



MEDIA RELEASE

24 June 2008

For immediate release:

Meet author and photography lecturer, Mark Galer at Photoshop Live Melbourne

In simpler times, you just needed a camera to produce great photographs. In Melbourne in August, international best-selling photography author Mark Galer will show-and-tell the tricks and tools that are now vital to making your images stand out and work well in the company of the Adobe Creative Suite.

It's not just what is taught on the live seminar circuit that inspires delegates, according to Galer, but the setting of the Photoshop and Creative Suite conferences itself. The collaboration, the focus and the interaction these events provide play an equally important role as the lessons and demonstrations being delivered from the stage.

"Keeping abreast of constantly changing hardware, software and workflows while producing content is the major challenge for photographers and designers today," says Galer, who will be presenting sessions on professional retouching and compositing techniques using Photoshop CS3.

"But getting access to leading trainers and an intensive learning schedule while taking a break from day-to-day work is what provides the best atmosphere for acquiring new skills and finding new creative directions." To satisfy the inevitably varied professional experience among conference delegates Galer says, "I like to present an ambitious major project while showcasing a package of smaller skills at the same time. This tends to provide an opportunity for people of all skill levels to learn something new and to be inspired to enhance their own creativity."

Galer says the release of *Lightroom 2* and its interaction with CS3 smart object workflows "will turn many professional workflows upside down and inside out".

But he's as equally inspired by his students as he is by the latest features Adobe offers up for professional photographers and graphic designers. Galer has been lecturing at RMIT University for 10 years and got involved with speaking at conferences five years ago as a result of his published work. He has since spoken at numerous events held in Melbourne, Sydney and Brisbane.

"The undergraduate students I teach keep my fires burning as they are constantly presenting me with problems that need solutions and exposing me to their youthful creativity," he said.

Away from the RMIT classrooms, Galer enjoys the different instruction style the professional conference circuit demands.

"Rather than teach techniques and creativity systematically and in detail, as in a University environment, I tend to open the doors very wide in a conference presentation and demonstrate what is possible. Most delegates are amazed that their own workflow can be turned completely upside-down by a fresh approach. Seeing this realisation on the faces of the delegates is very rewarding."

It's no surprise that for Galer, the image is king. He says the best work will lead change and stand out in the crowded design scene, regardless of the audience you're trying to attract.

"Visual images are the dominant means of communication in our society and the technical revolution in the communications industry is fuelling the speed of change. Creative work with a fresh vision always rises to the surface," he said.

Galer will present sessions on masks, channels, colour-matching techniques and compositing and on retouching, particularly for skin, covering advanced sharpening techniques of particular importance in enhancing eyes, teeth and eyelashes.

His published titles include the world-wide best seller, *Photoshop CS3 Essential Skills* and his commercial background is in travel and landscape editorial photography. Galer is a regular contributor to international photography magazines, an Adobe beta tester for Photoshop, Bridge, Lightroom and Photoshop Elements, a leading educator in Photoshop training and an Adobe Ambassador for Photoshop training in Australia.

Galer's newest book, *Digital Photography Essential Skills* will be published in September 2008.

The Photoshop Live conference is on at RMIT's Storey Hall in Melbourne from 25-27 August. Creative Suite Live follows immediately, from 28 to 29 August at RMIT International Centre for Graphic Technology, Brunswick. The week finishes with the Create: Awards on Friday night.

To register, go to www.mogo-media.com.

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About Photoshop LIVE speakers:

<http://www.mogo-media.com/conferences/photoshop-live/2008/melbourne/speakers/>

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About the Create:awards:

Launched in 2004, the annual *Desktop* magazine **Create: Awards** recognises and rewards creative professionals for their work within the highly competitive graphic design industry and hopes to inspire them to further excellence. The create08 event will again be a celebration designed to bring together all facets of the graphic design community. Further information is available at www.createawards.com.au.