



April 20th – 27th, 2008

Eastern Mediterranean

Aperture Aura™ 2



Expand your skills. Chat with the experts. Join our community of kindred spirits on this exotic journey.

Our Speakers on Aperture Aura 2 are:
 Sisse Brimberg, Cotton Coulson, Joe Schorr,
 Martin Gisborne, David Schloss, and Sal Soghoian

Aperture Seminars

The Aperture Aura 2 Conference

The conference fee is \$1,095 and includes all courses, any course materials, and two private InSight Cruises parties. Venice Vision, our digital camera workshop, is running concurrently and Aperture Aura attendees may take any of the Venice Vision seminars at any time.

Introduction to Aperture: From Capture to Output (3.5 hours)

Speaker: **Joe Schorr and Martin Gisborne**

The perfect introduction to Aperture. We'll start at the very beginning — getting pictures off your camera's memory card and into Aperture — and walk you through all the steps that it takes to go from RAW images on a CompactFlash card to a set of final prints. First, you'll get an overview of Aperture's tools for culling your best shots, and organizing thousands of photos into well-arranged projects. Then we move on to image processing, with an emphasis on basic exposure adjustments and color correction. Finally, we'll introduce you to each of Aperture's various output options: Mocking up layouts on the Light Table, creating contact sheets and full-size prints, building web pages and producing printed books and albums.

This is a great class for getting the big picture: What is Aperture really about? How does it differ from other tools, such as Photoshop, or iPhoto? And most importantly, how can it help make you a better photographer?

Introduction to Automator (90 minutes)

Speaker: [Sal Soghoian](#)

Mac OS X version 10.4 "Tiger" introduced Automator, a new application that automates anything on your computer quickly and easily. Using the power of Mac OS X, Automator controls your applications and files, automating — in an instant — what you need done with them. Automator will change the way you use your Macintosh. There's no scripting or coding, it's drag-and-drop easy. It's truly "Automation for the rest of us!"

Apple's Automator Product Manager, Sal Soghoian, gives you a personalized tour of this innovative application and you'll learn when and how to use Automator to make automating complex or repetitive tasks a breeze!

Venice Vision Digital Camera Q&A

We'll be offering two digital camera question and answer sessions. Find out the answers to everything you've always wondered about digital cameras — and, in particular, all about *your* camera.

- Importing photos from card and disk
- Using Stacks to get organized fast
- The Photo Edit: Comparing and selecting your best photos
- Ratings, keywords and other metadata
- Using Smart Albums to get organized fast
- Image adjustments and color correction
- Using Aperture with Photoshop
- Making multiple versions of your images
- Understanding the Light Table
- Slideshow options
- Web Galleries and Web Journals
- Making great prints
- Building and printing a book
- Backing up your work with the Vault

Advanced Aperture: Becoming a Power User (3.5 hours)

Speaker: **Joe Schorr and Martin Gisborne**

Taking you beyond the basics, this class will dig deep into the keyboard shortcuts, hidden features, and advanced options that can really make Aperture fly. Discover shortcuts that allow you to accelerate repetitive tasks and streamline your photo processing. Learn how to customize the Aperture interface so that it conforms to your working style and puts the tools you want exactly where you need them. Go under the hood to see how Aperture organizes your files on disk, and learn how to use that knowledge to work faster and more efficiently.

- The most powerful keyboard shortcuts you need to know
- Customizing the layout of the Aperture interface
- Customizing metadata sets
- Building keywords buttons and customizing your keyword library
- Taking advantage of multiple displays
- Faster and better ways to comparing images
- Image adjustment tips and tricks
- In-depth project and file management

Making Gorgeous Aperture Books (90 minutes)

Speaker: **Joe Schorr**

Aperture's book-layout tools go far beyond those found in iPhoto and allow you to create incredible one-of-a-kind booklets, albums, and keepsake books. This class reveals the program's surprisingly powerful (and usually undiscovered) page layout features in all their glory and shows you what you need to know to design a custom book from scratch with high-quality results. Learn how to go beyond the pre-made templates to produce professional-looking designs from your photos with as little effort as possible.

Aperture and Automation (3.5 hours)

Speaker: [Sal Soghoian](#)

Taking the shot is just the first step in the long process of delivering finished work. Now you can super-charge Aperture's workflow features to automate the traditional image workflow and extend it to include other applications and scenarios, such as:

- Batch image import/export with auto-backup and meta-tagging
- Importing images from network groups and remote sources
- Publish to print layouts, presentations, iPods, and DVDs
- Transfer image metadata to spreadsheets and back-office applications
- Round trip images to PhotoShop and back
- Use auto-mail and FTP methods to deliver images

You'll learn to use Aperture's built-in AppleScript and Automator support to create custom workflows for you and your staff. No code writing experience necessary — it's drag-and-drop simple!

- Building custom book layouts
- Making and using master pages
- Page-building shortcuts
- Understanding image sizes and resolutions
- Changing fonts, colors and styles
- Good book-design principles
- Printing vs. ordering your book
- Adding third-party templates
- Turning books into PDFs and slideshows

Aperture Speed Secrets (90 minutes)

Speaker: [Joe Schorr](#)

We'll reveal a host of tips and tricks designed to help you get every bit of speed out of Aperture. Learn how to best configure the interface for a streamlined workflow and how to set preferences to get the best possible performance out of Aperture on your particular Mac.

