

Genesee Center for the Arts & Education

"Art for All People" Since 1970



Find us on
Facebook!



Our Historic 1895 Firehouse

• wheelchair accessible!

713 Monroe Avenue
Rochester, NY 14607

Winter 2012

Classes • Workshops • Facilities Rental • Youth Programs

Community Darkroom

• 585-271-5920



FILM LIVES!

Catch the Light!

- Camera • Darkroom
- Lighting • Digital
- Historic & Alternative Processes
- The Business of Photography

Genesee Pottery

• 585-271-5183

- Clay as a Print Medium
- Clay and Cabernet
- Handbuilding
- Classes for Kids

Studio Rental available!



Printing & Book Arts

• 585-244-9312



- The Pop-Up Book
- Bookbinding
- Collage: MAIL Art
- Papermaking
- Marbling
- Linoleum Block Printing

www.geneseearts.org

gcae@geneseearts.org • 585-244-1730

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GENESEE CENTER FOR THE ARTS & EDUCATION



The Genesee Center for the Arts & Education is a community-based not-for-profit that educates, encourages and inspires all people to create and enjoy the visual arts.

As a National Guild member school,



Genesee Center for the Arts & Education is committed to making high-quality arts education available to all.

GENESEE CENTER STAFF

Executive Director

Janice Gouldthorpe

Communications Specialist

Kate Edgerton

COMMUNITY DARKROOM

Director - Sharon Turner

Associate Director - Marianne Pojman

Program Assistant - Melanie Couch

PRINTING & BOOK ARTS

Director - Mitchel Cohen

Assistant - Roy Sowers

GENESEE POTTERY

Director - Kate Whorton

Studio Manager - Peter Pincus

Artists in Residence:

Andrew Cho

Melinda Friday

Board of Directors

Gerri McCormick - *President*

Adrienne Kepner - *Secretary*

Louise McAfee - *Treasurer*

Joseph Brown, Timothy Lyster,

Bill Myers, Charles Vorndran

Exhibits & Events www.geneseearts.org

On Exhibit • November 4 - January 7

The Photography of David Johnson

Black and white images showing the social, political, and private lives of African-Americans living in San Francisco's Fillmore district from 1946-1966



Faceless

*Photography by
Community Darkroom Monitors*

On Exhibit - January 13 - March 2

Opening reception - Friday, January 13, 7 - 9 pm

February 3 - 25th • Seconds Sale at the Firehouse Gallery!

Jim Connell

Recent Work

March 2 - April 21



Opening Friday
March 2, 6 - 9 pm



Gallery Hours

Community Darkroom: Mon. 9 am-9:30 pm; Tues.-Thurs. 9 am-6:30 pm; Fri. NOON - 5pm; Sat. 10 am-5:30 pm; Sunday CLOSED

Firehouse Gallery: Mon. - Fri., 10 am-5 pm; Sat., NOON-4 pm; CLOSED Sundays

Call for Entries! "A Photographer's Path" Rochester's 15th Annual Survey of Fine Art Photography at the High Falls Fine Art Gallery

Pick up info/entry form at Community Darkroom, or e-mail: swinslow@frontiernet.net

Drop-off dates at High Falls location: Wed., Feb. 15 - Sun., Feb. 19

HOURS • Wed.-Fri. 11 am-5:30 pm; Sat. 12-5:30 pm; Sun. 1-5 pm

Opening Reception - Sunday, March 18 3 - 6 pm

Thank You to our supporters....

and the many individuals who have donated time, funds, and equipment!

Adflex Corp, Ames-Amzalak Memorial Trust, Anonymous Donor, Best Buy, Joseph E. Brown, Janet Buchanan Smith, Business Methods, ColorCentric, High Falls Fine Art Gallery, ILFORD Photo, John F. Wegman Fund, The Link Gallery at City Hall, Lumiere Photo, Monroe County, Mary S. Mulligan Charitable Trust, Dan Neuberger, Quad A for Kids, Richard & Vicki Schwartz Family Fund, Studio Sales Pottery & Supply, S.W.A.N., Target, United Way, Wegmans, Fred & Floy Willmott Foundation, Xerox Gil Hatch Center



Proud Sponsor...
ROWE Photo Video & Audio

PRE-REGISTRATION REQUIRED
MINIMUM AGE OF 14 IN ADULT CLASSES

Lovin' Letterpress I Instructor: Mitch Cohen

Immerse yourself in the 'black art' that is letterpress printing. Learn to handset type from California Job cases - we have hundreds of fonts to choose from. Print from a variety of sources on one of our Vandercook proof presses. This class includes post press procedures, planning, and the use of guillotine paper cutters.

