

MASTERY WORKSHOPS ON DVD SERIES #5





# Introduction

- Preface -> pdf + audio
- Master Class Table of Contents -> pdf
- Introduction -> pdf + audio
- Attend the Beaux Arts -> pdf + audio
- What is a Master Class? -> pdf + audio
- The Gist of this Course -> pdf + audio
- Master Class Pedagogy -> pdf + audio
- Image Creation Stages -> pdf + audio
- Expressive Photo example -> pdf + audio
- Remarks -> pdf + audio
- Companion Print Commentary -> pdf + audio
- Exercises for Section 1 -> pdf



# What is art?

- Introduction -> pdf + audio
- What is an Artist -> pdf + audio
- What is a work of Art? -> pdf + audio
- Characteristics of Art -> pdf + audio
- Definitions of Art -> pdf + audio
- Artistic License -> pdf + audio
- Exercises for Section 2 -> pdf

About Alain Briot -> link

Ouotes -> link

Colophon -> link



# **Studying art history**

- Introduction to Studying Art -> pdf + audio
- Studying Art Movements -> link
- Some of the artists I like -> pdf + audio
- Getting Involved with Art -> link
- Exercises for Section 3 -> pdf

Help -> pdf Copyright notice -> pdf















AlainBriot.com

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# Table of Contents



- Introduction -> pdf + audio
- Learning the Vocabulary of Art -> pdf + audio
- Fundamental Art Concepts -> pdf + audio
- Art Concept Examples -> pdf + audio
- Facture -> video + audio
- Exercises for Section 4 -> pdf
- Additional Art Exercises -> pdf

# 5

# Getting ready for the next step

- Introduction -> pdf + audio
- Knowing why we Photograph -> pdf + audio
- Setting Goals -> pdf + audio
- Rethinking Talent Notes -> pdf + audio
- Rethinking Talent Essay -> pdf
- Getting Started -> pdf + audio
- Exercises for Section 5 -> pdf

# 6

# Evaluating your current work

- Finding where you are Now -> pdf + audio
- Skills Acquisition Chart -> pdf + audio
- Four Levels of Learning -> pdf + audio
- Four Levels Evaluation -> pdf + audio
- Maslow's Pyramid -> pdf + audio
- Personal Style Pyramid -> pdf + audio
- Pyramid evaluation -> pdf + audio
- Exercises for Section 6 -> pdf

















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## **Awakening creativity**

- Creativity -> pdf + audio
- Has Everything been Done? -> pdf + audio
- Right Brain, left Brain -> pdf + audio
- My Parents -> pdf + audio
- Involuntary Memory -> pdf + audio
- Creativity Boosting Strategies -> pdf + audio
- Exercises for Section 7 -> pdf



# Working towards a Personal Style

- Developing a personal style -> pdf + audio
- Creating meaningful photographs -> pdf + audio
- Defining your style -> pdf + audio
- Exercises for Section 8 -> pdf



## **Defining your vision**

- What is Vision? -> pdf + audio
- Finding your Visual Voice -> pdf + audio
- Expressing Vision in the Field -> pdf + audio
- Expressing Vision in the Studio -> pdf + audio
- Field & Studio Preparation -> pdf + audio
- Preparation Checklist -> pdf
- Vision and Equipment -> pdf + audio
- Exercises for Section 9 -> pdf

















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# Artistic techniques applied to photography

- Introduction -> pdf + audio
- Creating Artistic Photographs -> Link
- Creating collages -> pdf + audio
- Collages Presentation -> pdf
- Sketching -> Link
- Developing your Color Palette -> Link
- Exercises for Section 10 -> pdf



# Focusing your efforts on Projects

- Focusing on Projects -> pdf + audio
- Why Projects are Important -> pdf + audio
- Project Timeline -> pdf + audio
- Preparing your Project -> pdf + audio
- Setting Priorities -> pdf + audio
- Type of Projects -> pdf + audio
- Finding a Theme -> pdf + audio
- Biography & Artist Statement -> pdf + audio
- Naming your Project -> pdf + audio
- Selecting your Best Work -> pdf + audio
- Organizing your Project -> pdf + audio
- Printing your Project -> pdf + audio
- Project Examples -> Link
- Exercises for Section 11 -> pdf



