www.outreach.hawaii.edu/pnm
VISITING AND NEW INSTRUCTORS

MIKE ADRIAN  WEDDING PHOTOGRAPHY: TECHNIQUES TO PUT YOU ON TOP
EMILIO BAÑUELOS  WANDERING IN THE COMPANY OF STRANGERS
ELENA CARRASCO  WANDERING IN THE COMPANY OF STRANGERS
DONNA CHOO  HOLLYWOOD: THE DREAM FACTORY – PREPARE YOURSELF & YOUR SCRIPT
MICHAEL GILBERT  PHOTOGRAPHIC LIGHTING
          THE ART OF PHOTOGRAPHING CHILDREN
MARIA GIUDICE  USER EXPERIENCE INTENSIVE
          PROJECT MANAGEMENT: PURPOSE, PEOPLE, AND PROCESSES
          INTERFACE DESIGN: STRUCTURE & STYLE
          STRATEGY: BRAND, CONTENT, AND VISUAL DESIGN
ED JOY  LOW BUDGET FEATURE FILMMAKING IN HAWAI‘I
KANIELA JOY  LOW BUDGET FEATURE FILMMAKING IN HAWAI‘I
GREG REWIS  WEB WORKFLOW WITH CS5
STEPHANIE (SULLIVAN) REWIS  BUILDING A BETTER WEB WITH HTML5 AND CSS3
PACIFIC NEW MEDIA
UNIVERSITY OF HAWAI’I AT MĀNOA: OUTREACH COLLEGE

INTENSIVE WORKSHOPS
DIGITAL MEDIA
FILM VIDEO
WEB DESIGN
PHOTOGRAPHY
WELCOME to our Fall session—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.

PNM runs the State’s only Apple Authorized Digital Media Training Center with classes in Final Cut Pro, Motion, DVD Studio Pro, Soundtrack Pro, Color, 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.

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.

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 is 25% off. So keep track and when you’re ready to take that fifth workshop, call Lance at (808) 956-9249.

FOR WORKSHOP UPDATES, CHECK OUR WEBSITE AT:

www.outreach.hawaii.edu/pnm
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**MAHALO TO:**
- HAWAII COMMUNITY TELEVISION
- PACIFIC CENTER OF PHOTOGRAPHY
- RUSSELL BROWN
- VICTOR AND CLEO KOBAYASHI

**Canon**

**Epson**

**Adobe**

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*Photo by Emilio Bantuelos.*

For his class, Wandering in the Company of Strangers, see pg. 15.
Digital Imaging and Design

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

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<thead>
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<th>DATE:</th>
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<tbody>
<tr>
<td>TIME:</td>
<td>9:00am-1:00pm</td>
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<tr>
<td>INSTRUCTOR:</td>
<td>Alan Low</td>
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<tr>
<td>LOCATION:</td>
<td>UHM Sakamaki C104, Mānoa MultiMedia Lab</td>
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<td>FEE:</td>
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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.

Introduction to InDesign

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<tr>
<td>TIME:</td>
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<tr>
<td>INSTRUCTOR:</td>
<td>Colin Macdonald</td>
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<td>LOCATION:</td>
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Adobe InDesign CS5 combines extraordinary production power and creative freedom to take your page designs to new levels. This course introduces you to the fundamentals of InDesign's tools, menus, panels, and more. Discover how to customize the workspace, preferences, and keyboard shortcuts. See how to produce superb typography and accurate page layouts for print or web. Explore import functions to incorporate text and images from a variety of sources. Learn how to specify color and bleeds, for accurate prepress, and how to create press-ready files for print.

Master great new features like Smart Guides, Smart Alignment and Spacing, and Live Preflight while leveraging your efforts with InDesign's interactive output features. Learn how to export SWF files — complete with page transitions, interactive buttons, rollovers, and hyperlinks — directly from within InDesign to create interactive SWF and PDF documents like online magazines.

This workshop is ideal for graphic designers, art directors, and production artists. Gain practical knowledge and become more efficient and productive with time-saving hands-on projects in design and layout.

Colin Macdonald instituted the first multimedia courses at the UHM Department of Communication, where he taught multimedia design and development for over a decade. 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.

Introduction to Illustrator

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<tr>
<td>TIME:</td>
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<tr>
<td>INSTRUCTOR:</td>
<td>Ryan Brant</td>
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<td>LOCATION:</td>
<td>UHM Sakamaki C104, Mānoa MultiMedia Lab</td>
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Designed for those with no prior experience in Adobe Illustrator, this session offers a comprehensive understanding of the program interface, design tools, and workflow to output Illustrator documents for both print and for web. The industry standard for vector graphic output in nearly all fields of design, Adobe Illustrator is a powerful design platform for creating illustrations, logos, single page layouts, and web and interactive content. Areas covered include Adobe Illustrator program interface, 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.

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.

Adobe Illustrator: Beyond the Basics

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<td>INSTRUCTOR:</td>
<td>Ryan Brant</td>
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<td>LOCATION:</td>
<td>UHM Sakamaki C104, Mānoa MultiMedia Lab</td>
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<td>FEE:</td>
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Designed for those with a moderate proficiency and/or have taken the Introduction to Illustrator. Topics addressed include the creation and application of effects, appearances and their respective attributes, graphic styles, advanced selection techniques, masking and compound paths. Students learn 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:** Sunday, September 19  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11055  

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.

## Intermediate Photoshop

**DATE:** Thursday, November 11  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** David Ulrich  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11061  

Taking the next step, this intensive workshop covers many intermediate tools and advanced tips and tricks, including:
- Using channels and masks for selections and image editing  
- Making and refining layer masks for compositing and image editing  
- Retouching methods and use of layer blending modes  
- Effective methods for local controls, such as burning and dodging  
- Using Smart filters and Smart objects  
- Sharpening and lens blur  
- Advanced color and tonal correction  
- Soft proofing, and the optimum preparation of images for print or web  

**PREREQUISITE:** a sound, basic knowledge of Photoshop, including non-destructive editing, layer management, and basic selection tools—or completion of the PNM Introduction to Photoshop.