Mon: Jan. 23 - March 12 6:30 - 9:30 pm
Members: \$200 Non-members: \$225
Fee includes \$25 for materials

Lovin' Letterpress II Instructor: Mitch Cohen

This class is a continuation of Letterpress I with greater emphasis on more complicated typography and press problems. Participants will learn the use of ink and paper as design elements and are encouraged towards independent projects.

Weds: Jan. 18 - March 7 6:30 - 9:30 pm
Members: \$200 Non-members: \$225
Fee includes \$25 for materials

Letterpress Workshops

Get your feet wet and your hands dirty! These Saturday workshops are a taste of letterpress printing. We will design, typeset and print your card. All materials and envelopes are supplied.

Pick from Saturdays listed (Check website) 10 am - 1 pm
Members: \$40 Non-members: \$50

THE HEIDELBERG PLATEN PRESS

Set-Up & Operation Instr: Bill Dexter

Learn how to run a platen letterpress! Participants set up short production runs through the hand-fed and automatic platen letterpresses. Class times are negotiable with instructor.

Please call the Book Arts at 244-9312 for info.

Members: \$185 Non-members: \$200

Printing on a Tabletop Press



Instructor: Chris Charles
flyrabbitpress.com

In this workshop you will learn the basics of setting up and using these versatile presses. We will be using set type & forms, as well as photo polymer, to create designs that will then be printed on a variety

of papers, including coasters! We will also go over basic set-up & maintenance. Students are encouraged to bring their own press if they have one, but it is not required. All skill levels welcome, ages 12 & up.

Saturday, February 4 10 am - 2 pm
Members: \$75 Non-members: \$85
Fee includes \$10 for materials

Printing Without a Press

Instructors: Chris Charles & Geri McCormick

This is sure to be a fun, hands on workshop that will spur your creativity! Inspired by some of the techniques taught by Jim Sherraden of Hatch Show Print, students will learn how to create unique prints using letterpress type & images, without the use of a printing press. Learn the basics of mixing ink, as well as techniques for applying images to paper and fabric. Participants will leave with several prints, as well as some of the tools needed to keep working at home! All skill levels welcome, ages 12 and up.

Saturday, February 11 10 am - 4 pm (1/hr lunch)
Members: \$125 Non-members: \$135
Fee includes \$40 for materials

Bookmaking

Intro to Bookbinding Instructor: Emily Sterling

Ever wanted to learn the craft of bookmaking? Learn how to make journals, photo albums, address books, and other custom gifts in this beginner's class. We will cover five versatile and simple sewings along with the basics of all things 'book'!

Saturdays: Feb. 18 & 25 10 am - 4 pm
Members: \$150 Non-members: \$175
Fee includes \$25 for materials

BOX Making Instructor: Emily Sterling

Do you like boxes? Find you need several spaces for jewelry and knick-knacks? Do you have old books or papers that need a protective case? Do you want a place to store your handmade books? Then Box Making is the class for you! Come learn how to make simple hinged boxes for storage, lidded boxes for display or small objects. Learn the famous archival clamshell box, perfect for keeping safe old books or documents. We will cover these structures and more in this 8 week class! All materials and tools included as a part of the above fee.

Thursdays: Jan. 19 - March 8 7 - 9:30 pm
Members: \$200 Non-members: \$225
Fee includes \$35 for materials

Advanced Bookbinding

Instructor: Emily Sterling singletreepress.wordpress.com
Move up in the world. We will cover adhesive bindings and advanced sewings. Learn how the book can be used as a medium for art and how structures can be combined to create beautiful and interesting results. We will explore content, structure, and the artist book. Some experience preferred.