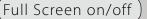
# Connecting with an audience

- Introduction -> pdf + audio
- Finding an Audience -> pdf + audio
- Earning your Audience's Trust -> pdf + audio
- Focusing on your Story -> pdf + audio
- Exercises for Section 12 -> pdf













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# Creating artistic support documents

- Introduction -> pdf + audio
- Documents Guidelines -> pdf + audio
- Example 1: Alain's Artist Statement -> pdf
- Example 2: Alain's Artistic Positioning -> pdf
- Example 3: Alain's Biography -> pdf
- Example 4: About Alain Briot -> pdf
- Example 5: Alain's CV -> pdf
- Example 6: Alain's 2012 Artist Statement -> pdf
- Exercises for Section 13 -> pdf

# Displaying your work artistically

- Displaying Photos Artistically -> pdf + audio
- Displaying single works of art -> pdf + audio
- Displaying artwork in Groupings -> pdf + audio
- Notes on Displaying Art -> pdf + audio
- Exercises for Section 14 -> pdf

# **Dealing with** adversity

- Art Challenges -> pdf + audio
- Not Making Invalid Excuses -> pdf + audio
- Understanding Criticism -> pdf + audio
- More about Criticism -> pdf
- Getting in the Zone -> pdf + audio
- Staying Motivated -> pdf + audio
- Exercises for Section 15 -> pdf

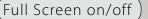


















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**Letting go** 

- Learning how to Let it Go -> pdf + audio
- Overcoming Creative Fear -> pdf + audio
- Exercises for Section 16 -> pdf

# Creating a unique body of work

- Creating a Unique Body of Work -> pdf + audio
- Master Class Program Timeline -> pdf + audio
- Alain Briot Road to Success -> pdf + audio
- Personal Style Top 12 -> pdf + audio
- Exercises for Section 17 -> pdf





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# **Conclusion &** following up

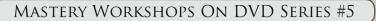
- Following Up -> pdf + audio
- Reinventing Yourself -> pdf + audio
- Mastery & Excellence -> pdf + audio
- Steps to Mastery -> pdf + audio
- Your Masterpiece -> pdf + audio
- Arete -> pdf + audio
- Artist in Residence programs -> Link
- Print & Portfolio Review -> pdf + audio
- Achievements -> pdf + audio
- Celebrate -> pdf + audio
- Exercises for Section 18 -> pdf
- Reference files -> link











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- ${\it 3}$  Studying Art History
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- 6 Evaluating your Current Work
- 7 Awakening Creativity
- $\delta$  Working Towards a Personal Style
- 9 Defining your Vision
- 10 Artistic Techniques Applied to Photography
- ${\it 11}$  Focusing your Efforts on Projects

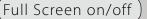
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MASTERY WORKSHOPS ON DVD SERIES #5

Art History



### STUDYING ART MOVEMENTS

**INTRODUCTION** -> pdf + audio

THE ART MOVEMENTS (All pdf + audio)

- 1 THE RENAISSANCE
- 2 THE ENLIGHTENMENT
- 3 ROMANTICISM
- 4 REALISM
- 5 SYMBOLISM
- 6 ART NOUVEAU
- 7 ART DECO

- 8 IMPRESSIONISM
- 9 PLEIN AIR
- 10 EXPRESSIONISM
- 11 FAUVISM
- 12 POINTILLISM
- 13 DADAISM
- 14 POST IMPRESSIONISM
- 15 CUBISM
- 16 SURREALISM

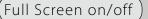


- 17 MODERNISM
- 18 PICTORIALISM
- 19 GROUP F/64
- 20 ABSTRACT EXPRESSIONISM
- 21 POST MODERNISM
- 22 OP ART
- 23 PHOTO REALISM
- 24 MINIMALISM