**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.

## RAW Image Processing: Getting the Most from Your Digital Camera

**DATE:** Sunday, October 17  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** David Ulrich  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11148  

Recent versions of Adobe Camera RAW contain an astounding array of tools to enhance, edit, and manipulate digital images. Discover the power and depth of Camera RAW and Adobe Bridge, combined with Adobe Photoshop and take advantage of these expanded tools and workflow methods. Covers making RAW images with your camera and examines the many versatile controls available for processing images in Camera RAW, managing them in Bridge, and saving them as 16-bit files. Recent versions of Camera RAW can also edit both jpg and tif files, becoming an important new interface in image processing. Find out how to take full advantage of these tools and improvements.

If you wish to work on your own images during class (class files are provided otherwise), please bring up to five RAW image files on a CD or thumb drive.

## Introduction to Adobe Lightroom

**DATE:** Friday, October 29  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** David Ulrich  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11057  

Adobe Photoshop Lightroom is a highly accessible yet powerful application that integrates three aspects of the digital imaging workflow: image organization and file management, post-processing and image editing, output and presentation methods for print or web. Learn how to download images from your camera into Lightroom, rename files, become an important new interface in image processing. Find out how to take full advantage of these tools and improvements.

Learn to develop and enhance your photographs with powerful tools for color correction, exposure and contrast controls, retouching, sharpening, and local corrections such as burning and dodging with automated masks. Output to print or web and generate sophisticated online web galleries and slide shows for presentation. The class addresses RGB color spaces, file formats, and how to employ Lightroom to work in conjunction with Photoshop and other software tools.

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

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**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.

**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.
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, September 18
TIME: 10:00am-12:00pm
INSTRUCTOR: Colin Macdonald
LOCATION: UHM Krauss 012 (Yukiyoshi Room)
FEE: $35
REGISTER FOR: L11015

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 the 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.

SEE BIO ON PG. 4

User Experience Intensive

DATE: Friday, Saturday, Sunday, November 5-7
TIME: 9:00am-4:00pm
INSTRUCTOR: Maria Giudice
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $380
REGISTER FOR: L11075

Happy customers mean repeat business and brand loyalty. Today’s customers demand web sites that meet their needs through intuitive and information you need to build better websites.

Interface Design: Structure & Style

DATE: Saturday, November 6
TIME: 9:00am-4:00pm
INSTRUCTOR: Maria Giudice
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $135
REGISTER FOR: L11077

User research and establishing measurable business goals provide the platform from which we base the design. The information architecture or site-structuring phase provides a solid foundation on which the redesigned site is built. We approach each web project by first understanding users needs and business goals through research and client collaboration methods. Users are then better defined through the creation of personas and user profiles. Create scenarios that lead to task flows and other design artifacts such as sitemaps and page schematics/wireframes.

Project Management: Purpose, People, and Processes

DATE: Friday, November 5
TIME: 9:00am-4:00pm
INSTRUCTOR: Maria Giudice
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $135
REGISTER FOR: L11076

A great website is an offspring of team members working in collaboration, utilizing either a five-step human-centered design process (Waterfall) or a rapid iterative design development process (Agile). Learn the differences and similarities of each process, how to determine which process is best for your project, and variations in each approach. Learn the different team roles, required skill sets for each team member, and when they own, influence or participate in the process. Real-world deliverables are shared and discussed. The scooping process and how to lead a great kickoff meeting with your client are also covered.

Strategy: Brand, Content, and Visual Design

DATE: Sunday, November 7
TIME: 9:00am-4:00pm
INSTRUCTOR: Maria Giudice
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $135
REGISTER FOR: L11078

While user-experience architects lay the blueprint and groundwork on how users navigate through the site, designers are responsible for the site’s emotional experience by providing powerful content and compelling visual design. Before designers can move into Photoshop to create comps, it is imperative to work with clients to create an effective design strategy workshop and other best practice techniques for visual designers. Learn the basics of setting up an effective content strategy framework.

Building a Better Web with HTML5 and CSS3

DATE: Saturday, Sunday, October 2-3
TIME: 9:00am-4:00pm
INSTRUCTOR: Stephanie Sullivan
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $270
REGISTER FOR: L11142

Although CSS3 rendering varies between browsers and HTML5 hasn’t reached the candidate recommendation stage yet, they’re already the hot, new buzzwords and some intrepid front-end developers are already creating sites with them. Can we find new techniques ready for prime time on the web? What happens with older browsers? During this workshop, Stephanie takes the mystery out of the new HTML5 semantics and structural elements, deconstruct form markup and explain new methods for working with audio and video. In keeping with the true spirit of progressive enhancement, she provides a practical approach to cutting-edge CSS3 features for lightweight visual effects, enhanced typography, color treatment, and object effects—allowing you to implement tomorrow’s technologies today.

Welcome to the next generation of web design!

Stephanie (Sullivan) Rewis is the founder of W3Conversions, a web design and training company with a passion for web standards and accessibility. A front-end developer, Stephanie created the CSS Starter Layouts introduced in Dreamweaver CS3 and updated for DW CS5. Her passion for sharing has led her to write books, tutorials for web sites and print publications, including Web Designer Magazine, train corporate web departments and speak at numerous conferences. Stephanie is the WaSP liaison to Adobe Systems, working with product managers to ensure the output of web products continues to move toward today’s web standards. Though an admitted workaholic, she occasionally escapes from the little people inside her computer to enjoy the desert sun. Her guilty pleasure? 80’s music. Twitter-@stefsun
As the web continues to evolve, workflows are morphing. Building even simple sites now involves more than just HTML and CSS. From the first pixel in Photoshop to basic structure and presentation to interactivity with JavaScript or Flash, there are a lot of decisions to make and applications to master. In this session, we take a look at the applications in Adobe Creative Suite, Web Premium and explore how each product fits into a modern web workflow. By the end of the day, you’ll understand how to leverage new tools in Photoshop to create amazing effects, more efficiently build comps and optimize images with Fireworks, tackle interactivity and video with Flash, and put it all together with Dreamweaver. Along the way, discover how to leverage JavaScript to bend the browser to our will and even make sense out of creating a skin for a WordPress blog.

**Greg Rewis** is the Principal Evangelist for Creative Suite Web Premium at Adobe Systems. With over 20 years of computer industry experience, Greg spends in excess of 200 days of the year on the road, talking with customers, giving product demonstrations at trade shows and seminars, and speaking at industry conferences. Greg has been passionate about the web since putting his first “home page” online in 1994. His career has taken him around the world, from the early days of desktop publishing, to a start-up in Hamburg, Germany, the glory days of the web at Macromedia and finally his current role at Adobe. Greg co-wrote “Mastering CSS with Dreamweaver CS4” with Stephanie (Sullivan) Rewis to help people effectively create websites, using today’s technology and best practices, with the leading website creation tool.

