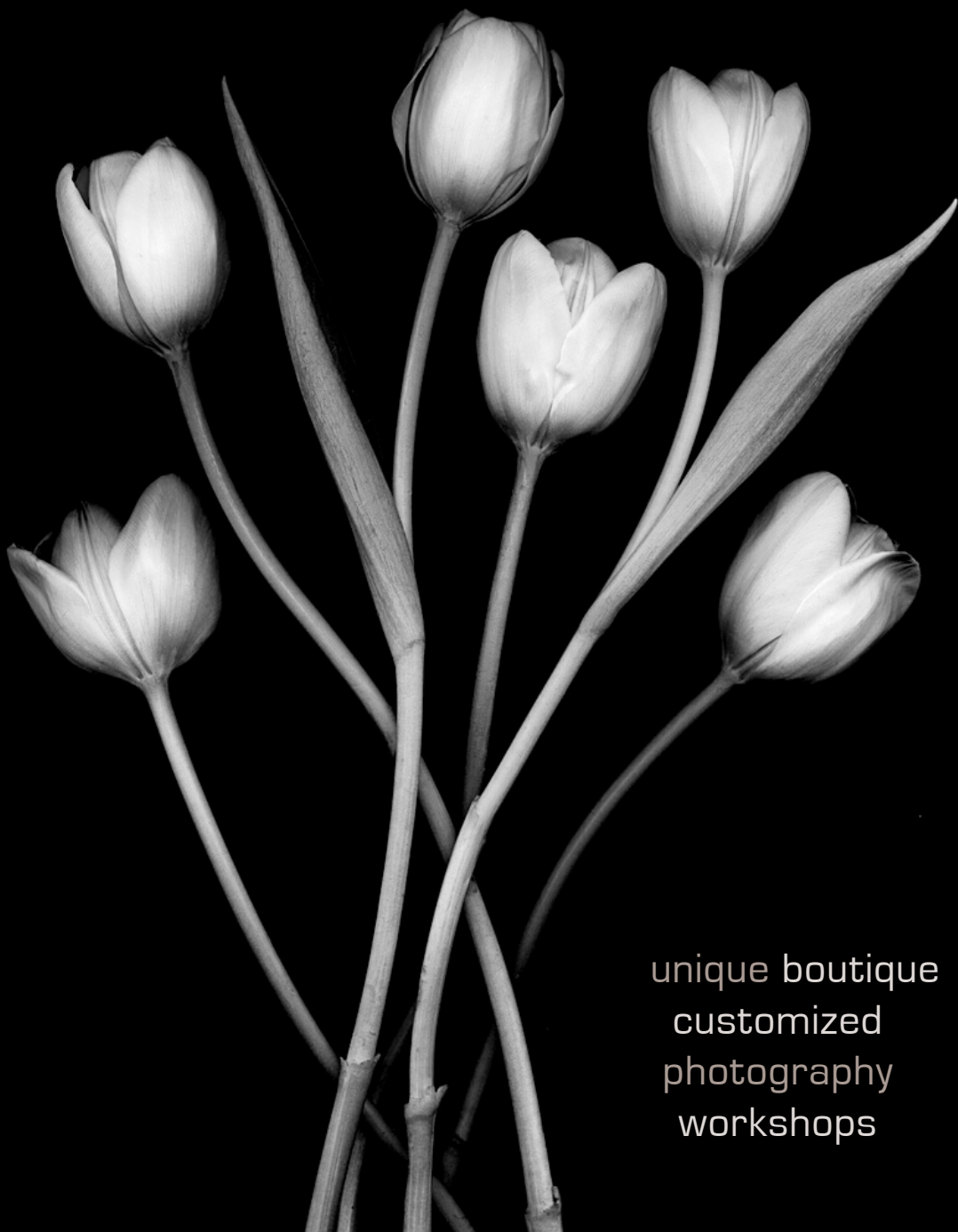


SANTA FE  
**digital darkroom**  
PHOTOGRAPHIC WORKSHOPS • TOURS



unique boutique  
customized  
photography  
workshops

# Our Unique Boutique Workshops



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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digital darkroom  
PHOTOGRAPHIC WORKSHOPS • TOURS