Tuesdays: Jan. 17 - Feb. 14 7 - 9:30 pm
Members: \$150 Non-members: \$175
Fee includes \$30 for materials

mail art Instructor: Melanie Couch

Inspired by Griffin & Sabine, Nick Bantock's amazing tale of correspondence, you will learn transfer techniques that can be applied to any multimedia paper art. Techniques will include photocopy transfers, embossing, hand coloring, creative envelope making and photogram postcards. Use the techniques learned to create a one-of-a-kind fine art stationary set so great that you may want to send these letters and cards

to yourself. Supplies will be provided but students are welcome to bring personal photos and/or bits of ephemera to include.

Tues: Jan. 24 - Feb. 28 (no class Feb. 14) 7 - 9 pm
Members: \$130 Non-members: \$145

Fee includes \$25 for materials

The Pop Up Book

Instructor: Karin Marlett Choi karinmarlettchoi.com

Come learn basic pop-up forms that can add dimension, whimsy and an element of surprise to your handmade cards and books during this two-day workshop. Day one will focus on one-piece techniques. Using simple slits and folds, pop-ups can be created from one piece of paper. On day two we will explore multiple piece forms. You'll begin to see how even the most elaborate pop-ups are constructed using these basics. By the conclusion of this workshop you can be on your way to becoming a pop-up paper engineer.

Thursdays: Jan. 20 & 27 6 - 9 pm
Members: \$85 Non-members: \$95

Fee includes \$10 for materials

Pop Up 2!

Karin Marlett Choi karinmarlettchoi.com

Bring your creations that you've made since Pop Up 1 and let's have a show and tell! Building upon what we explored in the first class let's take our pop up creations to the next level using more folds, cuts and pieces to create pop ups and mechanisms that leap, spin and delight both the creator and the viewer.

Thursdays: Feb. 16 & 23 10 am - 1 pm
Members: \$85 Non-members: \$95

Fee includes \$10 for materials

Introduction to Linoleum Block Printing

Instructor: Victoria Brzustowicz



Learn the basics of linoleum block printing to create cards, fine art prints, or to add your own imagery to your letterpress work. Students will learn techniques for carving blocks, how to create and transfer imagery, printing, and how to sign and edition prints.

We'll experiment with printing on different types of paper, explore printing with multiple color plates, and experience printing on a press. No prior printing experience required. Students will leave with multiple prints and enough skills to continue printing at home.

Tuesdays: March 6 - 27 7 - 9:30 pm
Members: \$125 Non-members: \$150

Fee includes \$30 for materials

Calligraphy

Spencerian Script

with Peter Maushart

This uniquely American form of handwriting was the model used in schools and business colleges throughout the country. This running hand is a good introductory course to the study of Engraver's script. Fee includes \$10 for materials.

Tuesdays: February 7 - 28th 7 - 9 pm
Members: \$80 Non-members: \$100

Engraver's Script

with Peter Maushart

Learn the art of graceful pointed pen engravers script. This elegant letter form is applicable for making personalized cards and envelopes, wedding invitations, diplomas, certificates, resolutions and scrapbooking. Fee includes \$10 for materials.

Thursdays: Feb. 9 - March 1 7 - 9 pm
Members: \$80 Non-members: \$100

Papermaking for Printers, Photographers & Artists

Instructors: Bill Dexter and Joe Brown

We consider hand papermaking an art in itself. However many artists want handmade paper for use in other processes. Everyone knows how much handmade paper costs at the art store. We will show you how to make your own paper to suit your specific medium.

Wed. March 14 & Thurs. March 15 6:30 - 9 pm
Members: \$75 Non-members: \$85

Introduction to Hand Papermaking

A basic introductory paper making class for groups of 3 or larger. This class can be held at the center or at any nearby facility you choose with available water and electricity. Great for school art classes, senior groups and clubs. Classes can be tailored to fit time allotted and group size. Call the center to reserve times. Prices based on group size.

Making Paper for Valentines

We are opening up the paper lab on *Saturday, February 11, 10am to 2pm*, for anyone who would like to make a handmade paper valentine. All ages are welcome, young children should be accompanied by a parent.

Free workshop! All supplies included!