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**Introduction to Adobe Dreamweaver**

**DATE:** Saturday and Sunday, October 23-24  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $270  
**REGISTER FOR:** L11059

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, implementing Cascading Style Sheets (CSS) to fine-tune the visual style of your content, and using Dreamweaver library items and templates for a rapid and consistent production workflow.  

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

SEE BIO ON PG. 4

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**Web Design with Cascading Style Sheets (CSS)**

**DATE:** Saturday, November 20  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11138

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 both easier to edit and to understand. Discover the basics of CSS, from classes and IDs to how and when to use inline, embedded, or external style sheets.

SEE BIO ON PG. 4

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**Intermediate Dreamweaver**

**DATE:** Sunday, November 28  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11137

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 and Quicktime video, as well as use other powerful Dreamweaver CS5 features.

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

SEE BIO ON PG. 4

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**Introduction to Fireworks**

**DATE:** Sunday, September 26  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11058

Adobe Fireworks is fast, simple, and nimble—designed from the ground up for creating, editing, and optimizing layouts and images for the web. This class covers the basics, including Adobe CS5 Suite integration, unique hybrid bitmap and vector tools, smart guides, symbols, 9-slice scaling, and image export and optimization. It also focuses on creating prototype websites that you can use for design studies, client reviews, and source artwork. Learn to rapidly build multi-page web wireframes and export them as interactive PDFs and then easily turn those wireframes into stunning click-through interactive comps.

**PREREQUISITE:** No prior experience with Fireworks is necessary but a basic understanding of the Mac environment and a generally high comfort level with computers is required.

SEE BIO ON PG. 4

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**JavaScript for Beginners - Photo Effects and Galleries**

**DATE:** Wednesday, October 13  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $70  
**REGISTER FOR:** L11065

Add image effects and galleries to your websites by using pre-written JavaScript readily available on the internet at low or no cost. Explore pop-up and zoom image functionality; build transitional, carousel, and thumbnail galleries. Gain real world experience and begin to utilize a growing and exciting number of JavaScript-driven webpage enhancements.

SEE BIO ON PG. 5

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**Adobe Flash for Beginners - Graphics & Animation**

**DATE:** Wednesday, November 17  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Bill Morrison  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $70  
**REGISTER FOR:** L11063

Add spice and movement to your website with Flash graphics and animations. After a tour of the program workspace and key concepts, build your first frame-by-frame animation, then learn basic motion and shape tweening techniques. Work with Flash drawing tools, imported files and special effect filters. Enhance your animations with sound effects. Round off the session with an important lesson on adding Flash files to web pages. With practical exercises, this class delivers a firm grounding in a robust program with endless potential.

SEE BIO ON PG. 5

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**Web Workflow with CS5**

**DATE:** Friday, October 1  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Greg Rewis  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $135  
**REGISTER FOR:** L11141

Dreamweaver is the most widely used professional website creation tool. With the leading website creation tool.

**SEE BIO ON PG. 4**
Web Design CONT'D.

Introduction to jQuery

DATE: Wednesday, November 10
TIME: 6:00-9:00pm
INSTRUCTOR: Scott Murphy
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $70
REGISTER FOR: L11159

jQuery is a small JavaScript library that makes development of HTML-based client JavaScript fun and easy. With jQuery you can easily make Ajax calls, add interaction and effects to your websites. This class covers the basic concepts and fundamentals of jQuery to get you started with jQuery development.

Scott Murphy is a user experience designer and web developer with expertise building cutting edge web applications for companies in the US and Japan. He possesses in depth knowledge of social networking and web 2.0 trends in the US and Asia. Scott works at every level of the web application development process from design through implementation.

WordPress Survival Guide

DATE: Sunday, October 10
TIME: 9:00am-4:00pm
INSTRUCTOR: Darrell Kim
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $135
REGISTER FOR: L11124

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.

PHP Essentials

DATE: Sunday, November 14
TIME: 9:00am-4:00pm
INSTRUCTOR: Darrell Kim
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $135
REGISTER FOR: L11151

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. This workshop is designed to jump-start your web development by delivering the information you need in a concise and understandable manner.

Topics covered in this session include PHP mail functions, creation of a simple webform that will email you the information submitted, and how you can use PHP to build a very basic website template structure.

Creating a New Media Campaign

DATE: Saturday/Sunday, December 18-19
TIME: 9:00am-4:00pm
INSTRUCTOR: Mark Wolf
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $200
REGISTER FOR: L11066

New Media is the most progressive and powerful form of communication today because it connects and builds a direct relationship between your organization and individuals. In this intense two-day workshop, learn Social Media Theory and the powerful tools within New Media that a non-profit foundation can use to get their message out.

Work as a team to create a basic campaign which includes films on Youtube, blogs, a website, Facebook, Twitter, Buzz, cell phone services, and more as we unleash the power of New Media. Join us, serve with us, and learn how you can make the most out of New Media.

Mark Wolf has a strong passion to design media with meaning that creates a positive difference. He teaches media production classes to youth to empower them to create solutions to issues in their community. He has written, directed, or produced content for The Barack Obama Campaign, The US Navy, The Emperor and Empress of Japan, The Institute for Human Services, Kanu Hawaii, and he most recently served at the White House New Media Department.

Cont’d. on pg. 12
FREE PUBLIC TALKS

* Introduction to Apple Aperture 3
  **Thursday, September 23 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.

* Update: The State of the Web
  **Thursday, September 30 at 7:00pm**
  **Yukiyoshi Room, UHM Krauss Hall 012**
  Stephanie (Sullivan) Rewis and Greg Rewis present the contemporary state of the Web as they see it. This session is not to be missed by anyone involved in web design and development! See workshops and bios on pages 6 and 7.