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SantaFe  
DigitalDarkroom.com



SantaFe  
DigitalDarkroom  
Photographic Workshops & Tours

[info@santafedigitaldarkroom.com](mailto:info@santafedigitaldarkroom.com)

Physical Address:  
410 Old Santa Fe Trail Suite B  
Santa Fe, New Mexico 87504

Mailing Address:  
1000 Cordova Place Suite 155  
Santa Fe, New Mexico 87505

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Santa Fe Digital Darkroom  
Photographic Workshops & Tours

# Assignment: Uganda

## 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

Work One-on-One with a World Renowned Photographer

refine your vision with

**guidance**  
**feedback**  
and critiques

Long Term &  
**intensive**  
programs

advance your skills

promote your work

expand your photographic passions

consultations  
every three  
weeks

**collaborate**  
learn while doing

**focus**  
your vision  
create a signature style

develop new ways of seeing

make  
**better**  
photographs

**realize**  
all your creative  
projects & goals

assignments

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photography  
MENTORSHIPS

LONG TERM

Full Year &  
6 Month

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Portfolio Reviews & Critique  
by phone / web

individual  
WORKSHOPS

INTENSIVES

Full Day &  
Half Day  
Sessions

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in the Field, Classroom or Both

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[www.santafedigitaldarkroom.com](http://www.santafedigitaldarkroom.com)

# photography

## MENTORSHIPS

## program



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

# Individual WORKSHOPS program



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 tailored to suit your specific goals, interests, pace, & schedule personally—Saving you valuable time & money!

## **EXCLUSIVE, UNIQUE SERVICES TO MEET YOUR NEEDS**

- Half Day or Full Day Intensives
- 4 Session Intensive Program Package DISCOUNTS
- 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
- **BRING A FRIEND FOR HALF PRICE!**

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

Create Your Own Workshop Intensives

# Individual & Group Workshop Program Options

The Individual Customized Workshops Training program offers several options to personally 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:

**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.

INDIVIDUAL Sessions	Platinum	Silver
Per hour	\$ 150	\$ 95
Half day	\$ 550	\$ 295
Full day	\$ 750	\$ 495
GROUP Sessions	3 or more people	3 or more people
Half day	\$ 325 / person	\$ 195 / person
Full day	\$ 450 / person	\$ 295 / person

## discounts & packages

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

4 SESSION Packages	Platinum	Silver
INDIVIDUAL - Half day	<b>SAVE \$275</b>	<b>SAVE \$150</b>
INDIVIDUAL - Full day	<b>SAVE \$375</b>	<b>SAVE \$250</b>
GROUP - Half day	<b>SAVE 15% / person</b>	<b>SAVE 15% / person</b>
GROUP - Full day	<b>SAVE 15% / person</b>	<b>SAVE 15% / person</b>

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



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



# WILDLIFE, LANDSCAPE & RANCLANDS

## CHAMA, NEW MEXICO



### **WILDLIFE, LANDSCAPE & RANCLANDS: CHAMA, NEW MEXICO**

*Dates: 3 days sessions throughout July and August*

#### ***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. 733. 3686  
or by e-mail at  
[info@santafedigitaldarkroom.com](mailto:info@santafedigitaldarkroom.com)







*"The Santa Fe Digital Darkroom Photographic Workshops are like summer camp for adults!"*

*—Steph Brenner  
Summer Intern*





Looks DO matter



Let us help you develop yours

Marketing, branding, logos, business cards, leave-behind packages, web site development, and more.