**CONCLUSION** -> pdf + audio









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# GETTING INVOLVED WITH ART

**INTRODUCTION** -> audio

- 1 THE BEAUX ARTS
  - -> pdf
  - -> video
- 2 VISITING ART GALLERIES
  - -> pdf
  - -> video
- 3 VISITING ARTIST'S HOMES
  - -> pdf
  - -> video

- 4 WATCHING ARTISTS WORK
  - -> pdf
  - -> video
- 5 COLLECTING ART
  - -> pdf
  - -> video
- 6 READING ABOUT ART
  - -> pdf









# Alain Briot Personal Style Master Class







## CREATING ARTISTIC PHOTOGRAPHS

1 - INTRODUCTION -> pdf + audio

2 - If this was a painting and not a photograph -> pdf + audio

3 - Expressing emotions in Photographs -> pdf + audio

4 - CREATING ARTISTIC PHOTOGRAPHS CHECKLIST -> pdf + audio



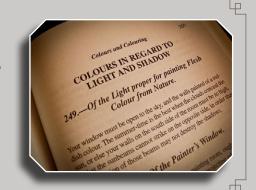






MASTERY WORKSHOPS ON DVD SERIES #5





### DEVELOPING YOUR COLOR PALETTE

- 1 INTRODUCTION -> pdf + audio
- $2 UNDERSTANDING \ COLOR \ {\small >} \ pdf + \ audio$
- 3 THE NINE COLOR HARMONIES -> pdf + audio
- 4 COLOR WHEELS & VISUAL AIDS -> pdf + audio
- 5 HOW TO USE VISUAL AIDS
  - A Color Harmonies Crystal Color Wheel -> video
  - **B** Pocket Color Wheel -> video
  - **C** Color Matching Guide -> video
  - **D** Grayscale & Value Finder -> video

- 6 COLOR HARMONIES EXAMPLES -> pdf + audio
- 7 COLOR HARMONIES EXAMPLES -> video
- 8 COLOR PALETTE ANALYSIS SOFTWARE -> link
- 9 HSL VALUES ANALYSIS TABLE -> pdf + audio
- 10 HARMONIOUS COLOR PALETTES -> pdf + audio
- 11 COLOR GRADING -> link
- 12 CREATING YOUR COLOR PALETTE -> pdf + audio





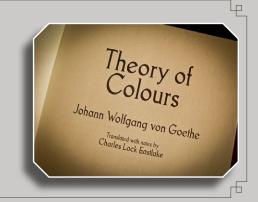






MASTERY WORKSHOPS ON DVD SERIES #5





### COLOR PALETTE ANALYSIS SOFTWARE

**INTRODUCTION** -> pdf + audio

1 - COLOR MUNKI

-> pdf + audio -> video

2 - ADOBE KULER

-> pdf + audio
-> video

3 - COLOR EXPERT

-> pdf + audio

4 - IPHONE AND IPAD APPS

-> pdf + audio

5 - COLOR PALETTE APP

-> video

6 - PHOTOCOPA

-> video

7 - PHOTOSHOP COLOR PICKER

-> pdf + audio

8 - COLOR WEBSITES

-> pdf









Theory of Colours

Johann Wolfgang von Goethe
Charles Lock Eastlake

MASTERY WORKSHOPS ON DVD SERIES #5

Cinema

### **COLOR GRADING**

- 1 INTRODUCTION -> pdf + audio
- 2 CHANGING COLOR TO TELL A STORY -> pdf + audio
- 3 DAY INTO NIGHT -> pdf + audio
- 4 COLOR LANGUAGE -> pdf + audio
- 5 COLOR GRADING EXAMPLES -> video

#### 6 - COLOR GRADING SOFTWARE

- APPLE COLOR- > pdf + audio
- MAGIC BULLET PHOTOLOOKS -> pdf + audio
- KNOLL LIGHT FACTORY -> pdf + audio
- AUTODESK LUSTRE -> pdf + audio
- PLASTIC BULLET -> pdf + audio
- COLOR GRADING IN LR & CS -> pdf + audio