* Filmmaking from a Kanaka Maoli Point-of-View
  **Friday, November 5 at 7:00pm • UHM Art Building Auditorium**
  **6:30PM SCREENING:**
  *Kekohi* (2008) 36 min. by Joyboy Productions
  The story of the son of a warrior-king who is selected to be the royal court’s message runner during the early to mid-17th century.
  **7:15PM PANEL:**
  with Tuti Baker, Kaniela Joy, Ed Joy, Naalehu Anthony, and Aina Paikai
  Storytelling is a fine art in Hawaiian culture so it is natural that Kanaka Maoli (indigenous Hawaiians) are drawn to telling stories with moving pictures. What responsibility do Kanaka Maoli filmmakers have to their language and culture, their ancestors and the land of their birth? Is there a Kanaka Maoli film aesthetic that is different from Hollywood? A panel of working Kanaka Maoli filmmakers share a sample of their work and discuss these issues.
  Naalehu Anthony found his passion for telling stories through film as a crewmember documenting the voyaging canoe Hokule’a. Since then, he has become a successful producer/director and cinematographer. He has worked on a wide range of projects both in Hawai‘i and around the Pacific. He received an MBA from the University of Hawai‘i at Mānoa and owns Paliku Documentary Films.
  Mary Tuti Baker is a Kanaka Maoli filmmaker and scholar. She is currently a PhD student in Political Science at the University of Hawai‘i at Mānoa, focusing on ways that indigenous people practice self-determination in their everyday lives.
  ‘Aina Paikai is a recent graduate from the University of Hawai‘i at Mānoa under the Academy for Creative Media. He has had films screened at the Hawai‘i International Film Festival, the Big Island Film Festival, the ‘Oiwai Film Festival, and the Shanghai International Film Festival.
  See Kaniela Joy and Ed Joy’s workshop and bio on page 16.

SCREENINGS
  **Saturday, November 6 at 7pm and 9pm**
  **UHM Art Building Auditorium**
  In remembrance of New Zealand filmmaker Merata Mita.

* India Through Girls Eyes: Empowering Village Girls with Cameras
  **Thursday, November 11 at 7:00pm**
  **Yukiyoshi Room, UHM Krauss Hall 012**
  Ramdas Lamb and Paula Stockman Allerstorfer of Sahayog Foundation and photographer Dana Forsberg discuss their on-going project teaching photography to rural girls in the central Indian state of Chhattisgarh. The unique role of girls and woman in the elimination of poverty and community change is addressed through this photography project targeted at high school age girls. The girls are not only learning technical skills, but also using photography as a method of self-expression. The work of the students is shown and the practical application of the project explored.
  Sahayog Foundation is a small NGO that works with disadvantaged youth and their families rural central India.
  Dana Forsberg has exhibited her work at numerous venues, including Denver International Airport, Ron Judish Fine Arts in Denver, The Contemporary Museum at First Hawaiian Center in Honolulu, and the Incheon Art and Cultural Center in Incheon, Korea. Her work can be seen at www.danaforsberg.com.

* iPhone, iPad and Android for Business with Daniel Leuck
  **Wednesday, November 17 at 7pm**
  **Yukiyoshi Room, UHM Krauss Hall 012**
  In this talk oriented toward the business person, Dan discusses the process of getting a mobile application from the idea phase to market. Talk covers market research, storyboarding the user interface, interacting with designers and developers and releasing apps to the market.
  Dan Leuck, CEO of Ikayzo, was senior vice president of research and development for Tokyo-based ValueCommerce, Asia’s largest online marketing company; global head of development for London-based LastMinute.com, Europe’s largest B2C website; and president of the US division of DML. Dan has served on numerous advisory boards and panels for companies such as Macromedia and Sun Microsystems. He is active in the Java community, is a contributor to BeanShell, the project lead for SDL, and sits on the expert groups standardizing Java 6, Scientific Units in Java, Java Modules, and the Swing Application Framework.

* Introduction to Large Format Canon Digital Printing with Michael Gilbert
  **Thursday, December 2 at 6:30pm**
  **UHM Sakamaki C104, Mānoa MultiMedia Lab**
  In this session, Michael 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 workshops and bio on page 14.
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For her class, Wandering in the Company of Strangers, see pg. 15.

Photo by Elena Carrasco.
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Search Engine Optimization CONT’D.

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

Social Media Marketing: Developing an Effective Strategy

Get RESULTS through Social Media Marketing

This seminar provides insight into how to craft a results-driven social media strategy for your business or organization. Advanced techniques allowing you to turn a social media profile into a marketing tool are introduced. Learn which social networking sites and social media tools are appropriate for reaching your target audience as well as strategies for increasing conversion.

Rob Bertholf is the Chief Search Architect for Chapter Three, a San Francisco-based consulting firm specializing in Drupal web development, strategy and training. In the crowded marketplace of SEO experts and Social Media Marketing mavens, Rob is literally a cut above the rest with a top 10 Google ranking for “Search Engine Optimization Expert.” A pioneer in Social Media Marketing @Rob sent the first “tweet” from Hawaii. He also shares his SEO and web marketing insights as a regular keynote speaker/lecturer for corporate and academic audiences.

Web Analytics

This seminar provides an introduction to the basics of web trending and analysis. Learn how to track referral sources, improve your website’s design and content, identify visitor preferences and more. You are introduced to these fundamentals and then shown how to apply these Google Analytics skills on your own website. Attendees leave with a better understanding of how Google Analytics works and what tools and reports would best serve their business.

Facebook for Beginners

Are you thinking of joining Facebook? Or have you already joined but are not sure what to do next? This workshop gets you up to speed and connecting with your friends and family in no time. Learn how to successfully navigate through the website and its many features that have made Facebook the hottest site on the web. This hands-on workshop shows you how to create a profile, communicate with friends, play with Facebook applications, share photos and messages with friends and more. You also learn important ways to protect your privacy on Facebook, and how to control who has access to your information.

Digital Imaging Certificate (DIC) and Web Design Certificate (WDC)

PNM offers two certificate programs—

Digital Imaging Certificate (DIC) (PHOTOGRAPHY OR DESIGN)

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 more information, please call (808) 956-3422 or email 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.
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.

Digital Photography Fundamentals

**DATE:** Saturday, November 13  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** David Ulrich  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $120  
**REGISTER FOR:** L11150

This session explores all aspects of making digital images, from camera use through processing images in image-editing software. Gain an understanding of digital photography concepts, with practical tips to help get the best results. Gain an understanding of composition, depth of field, lens aperture, shutter speed, and important camera settings. Areas covered include camera types, resolution needs, image size and quality, file formats (jpg, RAW), ISO settings, exposure controls, color correction, white point balance, and use of the various program and manual shooting modes.