Publishing your Photos Using Aperture Web Galleries and Journals (90 minutes)

Speaker: [Joe Schorr](#)

How to use Aperture's built-in web publishing tools to make great websites from your photos. Learn the nuances of web journal creation and discover how to get the most out of the pre-defined templates. In addition to how to use all of Aperture's built-in web publishing features, you'll learn the basics of customizing Aperture's built-in templates, by using some simple HTML tricks.



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
SUNDAY, APRIL 20	<u>VENICE, ITALY</u>	—	5pm	7pm, BON VOYAGE COCKTAIL PARTY
MONDAY, APRIL 21	AT SEA	—	—	8:30am – NOON & 1:30pm – 5pm
TUESDAY, APRIL 22	<u>KATAKOLON/OLYMPIA, GREECE</u>	8am	1pm	1:30pm – 5pm & 6pm – 7:30pm
WEDNESDAY, APRIL 23	<u>IZMIR, TURKEY</u>	8:30am	3pm	3pm – 6pm
THURSDAY, APRIL 24	<u>ISTANBUL, TURKEY</u>	8am	6pm	6pm – 8pm
FRIDAY, APRIL 25	AT SEA	—	—	8:30am – NOON & 1:30pm – 5pm
SATURDAY, APRIL 26	<u>DUBROVNIK, CROATIA</u>	NOON	5:30pm	8:30am – NOON & 6pm – 8pm
SUNDAY, APRIL 27	VENICE, ITALY	7am	—	

Aperture Seminars (continued)

Pricing & Booking Information

(Full details:

http://www.inSightcruises.com/booking_b/aa02_booking.html)

Course Fees: \$1,095. Only passengers booked through InSight Cruises will be admitted.

Deposit: \$400 per person, due at time of booking.

Cabin Type:	Cruise Rate (per person)
Inside Cabin:	\$999 [GS* available]
Better Inside:	\$1,199 [GS* available]
Outside Cabin:	\$1,399 [GS* available]
Outside w/Balcony:	\$1,599 [GS* & PC* avail.]
Better w/Balcony:	\$1,699 [PC* available]
Mini Suite:	\$2,199
Suite:	\$2,499 [PC* available]
Grand Suite:	\$2,899

Getting Creative With Aperture (90 minutes)

Speaker: **Martin Gisborne**

Learn how Aperture's adjustment tools can do more than correct problem images. Learn all about masterly monochromes, creative color and awesome adjustments. In addition, wrap your head around one of Aperture's most unique and powerful features: Versions. With versions, you can spin off as many different variations of an image as you want — without ever having to duplicate the original photo. This time- and space-saving feature can radically streamline the way you work with digital photos — once you understand it. Learn all about how versions work, how they can help you save hard drive space, and how to keep them perfectly organized in Aperture. Discover the benefits of using Smart Albums in combination with versions to locate photos in your library more quickly. See how versions can help you create better books, better websites and better prints.

- What are "versions" and how do they work?
- The difference between duplicating files and duplicating versions
- Making new versions from master images
- Creative monochrome effects
- Color effects: the subtle and the not so subtle
- Cropping and straightening for radical effect
- Using Aperture images with Photoshop CS 3
- Managing versions inside stacks
- Comparing versions
- Making specialized versions for print and web

The pricing above is subject to change. InSight Cruises will generally match the cruise pricing advertised, at the time of booking, offered at the Costa website. If at the time of booking the cruise line notifies us that the price of cruise fare has *increased*, you will be notified of the new pricing before your reservation is booked.

PC* – Physically Challenged;

GS* – [GUARANTEED SHARE \(GS\)](#) Fares:

This plan is for passengers who are coming on a InSight Cruise by themselves and wish to share a cabin with another InSight Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible.

3rd and/or 4th Person Rate: ages 2 and older, \$550; \$450 for under 2 years old.

Single Occupancy: If you would like to be the sole occupant of a cabin, there is a single-occupancy upcharge of 80% for cabins without a balcony or an 80-100% upcharge for all cabins with verandahs (i.e., balconies).

Port Charges, Taxes, & Gratuities:

Port charges, taxes and government fees are \$179 per person and are additional to the cruise pricing (these fees are subject to minor change). Costa also charges, onboard, \$10 per person per day for gratuities.

(continued)

Managing your Images and Projects – Without Going Crazy (90 minutes)

Speaker: **Martin Gisborne**

Aperture provides all the tools to manage vast collections of photographs and to get the most from it, you need a good strategy. This session will run through all the elements of image management with Aperture from folders to projects, albums to Smart Albums and import strategies to backup strategies. Take some time to dig in deeper and see just how powerful Aperture's organization and management tools are. If your image collection is bursting at the seams, you'll need all the tools Aperture provides.

