

Photo Involve!

A Day of Image Review and Hands-on Workshops

Saturday, September 14, 2019



Joe Edelman

Creativity Requires Failure—morning presentation

We will begin the day with a wakeup call about what it takes to be creative. Olympus Visionary photographer Joe Edelman will bring his high energy approach to understanding what it really means to be creative and how to build a system for improving your creative vision to improve your photography.

Workshop: Street Fashion Photography – Using Natural Light

Joe will show you how to find interesting backgrounds, identify great natural light and use reflectors to enhance the natural light. Joe will also share how to lenses and aperture to control your backgrounds how to interact with and direct your subject, along with some simple posing tips for full length and portrait style compositions.

What to bring:

A desire to be creative, a way to take some notes and your camera with portrait lenses – ideally short to medium length telephoto fixed focal length or prime.

Joe Edelman's Bio

MY MISSION: To help photographers develop a solid understanding of the “Hows and Whys” behind making consistently great photographs.– – Joe Edelman

I am an Olympus Visionary photographer, author, photo educator and YES – that crazy PHOTO Joe Edelman on YouTube!

My career has spanned four decades, from my start as an award winning newspaper photojournalist to my work today photographing all types of people and serving as a photo educator who motivates and educates new and experienced photographers all over the world. I take great pride in sharing my experience via my popular YouTube Channel: **Photo Joe Edelman**.

In 2018, I was designated an Olympus Visionary **by Olympus America, Inc.**, one of a small group of established, award-winning professional photographers who travel the world with Olympus products to capture life's beauty and splendor and provide feedback on new product lines. This elite group includes several Pulitzer Prize-winning photographers, as well as artists whose careers have included assignments around the globe. I shoot exclusively with Olympus cameras, and M.Zuiko lenses for both stills and video.

You can view my **gear list here**.

In addition to the **Olympus Visionary team**, I am honored to be a member of the **Tether Tools Pro Team**, a **Delkin Devices Image Maker**, a **Photoflex Light Leader** and a featured photographer by **Savage Universal**.

My work is featured frequently on well-known photography blogs including Fstoppers, DIYPhotography, PetaPixel, Lifehacker, ISO1200, Shutterbug and LensVid among others. I have been profiled in GoodLight and CameraCraft Magazines.

I have earned a reputation as a lively and popular instructor and lecturer at camera clubs, photography conferences and photography workshops across the United States. I have been a speaker at events like WPPI, PhotoPlus Expo, ImagingUSA, Shutterfest, Out of Chicago, NECCC, Carolina Photo Expo, FCCC, SWMCCC and numerous others presenting on topics like Fashion Portraiture, Studio Lighting, Glamour Photography, Creativity, Social Media and Marketing for Photographers and Fine Art imagery to name just a few.

I have also served as an adjunct professor teaching Creativity and Photography at Muhlenberg College in Allentown, PA and Northampton County Community College in Monroe, PA.

My photography has been published internationally in magazines like Maxim, Cosmopolitan, Get Fit, Shape and Good Light Magazine to name but a few. I have been called upon to complete assignments for both the New York Times and The Los Angeles Times and I have serviced commercial advertising clients from all over the United States.

In addition to my role as photographer, I have been nationally recognized as an innovator in shaping models' portfolios and careers. Simply put, I advise serious models (both new and experienced) about how to market themselves. I have written hundreds of articles with guidance and information for new and experienced models and I maintain the most comprehensive modeling agency directory online.

I am often used as a source for television stories as well as newspaper and magazine articles on the subject. The Author JE Bright references my writings in his book **America's Next Top Model: Fierce Guide to Life: The Ultimate Source of Beauty, Fashion, and Model Behavior**. My work has also been referenced by author Rif K. Haffar in his book **Roadmap to Stardom: How to Break into Acting in Hollywood**.

Along with my incredible wife and two four legged kids, I am based in Allentown, Pennsylvania.



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