# Alain Briot Personal Style Master Class







### SKETCHING

- 1 SKETCHING ESSAY -> pdf + audio
- 2 SKETCHING PROCESS -> pdf + audio
- 3 SKETCHING EXAMPLES -> pdf + audio
- 4 SKETCHING MOVIE PART 1 -> video
- 5 SKETCHING MOVIE PART 2 -> video
  - 6 SKETCHING SLIDE SHOW -> video
- 7 SKETCHING TOOLS AND SOFTWARE -> pdf + audio









MASTERY WORKSHOPS ON DVD SERIES #5

Projects



## EXAMPLES OF COMPLETED PROJECTS

1 - Introduction -> pdf + audio

#### 2 - LITTLE PETROGLYPH CANYON PORTFOLIO

- Portfolio Description & Photographs -> pdf + audio
  - Artist Statement -> pdf
    - Slide show -> video

#### 3 - Navajoland Portfolio

- Portfolio Description & Photographs -> pdf + audio
  - Portfolio Presentation -> pdf
    - Case Construction -> pdf
    - Artist Statement -> pdf
    - Slide show 1 -> video
    - Slide Show 2 -> video

#### 4 - ROCK ART SHOW - THE HIGH DESERT MUSEUM

- Art Show Description -> pdf + audio
  - Slide show -> video



#### 5 - TWENTY SIX PHOTOGRAPHS BY ALAIN BRIOT

- Portfolio Description & Photographs -> pdf + audio
  - Slide show -> video

#### 6 - KUWANA PORTFOLIO

- Portfolio Description & Photographs -> pdf + audio
  - Artist Statement -> pdf
    - Slide show -> video

#### 7 - WHITE SANDS FOLIO

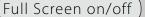
- Folio Description & Photographs -> pdf + audio
  - White Sands Folio eBook -> pdf
    - Slide show -> video

#### 8 - CAR PHOTOGRAPHY EFOLIO

- eFolio Description & Artist Statement -> pdf + audio
  - Car Photography eFolio -> pdf
    - Slide show -> video









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### ARTIST IN RESIDENCE PROGRAMS

A - INTRODUCTION -> pdf + audio

**B** - RESIDENCY #1: ISLE ROYALE NATIONAL PARK -> video

C - RESIDENCY #2: APOSTLE ISLANDS NATIONAL LAKESHORE -> video

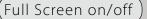
#### D - ARTIST IN RESIDENCE PROGRAMS

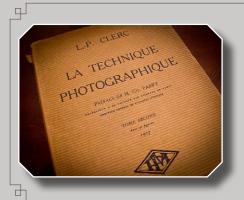
- 1 Petrified Forest Program Description -> pdf
- 2 Petrified Forest Housing -> pdf
- 3 Petrified Forest application form -> pdf
- 4 Isle Royale Artist in Residence program -> pdf
- 5 Grand Canyon Residency conditions -> pdf
- 6 Grand Canyon North Rim Housing -> pdf
- 7 Grand Canyon North Rim Application -> pdf
- 8 Grand Canyon work samples list -> pdf
- 9 Grand Canyon South Rim Housing -> pdf
- 10 Grand Canyon South Rim application -> pdf
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- 13 Grand Canyon Interpretive themes -> pdf
- 14 Grand Canyon Press Release -> pdf





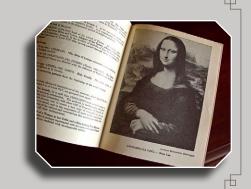






MASTERY WORKSHOPS ON DVD SERIES #5

# Master Class Reference Files



#### A - INTRODUCTION -> pdf + audio

#### **B** - EVALUATION FILES

- 1 Maslow's pyramid
- 2 Skills acquisition chart
- 3 Four levels ladder
- 4 Personal skills pyramid
- 5 Alain's road to success
- 6 Color palette values analysis

