details info@santafedigitaldarkroom.com

Vacation Rental by Owner Listing 200383: www.vrbo.com/200383
Photographic Journeys in Taos New Mexico

With evocative landscapes, weathered architecture, and the many cultures that color its soil, Taos, New Mexico has inspired many artists and photographers to capture the depth and breadth of this area’s tremendous beauty.

Whether you are coming to enjoy its incredible light, food, culture, history, people, adventure playground, or natural beauty, Taos can enchant almost any visitor.

This workshop will guide you to experience the magic of Taos and beyond!

EXCLUSIVE: Small Group Workshops
Working across cultures and beyond.
Tuition $1268

2010 Dates: April 27-30 ::: July 9-12 ::: August 14-17 ::: October 22-25
Give a unique gift. Give the gift of photography.

Santa Fe Digital Darkroom Photographic Workshop Gift Certificates make a Great Gift

holidays. birthdays. special occasions. anytime

Available in any amount.

Recipients may use certificates with our any of our services in any way they wish.
The Santa Fe Digital Darkroom Photographic Workshops Catalog is published annually in two forms, online and in print. With an international distribution to over 30 countries, the monthly average hits for the website are over 300,000.

Contact us to place your AD today!

info@santafedigitaldarkroom.com

707. SEE. FOTO
workshops
AROUND THE GLOBE

April 26-30
May 10-14
June 20-26
August 16-20

ASSIGNMENT: SANTA FE 2010
Photography & Change
in SANTA FE, NEW MEXICO
Humanitarian Documentary Workshops

April 27-30
July 9-12
August 14-17
October 22-25

TAOS Culture & Color
Photographic Journeys
in TAOS, NEW MEXICO
Working across cultures and beyond

July 4-10, 2010

COSTA RICA 2010
Uvita-Bahia Ballena, Osa
Photography & Change
in COSTA RICA
Humanitarian Documentary Workshops

September 20-30
October 18-28,
November 1-11

ASSIGNMENT UGANDA 2010
Everyday Miracles Along the Nile
Photography & Change
in UGANDA
Humanitarian Documentary Workshops

3 days sessions
throughout
July & August

Wildlife & Ranchlands
in CHAMA, NEW MEXICO

COMING
2011

CUBA
JORDAN

“It just doesn’t get any better than this!”
-Billy Bob Richards
Enjoy the all the unique charms Santa Fe has to offer from our historic downtown location—on foot, by taxi, or by pedi-cab!

Only the Santa Fe Digital Darkroom Photographic Workshops are located in the heart of historic downtown Santa Fe, New Mexico—walking distance to the Santa Fe Plaza, historic sites, as well as a variety of restaurants, shops, hotels and other accommodations.

Our historic downtown Santa Fe location makes it possible to reduce your carbon footprint, and save you money in car rental fees. Depending on your specific needs and the type of workshop you are joining, you may not need to rent a car for your entire trip.

Although Santa Fe Digital Darkroom does not provide transportation for location shooting, locations can however be arranged in walking distance or within pedi-cab and taxi boundaries. Car pools are also an option for group workshops for those who choose not to rent a car. Just let us know if you need assistance exploring whether this is option for you!

Visit & Photograph many historic sites including the oldest church in the United States right across the street from our downtown Workshops location, and the “Miraculous staircase” in the Loretto Chapel just down the street!

* Cars can be rented in the Santa Fe area for day trips if needed

• Pedicab services available in warmer months

• Direct shuttle services available from the ABQ airport to the downtown area

• New NM Railrunner train runs from ABQ to downtown Santa Fe

• A variety of downtown accommodations available for all budgets within walking distance

Visit our website for more details (Contact > Nearby Accomodations)
Newsworthy

Are you ready to get published?

Design, development and publishing for Photography Books, portfolios and more.
Exhibitionist

Is your work ready for gallery walls?

Representing photographers emerging and established.

SANTA FE
digital darkroom
PHOTOGRAPHIC WORKSHOPS • TOURS

Personalized services by appointment
505.670.9898 • info@santafedigitaldarkroom.com
www.santafedigitaldarkroom.com
testimonials
FROM OUR ALUMNI

“In 2 days I learned more than the past 3 months on my own. Can’t wait for more.”
~Virgil DiBiase

“Leslie Alsheimer’s behind-the-camera photographic expertise and her in-front-of-the-computer mastery of all things Photoshop - combined with her training and experience as a social worker and social documentarian - make the workshop experience offered by Santa Fe Digital Darkroom unique among workshop offerings available today. I cannot say enough about the quality of my experience from both a photographic and a humanitarian perspective. After completing a recent workshop in Uganda, I feel I am not only a better photographer but a better person as well. What more could one ask from a two-week workshop.” ~Stephen K. Hall

“I was thrilled with your workshop. You planned the perfect content for my needs, and made the technical data easy to grasp. You erased the myths, clarified the concepts, gave me a good understanding of the techniques and advised me on settings. That made it a delightful experience.” ~J. Almont Pierce

“I wanted to write and thank you again for making it possible for me to experience Uganda and its people. Getting to know some of them, seeing how they live and survive each day, was truly something I will never forget. Having been there, I don’t believe I will ever see Africa, or for that matter, the U.S., the same ever again.” ~Scott McGill

“In a few hours, Leslie can take away the mystery that many traditional film photographers have for today’s ‘digital darkroom’. I’m convinced that I can do anything now, without compromising my ‘real moment’ philosophy.”
- Michael “Nick” Nichols, National Geographic Photographer

“I thought I knew a lot about Photoshop and digital photography. I’d read a lot of books and have been using Photoshop on an advanced level for several years now. I had gaps in my understanding I didn’t even know I had. The Digital Vacation Workshop filled in a tremendous amount of missing knowledge. I was blown away by how much I learned in the Digital Vacation Workshop!” ~ Ira Estin

“Black and White in CS4 & Lightroom is now on my list of highly recommended books for digital photography educators. Leslie Alsheimer has a wonderful, comforting, sometimes lighthearted tone to her writing. Her ability to communicate shows that she is an experienced teacher. She teaches digital photography workshops in Santa Fe. And she is a very inspiring photographer as well. This is a book by an artist, not just someone who has expensive equipment and likes to take photos and work in Photoshop.

I have not only improved the quality of my own photography after reading this book, but I find myself remembering many of her tips when the time comes to approach a subject with my students. I had trouble putting the book down. And when I was done, I realized I had learned as much about color digital photography as black and white.”

—Anne Pfeiffer, Art Educator
final frames

Uganda 2009
FROM OUR
ALUMNI

Scott McGill

Tess Abts

Stephen K. Hall

Ivan Ngobi