Paper marbling is a method of aqueous surface design, which can produce patterns similar to marble or other stone. The patterns are the result of color floated on either plain water or a viscous solution known as 'sizing', and then carefully transferred to a sheet of paper. It is often employed as a writing surface for calligraphy, and especially book covers and endpapers in bookbinding and stationery. Part of its appeal is that each print is a unique monotype.

Wed., Jan. 21 & Thurs., Jan. 22 6:30 - 9 pm
Members: \$75 Non-members: \$85

Paper Lab Space Rental—Why mess up the kitchen! Rent the paper lab for your special project. You get unlimited access plus the use of all of the equipment. Leases start at \$50 per month. Forget renting your own studio, use ours!

We offer rental, tutoring, and programming Commissioned work available through The PinMark Press.

We are open during class times. Please call 244-9312
We are GREEN! We use soy-based inks & solvents!

Register Early! Class sizes limited!
Minimum age of 14 in adult classes

Business

Photography as a Business

Instructor: David Ditzel davidditzel.com

You enjoy photography as a hobby and you want to earn money doing what you love. In this seminar we will discuss the process of starting a photography business and avenues to earning money in a freelance world. Some of the topics covered will include taxes, accounting, insurance, marketing and calculating how much to charge. This is a great preliminary class for those entering "The Dark Side of Photography".

Saturday: January 21 10 am - 4 pm
Members: \$75 Non-members: \$85

The Dark Side of Photography

Instructor: James Cavanaugh cavphoto.com

With the technology revolution, we need to protect our images in a digital environment, price our work for the myriad of new electronic uses and properly document our business relationships with our subjects and clients. This seminar will cover protecting and registering your copyright, pricing your work, and the paper trail of estimates, invoices, licenses and model and property releases. We will also review internet based support information to help you navigate a changing and complex business world driven by the internet.

Saturday: January 28 10 am - 4 pm
Members: \$75 Non-members: \$85

Camera

Intro to Photography Using a 35mm Film Camera

Instructor: Rachael Deeley rachaeldeeley.com

Learn the foundations of photography using a 35mm FILM camera. Topics will include f-stops, shutter speeds, proper exposure, lenses, and elements of composition. Field trips will provide hands-on experiences. *For those who do not have a 35mm camera you may use one of our Pentax ZXM with zoom lens for Saturday field trips.* If needed, please request use of this camera when you register. We highly recommend that ALL beginning photography students take this class.

Thursdays: Jan. 19 - Feb. 16 7 - 9:30 pm
Sat. field trips: Jan. 21, 28, Feb. 4 9 - 11:30 am
Members: \$145 Non-members: \$160

The Digital SLR Camera

Are you ready to dump your new fancy digital SLR because it has too many functions that you can't figure out? Have your equipment do the work for you! Learn the ins and outs of your camera, including exposure modes and controls, lenses, image storage, file formats, and other camera functions. There will be practical hands-on shooting field trips. Bring your digital cameras, manuals, and questions to the first class.

#1-Tues: Jan. 17, 24, Feb. 7, 28, Mar. 6, 13 7 - 9:30 pm
Field trips: Sat., Feb. 4 & 18 Noon - 2:30 pm
Instr: Nick Marshall n-marshall.com

#2- Wed: Jan. 18 - Mar. 7, 7 - 9:30 pm - Instr: Emily Zeller
Field trip for #2, TBA emilyjoyzeller.com

#3- Thurs: Jan. 19 - Mar. 8, 7 - 9:30 pm - Instr: David Walter
Field trip for #3, TBA davewalterphoto.com

Members: \$155 Non-members: \$170

One Step Beyond with your DSLR

Instructor: Bruno Chalifour brunochalifour.com

Now that you have become a little familiar with your DSLR, let us push the envelope! Get more comfortable with your camera and learn to use what you really need. Through shooting assignments, precise and informed critiques, examples from famous photographers, this workshop is designed to expand not only your knowledge of the tool but what you can actually do with it and how. Techniques related to the various areas of photography (portrait, landscape, close-up, documentary) will be explained and developed; students will then illustrate those genres with their own work. Results will be analyzed and discussed in class. We will also touch on the art of editing and sequencing images in groups ready for a photo-album, web gallery, book or exhibition.

