

Westchester Photographic Society

<https://www.wpsphoto.org/>

Presents Clifford Pickett

<https://www.cliffordpickett.com/>

Friday November 18 7:30 PM



Lightroom: A visual Roadmap

Topic

The Visual Roadmap presentation focuses specifically on the editing portion of my workflow, providing a much-needed perspective on editing that's very different than what others provide. It focuses on the why behind the edit, tapping into how the viewer perceives images and using the knowledge to inform decisions made during the edit. Essentially, we analyze what makes a photo better, it's difficult to make a better photo (at capture or edit) when we don't understand what makes a better photo. I called it the visual roadmap as I provide a "roadmap" with a set of "directions" on how to get to your "destination" with the edit. WPS members will be able to upload a limited number photos prior to the presentation which will be edited during the presentation*(**see page two**)

Bio

Clifford Pickett is a location-independent full-time traveling professional travel, humanitarian and commercial photographer, videographer, and educator. He is also an FAA Certified Drone Pilot and Adobe Lightroom workflow guru. He is self-taught, sourcing his education through modern methods rather than traditional ones. His approach to his work and his teaching is, as a result, both refreshing and unconventional, questioning everything about the standards and norms of creating images. He has learned to successfully operate at the edge of what is possible, leveraging the new capabilities of modern technology and developing techniques that allow him to overcome traditional photographic limitations while simplifying the process. His unique ability to take a complicated subject matter and distill it into its purest, most simple form, has led to a "more is less" approach to photography, workflow, and editing. Often you'll find him shooting with an iPhone and a small aerial drone. ****see page two**

**Westchester Photographic Society is proud to invite the public to see Clifford,
November 18, 2022, 7:30 PM. To Register email Meetings@wpsphoto.org**

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***Topic continued:**

Clifford will provide a link before the presentation where WPS members can upload photos for editing. I'll restrict the number of images to keep the presentation within our window. The critique and editing presentation I do will be very helpful for your members however it is different than the Ultimate Workflow Cliff's notes. While the Ultimate Workflow reviews the entire workflow from start to finish, with recommendation on how best to setup everything from memory cards to hard drives to a 1 click import and then demo's how to automatically organize, edit and share the images. The Visual Roadmap presentation focuses specifically on the editing portion of my workflow, providing a much-needed perspective on editing that's very different than what others provide. It focuses on the why behind the edit, tapping into how the viewer perceives images and using the knowledge to inform decisions made during the edit. Essentially, we analyze what makes a photo better, it's difficult to make a better photo (at capture or edit) when we don't understand what makes a better photo. I called it the visual roadmap as I provide a "roadmap" with a set of "directions" on how to get to your "destination" with the edit.

****Bio Continued:**

Professionally, he has developed several successful photographic enterprises, including an elite personal brand in digital photography, a commercial video production company, a 3D VR imaging business and a community-based platform for local artists in NYC to share their vision and work worldwide. He is an adjunct professor at NYU, a photography instructor and trainer with National Geographic, a partner and affiliate with B&H in creating training around Adobe Lightroom and a personal consultant for many of the biggest names inside and outside of the photographic industry. His work has caught the attention of many global brands such as Apple, Google, British Airways, Adidas, Estée Lauder, Sephora, Clinique, the national historic trust preservation and many others. Most recently he has partnered with the iPhone Photography School to develop an online video-based training platform to showcase the photographic potential of the iPhone in the world's most beautiful locations.

His approach to constantly adopting new technologies for creative means, paired with an unyielding drive to simplify the process has led to speaking engagements and curated photo experiences around the globe where he teaches others to "Lighten up" - to redefine image quality by focusing on what really matters, the light, the gesture, the moment and ultimately... the experience.

To see some of Cliff's work, you may visit his website at: www.cliffordpickett.com as well as his personal Instagram account www.instagram.com/cliffordpickettphotography