The morning and early afternoon sessions address digital capture with a camera. The final two hours explore introductory software programs for image editing such as iPhoto and Picasa, and Adobe Photoshop Elements as well as uploading images to email or on-line photo sharing sites such as Flickr.

Please bring your camera (either digital SLR or point-and-shoot) and a digital capture card to class.

See Bio on pg. 5

Know Your Camera 1: Introduction to Photography Techniques

**DATE:** Section A – Tuesdays, September 14-October 12 (L11017)  
Section B – Wednesdays, September 15-October 13 (L11018)  
Section C – Thursdays, September 16-October 14 (L11019)  
**TIME:** 6:00-8:00pm  
**INSTRUCTOR:** Jerry Omo Jr.  
**LOCATION:** Sections A and C – UHM Kukukendall 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.

Know Your Camera 2: Intermediate Photography Techniques

**DATE:** Section A – Tuesdays, October 19-November 16 (L11020)  
Section B – Wednesdays, October 20-November 17 (L11021)  
Section C – Thursdays, October 21-November 18 (L11022)  
**TIME:** 6:00-8:00pm  
**INSTRUCTOR:** Jerry Omo Jr.  
**LOCATION:** Sections A and C – UHM Kukukendall 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 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.

Wedding Photography: Techniques to Put You on Top

**DATE:** Saturday, October 16  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Mike Adrian  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** $120  
**REGISTER FOR:** L11099

This workshop covers everything from camera settings, creative lighting techniques, live shooting, to the thought process behind the shot. Leave with a new passion for wedding photography and new techniques to help grow your business.

**PREREQUISITE:** A basic knowledge of camera and use. Please bring your digital camera, and a card reader.

Mike Adrian works with clients to capture their best moments on the wedding day. His work has been featured in national wedding publications, and he has worked and taught alongside some of the industries most talented wedding photographers.

Photojournalism: Working in Today's Changing World of News

**DATE:** Saturday, November 6  
**TIME:** 9:00am-4:00pm  
**INSTRUCTOR:** Hugh Gentry  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** $120  
**REGISTER FOR:** L11103

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. By combining both skills, he can deliver multiple content formats to a diverse range of clients.
**Power & Grace: Mastering the Nude**

**DATE:** Saturdays, November 6-20   
**TIME:** 8:00am-3:00pm   
**INSTRUCTOR:** Peter Shaindlin   
**LOCATION:** TBA   
**FEE:** $300   
**REGISTER FOR:** L11100

Advanced art photographers interested in photographing the human form explore conceptual and technical approaches to capturing the grace and majesty of the human spirit as expressed through the nude. Participants interact within the inspirational setting of a small, intimate group, first in the classroom to develop theory and technical skills, then on to location shooting with art models under continued direct instruction and guidance. Students have the opportunity to utilize and experience Leica photographic cameras and lenses during field sessions. These lenses are some of the most refined, sophisticated, and unparalleled professional photographic equipment available in the world today.

For advanced fine art photographers — Acceptance by portfolio only (a portfolio of at least 6 images must be submitted by November 1)

**LIMITED TO 8.**

**Support by Leica Camera**

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.

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**Photographic Lighting**

**DATE:** Saturday, December 4   
**TIME:** 8:00am-4:00pm   
**INSTRUCTOR:** Michael Gilbert   
**LOCATION:** UHM Art 101   
**FEE:** $120   
**REGISTER FOR:** L11106

Study the fundamentals of studio and outdoor lighting for portraits, still life, and all kinds of environmental images. Covers use of studio lights, backdrops, and methods for producing effective photographs in the studio and also addresses the art of using existing light, enhancing light through camera angle, fill cards, and fill flash. Lighting ratios are discussed and demonstrated using models and objects to make images that suit both commercial and fine art applications. Attention is given to the different lighting needs for both film-based and digital equipment. Expand your knowledge of one of the most fundamental elements of photography: light.

**PREREQUISITE:** A basic knowledge of photography. Please bring your camera and a digital capture card or film to class.

**The Art of Photographing Children**

**DATE:** Sunday, December 5   
**TIME:** 9:00am-4:00pm   
**INSTRUCTOR:** Michael Gilbert   
**LOCATION:** UHM Art 101   
**FEE:** $120   
**REGISTER FOR:** L11107

Children are among the most popular and most difficult subjects in photography. Successful and unique photographs of children require skill, patience, perserverance, and an ability to relate to young people. This workshop, taught by one of Canada’s most renowned photographers of children, addresses the technical requirements, interactive strategies, and visual possibilities of capturing images of youth. Candid, environmental, and formal portraits are discussed and demonstrated using young models. Artificial and natural lighting techniques are employed. Showing many examples of his successful portraits of young people, Gilbert shares his secrets and skills with participants. Open to all individuals with a basic knowledge of photography. Please bring your camera. Class time is balanced between demonstration and hands-on picture taking.

**Large Format Printing**

**DATE:** Friday, December 3   
**TIME:** 1:00-4:00pm   
**INSTRUCTOR:** Michael Gilbert and David Ulrich   
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab   
**FEE:** $70   
**REGISTER FOR:** L11067

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.

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**Vision and Discovery: The Art and Craft of Photography**

**DATE:** Wednesdays, October 6-December 15   
**TIME:** 6:00-9:00pm   
**INSTRUCTOR:** David Ulrich   
**LOCATION:** UHM Art 341   
**FEE:** $270   
**REGISTER FOR:** L11108

Discover how to see with a camera. Explore the fundamentals of photography and personal expression, integrating technique and vision, craft and aesthetic awareness. This comprehensive course covers camera controls, exposure, creative methods in the field, software choices, post-processing (employing Lightroom, Camera RAW and Photoshop) and digital editing. This class focuses on the workflow from camera capture, to image editing and manipulation, and to output options to print or web. The development of an individual photographic style and point of view is emphasized.

Participants are expected to produce a small portfolio during this ten-week class. All cameras and formats are equally welcome, digital or film. Class time is divided between lectures, demonstrations, and critique sessions. Participants have access to the wide format Epson and Canon printers in the PNM lab.

Please bring your camera to the first class.