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# forward focus AWARDS

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

Early Entry encouraged

[www.santafedigitaldarkroom.com](http://www.santafedigitaldarkroom.com)

# Costa Rica

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

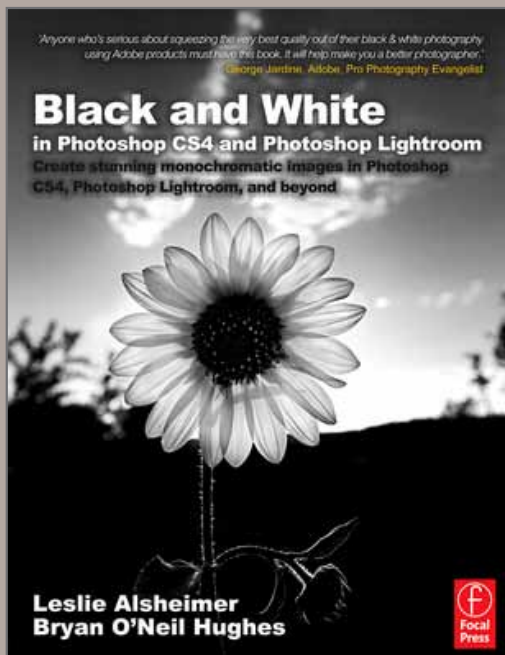
marine conservation.

Tuition \$ 2595



*"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



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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.  
ISBN: 9780240521596 - \$39.95

# Overwhelmed?



## Learn to focus your vision

Mentorships can help you realize your photographic dreams with editing, critiques, creative assignments, marketing and branding development, photographic training, portfolio development and more.

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# TAOS VACATION RENTALS LA POSADA EL SALTO

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## WORKSHOP & ACCOMMODATION PACKAGES TAOS, NEW MEXICO

BRING YOUR SPOUSE, FAMILY, OR FRIENDS  
FULL VACATION WORKSHOP

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](mailto:info@santafedigitaldarkroom.com)

Vacation Rental by Owner Listing 200383: [www.vrbo.com/200383](http://www.vrbo.com/200383)

# Taos Culture & Color



## 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



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.





# SANTA FE digital darkroom

PHOTOGRAPHIC WORKSHOPS • TOURS



## PHOTOGRAPHIC Targeted Marketing



More than 300, 000 page views served each month  
We have pricing that can meet anyone's needs and budget.

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](mailto:info@santafedigitaldarkroom.com)

707. 733. 3686

# workshops

## AROUND THE GLOBE

### ASSIGNMENT UGANDA

Everyday Miracles Along the Nile  
Photography & Change  
in UGANDA

Humanitarian Documentary Workshops

### COSTA RICA

Uvita-Bahia Ballena, Osa  
Photography & Change  
in COSTA RICA

Humanitarian Documentary Workshops

### ASSIGNMENT: SANTA FE

Photography & Change  
in SANTA FE, NEW MEXICO

Humanitarian Documentary Workshops

### Balloon Fiesta Workshops

Creative Vision  
in ABQ, SANTA FE  
& TAOS, NEW MEXICO

### TAOS Culture & Color

Photographic Journeys  
in TAOS, NEW MEXICO

Working across cultures and beyond

### Wildlife & Ranchlands

in CHAMA, NEW MEXICO

# CALENDAR

Coming soon  
email us for more details

CUBA  
JORDAN



"It just doesn't get  
any better than this!"

~ Billy Bob Richards



# 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 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*

*"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*

*"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*

*"Leslie Alsheimer's book, 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*





# INTERNATIONAL BALLOON FIESTA PHOTOGRAPHY WORKSHOPS



**EXCLUSIVE: Small Group Workshops**  
The International Balloon Fiesta is a world renowned attraction and destination for kids of all ages. The smell of roasting chiles, and the beautiful magical moving picture show of hot air balloons sailing silently through the dazzling new mexico blue skies and eloquent light has attracted photographers for more than three decades.

This 4-day workshop will be a combined classroom workshop with outdoor location photography. Come photograph the colorful balloons in the wonderful light of the southwest.