- Import strategies
- Offline image storage
- Folder structures
- Field workflows
- Desktop workflows
- Project window elements in detail
- Backing up with the Vault
- Backup strategies for offline images
- File management with Aperture tools

Amazing Aperture Plug-Ins (90 minutes)

Speaker: **Joe Schorr or Martin Gisborne**

There are literally dozens of plug-ins available for Aperture — and most of them are free! This session will introduce you to the best of these plug-ins and show you exactly how they can be used to extend Aperture and save you hours. We'll cover plug-ins for connecting to popular photo-sharing sites such as Flickr and SmugMug, as well as plug-ins for archiving photos or for sending them to other applications such as FileMaker Pro and Soundslides.

Adding Sound And Motion To Your Photos (90 minutes)

Speaker: **Martin Gisborne**

Learn how to use Aperture along with other Apple tools such as iDVD, Keynote, GarageBand and even Final Cut Pro to easily create presentations that combine photos and audio with dramatic results. This seminar will show you the fastest and easiest techniques for turning a set of photos into a standalone audio slideshow that can be shown on screen or distributed on disk or via the internet. Topics will include creating both Flash- and QuickTime-based slideshows, as well as enhanced podcasts.

Download a Deck Plan (PDF)

Inside Stateroom - \$999 to \$1,199

Outside Stateroom - \$1,399

Outside w/ Balcony - \$1,599 to \$1,699

Suites - \$2,199 to \$2,899 (Grand shown)

Venice Vision is running concurrently.

Full payment is due on January 1, 2008

(or, if you book after January 1, at the time of booking).

Foreign Shipping Fees and Additional Payment Information: There is a foreign shipping charge of \$60 (to cover the shipping of your cruise tickets, via FedEx) per foreign residence (\$35 per Canadian residence). There is a \$25 charge for returned checks.

Air Add-ons: Airfare from most major North American cities is available through Costa. Please call or email us for an exact quote. In most cases, however, you will find better rates on your own. The advantage of booking flights through the cruiseline is that they take responsibility for getting you on the ship. For mid-winter cruises, when flights are occasionally cancelled, this is an added measure of comfort!

Pre- and Post-cruise Hotel Stays: Sightsee Venice from our base, [Laguna Palace Hotel](#), and/or meet and greet your fellow InSight Cruise guests at our pre-cruise Cocktail Party (see below). A transfer from hotel to the ship, and all taxes, are included in the prices below.

VENICE VISION, Part 1 — Monday, April 21 **Perfecting Your Digital Photographic Environment**

Speaker: **David Schloss**

Getting the most out of your digital photography means more than just buying a digital camera. Digital technology has turned the photographer into more than an image-maker; shooters have had to become printers, designers, archivers, studio assistants and more.

Great photographers know that it's crucial to make the right choices in hardware, software and to the setup their own digital "studios" in order to create truly great pictures, every time. Aperture is center-stage in this new photographic workflow, but it takes an understanding of things like camera selection, monitor calibration, printer settings and archiving solutions to let you really unleash the full power of digital photography.

In this day we'll cover:

- Selecting the right camera system, lenses and accessories for your photographic style (without wasting money).
- How digital cameras "see" and how to get the best images from your camera.
- Purchasing the right equipment for your digital "studio" including hardware, software and accessories.
- The camera settings that can help you create better looking images.
- Raw shooting, and why it's the best thing about digital.
- How to get your images onto your computer faster than ever.
- Proper setup of your work environment including calibrating and profiling your monitors and printers.
- Best practices for working on location and in-house.
- The gear you MUST have in your camera bag.
- Printer technologies and the confusion between different brands.
- Archiving and storage technologies.

	1 night	add'l nights
Shared double	\$129	\$129
Single	\$219	\$219
3rd/4th person	\$99	\$99

NOTE: Costa will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:

[http://www.InSightCruises.com/](http://www.InSightCruises.com/booking_b/aa02_booking.html)

[booking_b/aa02_booking.html](http://www.InSightCruises.com/booking_b/aa02_booking.html). Have questions? Want to book voice-to-voice? Please give us a call: 650-787-5665



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VENICE VISION, Part 2 — Friday, April 25

Taking Your Travel Photography to the Next Level

Speakers: **Sisse Brimberg and Cotton Coulson**

Learn the ins and outs of digital photography on our Mediterranean cruise. In this full-day class you'll discover the creative potential within yourself as a photographer and how your digital equipment can help you achieve your goals.

This photographic workshop is for people who want to learn how to use color, light, and composition to create new and contemporary images allowing for your personal style to shine through. Digital photography offers so many creative possibilities, freeing us to explore new ways of seeing with our cameras. Lectures and demonstrations cover essential digital camera settings, accurate metering and exposure, the rules of composition, creative uses of light (such as flash techniques and mixing different light sources). We will also explain how to tell a story with photographs. Travel photography requires an understanding for shooting in a variety of situations; people in their environment, landscapes, cityscapes, food shots, as well as portraits to evoke a sense of place.

We then discuss how to be in the moment, recognizing and working with different qualities of light, and discovering new ways to compose images that capture the essence of location. Back onboard, we will demonstrate our workflow for downloading, editing, and processing digital images using Aperture.