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**See Ulrich’s Bio on pg. 5**
Film/Video/Multimedia

Wandering in the Company of Strangers

DATE: Friday, Saturday, Sunday, October 22-24
TIME: Friday: 6:00-9:00pm; Saturday 8am-6pm; Sunday 9am-4pm
INSTRUCTORS: Emilio Bañuelos and Elena Carrasco
LOCATION: UHM Krausselos 012 (Yukiyoshi Room)
FEE: $60
REGISTER FOR: L11146

The emphasis of this workshop is on learning and practicing skills that help photographers document their own communities. Workshop sessions are designed for practical use with personalized working critiques centering on the work created and instruction for making insightful, story-telling images in natural environments. This session examines the narrative, aesthetic, and emotional aspects of photography.

Each day is divided between classroom instruction, discussions, personal and group critiques, and fieldwork. Discussion includes ethics and responsibilities, light and composition, and equipment choices. Participants should be prepared to work in digital format. Enrollment is open to amateur and professional photographers.

Emilio Bañuelos has worked as an editorial photographer and consultant for newspapers in Mexico, Panama and the US. His documentary work earned him fellowships from the Poynter Institute, the Marty Forscher Fellowship for Humanistic Photography and an award from EnFoco Inc. in the San Francisco bay area. Emilio teaches documentary photography for the Academy of Art University, and has conducted workshops for the University of California Santa Cruz-Extension and the University of Coahuila and internationally as the co-founder of Black Boots Ink. www.embafoto.com

Elena Carrasco is the co-founder of Black Boots Ink. Her work has been exhibited throughout Northern California including the San Jose Museum of Art and the Museo Casa Taller Jose Clemente Orozco in Mexico. As an educator, Elena has worked as an instructor and program coordinator for the San Jose Museum of Art and Movimiento de Arte y Cultura Latino Americana and has conducted national and international workshops with Black Boots Ink. www.elenaecarrasco.com

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.

Home Music Publishing

DATE: Thursday, November 4
TIME: 6:00-9:00pm
INSTRUCTOR: Joe Ruszkowski
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $60
REGISTER FOR: L11069

Crisp, clean music notation is essential for all musicians who read music. Modern computer techniques have eliminated the need to write music out by hand, thereby replacing poorly written or scribbled pencil on paper notation. Learn the fundamentals of computerized music notation utilizing Avid’s Sibelius software, one of the world’s most popular notation packages. Get a firm grip on how to turn your musical ideas into modern digital notation, exploring the various methods of music input including click and drag, keyboard typing, analog to digital input, and musical instrument digital interface (MIDI) keyboard transcription. Also covers digital publishing techniques, including distribution methods through online sites such as Scorch, as well as hosting music on a home website.

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

Hollywood: The Dream Factory – Prepare Yourself & Your Script

DATE: Saturday/Sunday, October 30-31
TIME: 9:00am-4:00pm
INSTRUCTOR: Donna Choo
LOCATION: UHM Kraussel02 (Yukiyoshi Room)
FEE: $200
REGISTER FOR: L11165

So you’ve finally finished your script and are ready to send it out into the world. What happens next? This workshop takes on the business of show business and covers the practical real world script reading factory and how it all works. From the inner workings of a major motion picture studio’s submission process and coverage system to the more practical ways of how an unknown screenwriter can get recognized. This workshop covers the process from agent to studio executive to story analyst and the influential tool of coverage. Learn about the legendary Hollywood pool of sharks and how it can be navigated in order to promote your script and give your dream its’ best shot. The goal is to familiarize you with how it all works and help you develop a plan of action on how to market yourself and your script. (The workshop is ideal for those with a completed feature-length script. Be prepared to condense your story into a couple of sentences.)

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.

Multi-Track Audio Recording and Production

DATE: Thursdays, October 14 and 28
TIME: 6:00-9:00pm
INSTRUCTOR: Joe Ruszkowski
LOCATION: UHM Sakamaki C104, Mānoa MultiMedia Lab
FEE: $120
REGISTER FOR: L11152

It’s time to take your creative voice to a new level. Multi-Track Audio Recording and Production teaches the fundamentals of computer-based digital audio workshop music recording utilizing Apple’s GarageBand software. Jumpstart your music production abilities by learning modern techniques in recording, mixing, and mastering a basic musical composition. Topics include song construction, recording techniques, effects to maximize your sonic possibilities, setting up a home studio, and other essential elements of audio for multimedia.

In addition to learning the basics of multitrack recording, this class focuses on finishing a composition for publishing in the digital domain. This class guides you through a variety of methods for producing your works for CD, iTunes, and Internet distribution.

PREREQUISITE: Basic knowledge of the Macintosh operating system and basic understanding of music fundamentals.

Dr. Joseph Ruszkowski, audio consultant and clinician with MusicTech-Pro, 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 educator at Honolulu Waldorf Schools, and is active in researching and writing about applications of music technology in music education and medicine.

Donna Choo is a graduate of UH who has worked in Hollywood for over 15 years beginning her career as Story Editor for TriStar and Columbia Pictures before becoming Director of Creative Affairs at MGM. She holds a master’s degree in writing from USC and continues to work as a consultant for various clients, including The Sundance Institute’s bi-annual screenwriting lab.

www.outreach.hawaii.edu/pnm
Filmmaking in Hawai‘i can be time consuming and expensive but not for Kaniela and Ed Joy of Joy Boy Productions. Come and learn the ins and outs of low budget filmmaking from this duo. Workshop covers everything you need to know to make a successful low budget film in Hawaii including auditions, pre and post production, and fight and stunt choreography.

Kaniela Joy has worked in the film industry for over 16 years. He has experience both on and off screen and knows what it takes to get the job done right. He has worked on set for Kikaida, Pirates of the Caribbean, Heavens Trail, among others. He and his brother Ed Joy have also produced and starred in three of their own low budget films.

Ed Joy has been involved in theater since high school. Ed has worked in the production crew for films including Pirates of the Caribbean and Crows Foot. He has written various film scripts including Divers, Hoo'kipa, and Kekahi. These three successful low budget films were both produced and directed by Ed and Kaniela Joy.

