



Yerba Buena Chapter of PSA
presents

URBAN PHOTOGRAPHY

with an Architectural Attitude

Featuring International award-winning and published Architect, Urban Designer, and Photographer
RICK HULBERT

Saturday, May 10, 9 AM - 5 PM

Andrew Carnegie Lecture Hall

San Leandro Library

300 Estudillo Avenue, San Leandro

Registration Fee PSA Members: \$45,

Two from a household \$70

Non PSA Members: \$60;

Two from a household: \$90

Urban environments comprise the most diverse target-rich places to photograph anywhere. Most photographs contain a “subject” within a setting or background. The cool reality is that Buildings and Urban Places are both subjects and settings. Think about all of the images you have taken or will take in the future that contain buildings as the featured subject or as backgrounds to a myriad of other photo subjects ... like people, for instance.

This one day intensive series of lectures is designed to improve your photography regardless of whether you consider picture taking a hobby, or you are a serious enthusiast, or a professional photographer. This event is designed to get you to think about concepts in architectural and urban photography that you hadn’t thought of or considered before. That is, admittedly, a rather bold statement. However, that is exactly what this experience will achieve.

There are principles for photographing buildings and other man-made structures, and knowing these principles will make you a better photographer. Mastering these principles will allow you to learn how to “break” them in a deliberate, meaningful way.

You will learn how a basic understanding of street photography will assist in your architectural and urban photography. You will discover how the fundamental principles of travel photography will enhance your architectural and urban imaging.

As a bonus, we will not only be covering Image Composition as applied to Architectural, Street, and Urban Travel Photography, Rick will show you his approach to “Extended Dynamic Range Imaging” and “Panorama Photography.” Even if you don’t choose to pursue these two directions in digital imaging, Rick promises that having an understanding of these two techniques will make you a better traditional “still” photographer.

If you are still not convinced of the value of this workshop, please check out Rick’s student testimonial on his website:

<http://www.rickhulbertphotography.com/testimonials/>

AGENDA for May 10, 2014

8:30am-9:00am	Registration and Introduction
9:00am-10:30am	Photographing the Constructed Environment
10:30am-10:45am	Break
10:45am-noon	Composition in Urban Photography
Noon – 1:30pm	Lunch break on your own
1:30pm-3:00pm	“Stravel” Photography Street and Travel Photography
3:00pm-3:15pm	Break
3:15pm-4:45pm	Emerging Techniques in Urban Imaging - Extended Dynamic Range Imaging & Panoramic Imaging
4:45pm-5:00pm	Conclusion and Wrap-Up

See Next Page for Biography and Registration Form

See Page 3 for 3-day optional Workshop



Rick has been a frequent lecturer, teacher, and seminar panel participant on four continents. He has been named a Fellow in the Royal Architectural Institute of Canada, which is among the highest honours that can be bestowed upon a member. He is a former President of the Architectural Institute of British Columbia. Notably, Rick is also an Academician in the Royal Canadian Academy of the Arts, one of the youngest members ever to be elected to that august body. As an architect, Richard has won design awards or has had his works published each and every year for the past 35 years.



Rick Hulbert is an international award-winning and published architect, urban designer, and photographer. As a photographer, Rick has been named a "Laureate" within the worldwide Nikonians community.

He is currently teaching a variety of photography workshops on behalf of the following institutions and organizations:

Vancouver Photo Workshops; The Nikonians Academy;
The University of British Columbia; Simon Fraser University; The Vancouver Heritage Foundation

Directions: From 580 East ... coming from the Peninsula, San Francisco, Oakland: (We assume you can get to 580.)

- Take the Dutton/Estudillo exit. Parallel the freeway for two long blocks.
- Pass one light (Dutton St.) and continue to the second light (Estudillo Ave.)
- Turn right and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

From 580 West ... coming from Tri-Valley area

- Take the Estudillo exit, which goes under the freeway.
- At the stop sign, turn right onto Grand Ave. for 1 short block, to the light (Estudillo Ave.)
- Turn left and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

GREAT NEWS! The new Downtown Parking Garage just opened: Parking is free on all floors on weekends.

122 Estudillo Ave, San Leandro, 1/2 block past library on right. DO NOT USE THE LIBRARY PARKING LOT!

REGISTRATION FORM

Name _____

Name _____

Address _____

City, State, Zip _____

Phone () _____ E-mail _____

Camera Club or Other Affiliation _____

How did you learn about this Seminar? _____

Tickets Before May 7 for PSA members: @ \$45_____ For two household members @ \$70 _____

Non PSA Members @ \$60_____ For Two household non-PSA members @ \$90 _____

(Lunch is not included) Door registrations will be \$5 extra.

Total Enclosed _____

Rick Hulbert

May 10, 2014

San Leandro Library

Please send registration form and check made out to "Yerba Buena Chapter of PSA"

to Marcia Brandt, 3409 Touriga Drive, Pleasanton, CA 94566

For more information, contact Lois Shouse at bobloiss@comcast.net or Sam Berzin at s@berzin.net



Optional Follow-up 3 Day Exclusive Hands-on Workshop . . .

Making Great Urban Images . . . Turning Theory into Practice

**Featuring International award winning and published
Architect, Urban Designer, and Photographer, Rick Hulbert
May 11-13**

Fee: \$795.00

<http://www.rickhulbertphotography.com>

**To register and learn more about this follow-up 3-day workshop,
click on this link:**

<http://www.rickhulbertphotography.com/san-francisco-making-great-urban-images>

After learning the theory of Urban Photography and Image Composition discussed on Saturday May 10, 2014, this is an opportunity to learn how to turn that theory into practice. This Urban Photography Workshop is only open to a maximum of 10 participants to allow for personal interaction between Instructor Rick Hulbert and each attendee.

This workshop builds on the knowledge conveyed on the Day One event and includes 3 additional days of photographic education. May 11-13, 2014. **(Mother's Day dinner break optional.)**

While the illustrated lectures on May 10th will give you the fundamental information you need, This follow-up 3 Day workshop will devote a significant portion of time to both hands-on photography and daily constructive critiques of your own selected images which is a key part of the learning experience.

There is no requirement for fancy equipment. Any and every brand of camera will work. The principles taught will also apply to point and shoot cameras, new mirrorless cameras and even camera phones.

We will discuss the elementary basics of how people see, how the camera sees, and we will put into practice what was discussed on the May 10th full day event. This knowledge will apply whether you are wanting to document "reality" or you want to create a fine art interpretation of the built environment.

You will learn how to create jaw-dropping images that will be the envy of both your friends and relatives . . . and even potential future clients!

Over the 3 day period, the on site photography sessions will include providing one or more photo opportunities embracing the "Blue

Hour," "Sunrise," the "morning Golden Hour," "mid-day" photography, the "afternoon Golden Hour," "Sunset," "Dusk," and "early Evening Hour" photography. Discussion topics will include Image Pre-Visualization and Image Re-Visualization with the balance of the time spent reviewing images and where desired, a portfolio review will be provided.

We would start at 10am on Sunday, May 11, and conclude on Tuesday, May 13 at 5pm. The details for this follow-on 3 day workshop would be discussed on the first morning and the itinerary would be partially dependent upon weather and attendee interests.

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