#### C - EXERCISES

- 1 All exercises: Sections 1 to 18
- 2 Additional art exercises

#### D - ARTIST IN RESIDENCE PROGRAMS Click here to access the list of files

### REFERENCE FILES

#### E - INSIGHTS

- 1 What it takes
- 2 Creativity & Imagination quotes

#### F - FOLIO TEMPLATES

- 1 Photoshop horizontal
- 2 Photoshop vertical
- 3 InDesign

#### **G - FINE ART PHOTO CHECKLISTS**

- 1 Fifteen thoughts on composition
- 2 Fine art top 17
- 3 Fine art top 37
- 4 Foundational photographic approach
- 5 Rules for seeing
- 6 Personal style top 27
- 7 Steps to style



#### H - ARTIST STATEMENTS

- 1 Alain Briot Artist Statement
- 2 Alain Briot Artistic Positioning
- 3 About Alain Briot Biography
- 4 About Alain Briot
- 5 Alain Briot Curriculum Vitae
- 6 Alain Briot June 2012 Artist Statement

#### I - BOOKS

- 1 Books about art
- 2 Books about creativity
- 3 Mastering Photography sampler
- 4 Mastering Composition sampler
- 5 Marketing Fine Art Photography sampler

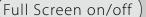
#### I - PRINT & PORTFOLIO REVIEW

- 1 Introduction
- 2 Description
- 3 Registration











#### ALAIN BRIOT

Website: beautiful-landscape.com

Email: alain@beautiful-landscape.com

<u>Project Specifics</u>: This tutorial DVD was created in 2011-2012

in Vistancia, Arizona.



Originally from Paris, France, I have lived in the United States since 1986. Making my home in Arizona, my favorite photographic locations include Navajoland, where I lived for 7 years, the Grand Canyon and the rugged canyonland wilderness of Southern Utah and Northern Arizona.

The choice of which camera I use is based on my vision for each image. In the past I have worked with 4x5 and 35 mm. Currently I work with 35 mm occasionally and with medium format digital primarily. Because the majority of my work is printed large, and because of the quality requirements of Fine Art, I favor large and medium format cameras.

My goal is to create the most exciting photographs possible, bar none. My equipment, be it cameras, software, printers, etc. is chosen for its ability to make this possible. My vision of the landscape is of a place of beauty, a place where we can experience a direct contact with nature, a place where we can find respite from the pressures and stresses of the 21st century, a place where we can find inspiration and freedom of expression.

The quality of my work is the results of two factors: hard work and natural abilities. I have been an artist all my life and I was never pushed to make art either by my parents or anyone else. I had, undoubtedly, a personal attraction for creative endeavors and for all things artistic. However, only through hard work did this natural ability result in the work I am creating today.

I started photography in 1980 and it took me years before I started creating satisfying images.

I had very high expectations for the first photographs I took, but the outcome of my early efforts were disappointing. I realized early on that persistence regular practice and a focus on study were required to succeed.

Today I have made what was originally a hobby into a successful profession. I make a living from the sale of my Fine Art Prints, I write books, design photography tutorials and teach photography workshops. I also have a significant amount of free time during which I enjoy hobbies and Fine Art.

If you are not satisfied with your current results, do not despair. It took me years of constant study, practice and dedication to create images that satisfy me. Succeeding in the creation of Fine Art Photographs is not an easy endeavor. However, dedication and persistence go a long way towards achieving successful results, and so does regular study with dedicated teachers who are where you want to be.

If you want to learn more about the process of achieving success in photography, I recommend reading my essay titled *Rethinking Talent* in which I describe the disappointment I experienced when saw the results of my early photographic efforts.

One of my goals in creating this DVD tutorial was to help you make the best use of your time by providing you with knowledge that took me years to acquire and refine. It is my sincere hope that this tutorial will make your journey faster, easier and, above all, fun and enjoyable.

Affair Grand

The possible's slow fuse is lit by the imagination.

Emily Dickinson



Magination is the beginning of creation.

You imagine what you desire, you will what you imagine and

at last you create what you will.

George Bernard Shaw







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