**Low Budget Filmmaking in Hawai‘i**

**DATE:** Saturday, November 6  
**TIME:** 9:00am-4:00pm  
**INSTRUCTORS:** Kaniela Joy and Ed Joy  
**LOCATION:** UHM Art 101  
**FEE:** $100  
**REGISTER FOR:** L11062

Want to excite and energize 21st century students? Want to spark social change to mobilize a community? Filmmaking is a highly collaborative team-building, educational, and empowering experience that can be used to supplement an existing curriculum or to inspire an online community. In this one-day workshop, students learn strategies to effectively integrate socially responsible content creation into the classroom through the process of filmmaking. Review basic social network campaign strategies to employ filmmaking as a community mobilizer. Become a content creator today and participant in shaping how we image the world tomorrow!

Henry Mochida writes and directs short and feature narratives. He has a BA in Economics, a masters in Urban & Regional Planning, attended the Academy for Creative Media, and is currently a PhD student in Planning, UHM. He has worked on over 100 productions in the states and internationally, with award winning works premiering at film festivals around the world.

Kimberlee Bassford is an independent filmmaker with a passion for social issue and cultural studies. She produced, directed, wrote and co-edited the award-winning documentary Patsy Mink: Ahead of the Majority and 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.

David DeLuca is currently Director of Bess Press Inc., an internationally recognized trade and educational book publisher. DeLuca is also an independent filmmaker combining his career in cultural studies with film and publishing to create contemporary, socially engaging content through multiple mediums. His most recent film Huliau is travelling around Hawaii and screening in a variety of venues. Info can be found at www.Huliau.com

George del Barrio of Hawai‘i’s PMG International has been specializing in advanced media strategies for over 10 years. With an array of clients ranging from famous global celebrities like Jon Lovitz to local nonprofits like Lokahi, HUGS Foundation and Surfrider Foundation, George specializes in creating brand recognition through Social Media. George’s recent venture is www.SocialMedia4Life.com where he delivers free social media information on how to create and distribute nonprofit initiatives like fundraising and mission awareness.

**Filmmaking for Change: Building Online Community and Empowerment through Filmmaking**

**DATE:** Saturday, November 13  
**TIME:** 9:00am-4:00pm  
**INSTRUCTORS:** Henry Mochida, Kimberlee Bassford, David DeLuca, George del Barrio  
**LOCATION:** UHM Krauss 012 (Yukiyoshi Room)  
**FEE:** $50  
**REGISTER FOR:** L11149

**You Can’t Always Fix It in Post:**

This one-day workshop is designed for those with limited or no prior experience in location audio, who would like a more comprehensive understanding of mixing and recording professional quality audio for film, video and multi-camera location productions. Covers all phases of location audio production including: application theories, career possibilities, location work environment, booming ties, location work environment, booming, etc.

David DeLuca is currently Director of Bess Press Inc., an internationally recognized trade and educational book publisher. DeLuca is also an independent filmmaker combining his career in cultural studies with film and publishing to create contemporary, socially engaging content through multiple mediums. His most recent film Huliau is travelling around Hawaii and screening in a variety of venues. Info can be found at www.Huliau.com

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**FEE:**

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.honolulweekly.com

John Fielden is a self-taught freelance audio engineer based in Hawai‘i for the past 30 years, working over 2500 location production days, from 50 First Dates to Zoolife. His extensive audio engineering career brings invaluable field experience which, combined with his innate ability for sound design, technology, and humor, presents a unique and comprehensive perspective to understanding this complex subject matter.

**INSTRUCTORS:**

**REGISTER FOR:** L11068

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 story telling 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.

**INSTRUCTORS:**

**REGISTER FOR:** L11161

This one-day workshop is designed for those with limited or no prior experience in location audio, who would like a more comprehensive understanding of mixing and recording professional quality audio for film, video and multi-camera location productions. Covers all phases of location audio production including: application theories, career possibilities, location work environment, booming vs. lavaliere, and hands-on knowledge of microphones, monitors, mixers, and recorders.

The session is based on the recently published, “Roll Sound!” A Practical Guide for Location Audio by John Fielden.

**INSTRUCTORS:**

**REGISTER FOR:** L11161

This one-day workshop is designed for those with limited or no prior experience in location audio, who would like a more comprehensive understanding of mixing and recording professional quality audio for film, video and multi-camera location productions. Covers all phases of location audio production including: application theories, career possibilities, location work environment, booming vs. lavaliere, and hands-on knowledge of microphones, monitors, mixers, and recorders.

The session is based on the recently published, “Roll Sound!” A Practical Guide for Location Audio by John Fielden.

**INSTRUCTORS:**

**REGISTER FOR:** L11161
**Video Editing & OSX Basics**

**DATE:** Wednesday, September 15  
**TIME:** 6:00-8:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $35  
**REGISTER FOR:** L11053

This two-hour class provides an important foundation for the **A Comprehensive Study 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](image)

*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 Edge Hawai‘i in Honolulu.

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**A Comprehensive Study of Final Cut Pro – Part 2**

**DATE:** Mondays/Wednesdays, October 20-November 3  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $395, plus textbook. All participants must have textbook on first day of workshop.  
**REGISTER FOR:** L11096

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**Introduction to Motion 4 (Motion 101)**

**DATE:** Friday, Saturday, Sunday, December 10-12  
**TIME:** 9:00am-5:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $595 (includes textbook); $555 (without textbook). All participants must have textbook on first day of workshop.  
**REGISTER FOR:** L11097

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**Designing and Animating Motion Graphics in Final Cut Studio**

Motion is Apple's revolutionary software for motion graphics and visual effects design. This is a comprehensive study of Motion, exploring its real-time design engine and interface, behavior-based animation, parameters, blend modes, advanced particle system design, advanced title animation, working with templates, chroma key techniques, masking methods, DVD motion menu design, working with audio, keyframing, and integration. This course covers all the fundamentals and functionality of Motion.

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**A Comprehensive Study of Final Cut Pro – Part 1**

**DATE:** Mondays/Wednesdays, September 20-November 3 (No class Oct 13 & 18)  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $940 (with textbook), $900 (without textbook). All participants must have textbook on first day of workshop.  
**REGISTER FOR:** L11054

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**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.

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**Apple Certification Exam**

**DATES:** Section A – Monday, November 8 (L11098)*  
**TIME:** 6:00-9:00pm  
**INSTRUCTOR:** Steve Szabo  
**LOCATION:** UHM Sakamaki C104, Mānoa MultiMedia Lab  
**FEE:** $200; Section A – $175 with **A Comprehensive Study to Final Cut Pro**;  
**REGISTER FOR:** Section B – $175 with **Introduction to Motion 4**  
*Registration must be received one week before the class.

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**High Tech Agriculture in Hawai‘i**

**DATE:** Thursday, October 14  
**TIME:** 9:00am-1:30pm  
**LOCATION:** Laniākea Y, 1040 Richards Street  
**FEE:** $55 (includes lunch)  
**REGISTER FOR:** L11113

Hawaii has a rich legacy of Agriculture, but after Statehood we gave it up. Now, with the benefit of high tech systems and plant materials, it’s coming back. Not only for vegetable and plant farmers, but also for biofuel farmers who want to grow energy instead. Hawaii’s next generation is likely to include many more farmers than the last one, and their yields, returns and quality of life are likely to be far more comfortable. Take a look at what is being developed and what this economy may become.

**COSPONSORED BY THINKTECH HAWAII, HAWAII VENTURE CAPITAL ASSOCIATION, ANTHOLOGY MARKETING GROUP, TECHHUI**

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

• 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 ARTISTS

Eric Woo received his BFA in graphic design from the University of Hawai‘i at Mānoa and began his design career in California before returning to Hawai‘i in 1983. Eric started his company (Eric Woo Design Inc.) in 1985 and has served on the board of the American Institute of Graphic Arts (AIGA) Honolulu Chapter and also as a design lecturer for the University of Hawai‘i.

Miho Owada received her New Media Arts degree from Kapiolani Community College in 2007 and worked as an intern prior to joining Eric Woo Design Inc. as a web designer in 2008. Miho also has a BFA in Japanese Literature from Konan Women’s University in Kobe. She is originally from Kobe, Japan.

Fall 2010 PNM Production
Susan Horowitz, Pacific New Media Director
Peter Tanaka, Interim Dean, UH Mānoa Outreach College
Lance Haga, Registration
Ann Brandman, Publicity
Natalie Lee, Graphic Design
Wende Ariyoshi, Image Montage

The University of Hawai‘i is an Equal Opportunity/Affirmative Action Institution

Parking—UH Mānoa
http://www.hawaii.edu/parking/visitorparking.html

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.
I WOULD LIKE TO REGISTER FOR:

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

### Digital Imaging and Design

- Design Fundamentals ........................ $80 . 11012
- Introduction to InDesign .................... $135 . 11136
- Introduction to Illustrator ................ $135 . 11112
- Adobe Illustrator: Beyond the Basics .... $70 . 11147
- Adobe Photoshop - A Beginner’s Guide $135 . 11055
- Introduction to Photoshop ................ $270 . 11060
- Intermediate Photoshop ................... $135 . 11061
- RAW Image Processing: Getting the Most from Your Digital Camera ... $135 . 11148
- Introduction to Adobe Lightroom ...... $135 . 11057

### Web Design

- The Big Picture: An Intro to the Web Design Process ................ $35 . 11015
- User Experience Intensive .......... $380 . 11075
- Project Management: Purpose, People, and Processes ........ $135 . 11076
- Interface Design: Structure & Style ........ $135 . 11077
- Strategy: Brand, Content, and Visual Design ................ $135 . 11078
- Building a Better Web with HTML5 and CSS3 $270 . 11142
- Web Workflow with CSS ................ $135 . 11141
- Introduction to Adobe Dreamweaver ...... $270 . 11059
- Intermediate Dreamweaver .......... $135 . 11137
- Web Design with Cascading Style Sheets (CSS) $135 . 11138
- Introduction to Fireworks ................ $135 . 11058
- Adobe Flash for Beginners - Graphics & Animation $70 . 11063
- Adobe Flash for Beginners - Interactivity & Video .......... $70 . 11064
- JavaScript for Beginners - Photo Effects and Galleries .......... $70 . 11065
- Introduction to jQuery ................ $70 . 11159
- Setting-Up a Working Website .......... $270 . 11056

### Photography

- Digital Photography Fundamentals $120 . 11150
- Know Your Camera 1: Introduction to Photography Techniques
  - Section A ................................ $120 . 11017
  - Section B ................................ $120 . 11018
  - Section C ................................ $120 . 11019
- Know Your Camera 2: Intermediate Photography Techniques
  - Section A ................................ $120 . 11020
  - Section B ................................ $120 . 11021
  - Section C ................................ $120 . 11022
- Wedding Photography: Techniques to Put You on Top $120 . 11099
- Photojournalism: Working in Today’s Changing World of News $120 . 11103
- Power & Grace: Mastering the Nude .......... $300 . 11100
- Photographic Lighting .................... $120 . 11106
- The Art of Photographing Children .......... $120 . 11107
- Large Format Printing .................. $70 . 11067
- Vision and Discovery: The Art and Craft of Photography .......... $270 . 11108
- Wandering in the Company of Strangers .... $225 . 11146

### Film/Video/Multimedia

- Home Music Publishing ................... $60 . 11069
- Hollywood: The Dream Factory - Prepare Yourself & Your Script $200 . 11069
- Multi-Track Audio Recording and Production $120 . 11152
- Low Budget Filmmaking in Hawai’i $100 . 11062
- Production Assistant Survival Techniques ................ $75 . 11016
- Filmmaking for Change: Building Online Community and Empowerment through Filmmaking $50 . 11149
- Developing and Writing Your First Screenplay .......... $200 . 11068
- You Can’t Always Fix It in Post: Practical Guidelines for Location Audio .......... $120 . 11161
- Video Editing & OSX Basics ........ $35 . 11053
- A Comprehensive Study of Final Cut Pro (FCP 200)
  - With textbook ................................ $940 . 11054
  - Without textbook ....... $900 . 11054
- A Comprehensive Study of Final Cut Pro – Part 1
  - With textbook ................................ $595 . 11095
  - Without textbook ...................... $555 . 11095
- A Comprehensive Study of Final Cut Pro – Part 2 ...... $395 . 11096
- Introduction to Motion 4 (Motion 101)
  - With textbook ................ $595 . 11097
  - Without textbook .......... $555 . 11097
- Apple Certification Exam
  - Section A
    - With A Comprehensive Study of Final Cut Pro workshop $75 . 11098
    - Without attending workshop .... $200 . 11098
  - Section B
    - With Motion 4 workshop .......... $175 . 11123
    - Without attending workshop .... $200 . 11123

### ThinkTech Talk

- High Tech Agriculture in Hawai’i $55 . 11113

TOTAL: $