Mondays: Jan. 23 - Mar. 12 7 - 9:30 pm
Members: \$155 Non-members: \$170

Darkroom • Darkroom rental available!

Basic Black & White Photography

Instructor: Erica Salgado

Gain essential knowledge of photographic principles through the fine art of black & white photography. Topics will include basic operation of a 35mm FILM camera, composition, film processing, printing, and contrast control methods.

Wednesdays: Jan. 18 - March 7 7 - 9:30pm
Members: \$155 Non-members: \$170

Fee includes 8 weeks of access to darkrooms

Need a 35mm camera for class? Rent a basic camera for \$20 and a refundable deposit, upon return.

www.rowephoto.com

Rowe
Home Theater | Audio | Camera | Video

Rowe Photo Video and Audio has specialized in Sales, Service and Advice since 1898. We sell cameras, lenses and accessories, T.V.'s and Home Theater and Audio Systems. In addition we do camera repairs, process and print 35mm film and do digital printing, making prints and enlargements up to 24" x 36" from FILM and DIGITAL files, along with scanning services and photo restorations. We are proud to be a sponsor of the Community Darkroom, and would like to invite you to stop into any of our three locations and check out how we can help you with all your photography needs.

Check us out on facebook and twitter

- special welcome gift to Community Darkroom students -

Intermediate Black & White Photography

Instructor: Michael Gaffney

Take your black & white photography skills to the next level. Learn new darkroom techniques and how to think critically about the photographs you take. Topics include: choosing proper film and paper to suit your needs, and print toning techniques. Discussions on traditional and contemporary photographers as well as group critiques will expand your knowledge and understanding of the medium. Students must have basic black & white photography skills and film camera with manual controls.

Mondays: Jan. 23 - March 12 7 - 9:30 pm
Members: \$155 Non-members: \$170
Fee includes 8 weeks of access to darkrooms

Using the 8 x 10 Enlarger

Instructor: Christopher Schwer christopherschwer.com

Check out Community Darkroom's newest equipment - an 8x10 Fotar enlarger! With this enlarger you can make enlarged contact sheets, print from 5x7 to 8x10 negatives , or print from multiple smaller negatives in one exposure. Topics will include basic operation, use of the vacuum easel, and how to control contrast with the HK colorhead. Advanced printing techniques such as print diffusion, print flashing, and multiple filter printing will also be covered. This is for students with Intermediate level printing skills. Each student should bring negatives. Some 11x14 and 16x20 photo paper will be supplied or students can feel free to bring their own.

Thursdays: Feb. 23, March 1 & 8 6:30 - 9:30 pm
Members: \$75 Non-members: \$85

Lighting • Studio rental available!

Basic Studio Lighting With Flash

Instructor: Nick Choroshyliv niximages.com

Create pleasing portraiture with our White Lightning strobe system including flash meter, soft boxes, umbrellas, and various attachments. The instructor will introduce equipment and use of the strobe system for multiple lighting set ups and techniques. Basic knowledge of your film or digital SLR camera (with strobe sync capabilities) is required.

Thursdays: Jan. 19, 26, Feb. 2, 9, 23, Mar. 1 7 - 9:30 pm
Members: \$155 Non-members: \$170
Fee includes 7 weeks of access to studio

Create the Light

Learning to use what you have

Instructor: Michelle Macirella luminariaphotography.com



Explore fun and fairly simple techniques to create the lighting you want, whether your light source is a window, a flash, or the sun. We will use a combination of on/off camera flash, natural light, reflectors, and diffusers depending

on the location. The first meeting will be an introduction, discussion, and reviewing of examples. The next two meetings will be hands-on shooting field trips both inside and outside. At the final meeting students will share their work. Please bring a photo print from a difficult lighting situation to the first class. **Knowledge of the operation of Film or Digital SLR camera in manual is required.**

Tuesdays: Feb. 7 - 21 7 - 9 pm
Saturday field trip: Feb. 18 10 am - 1 pm
Members: \$75 Non-members: \$85

Special Topics

From Snapshot to Series:

Developing a Photographic Project, Vision & Style

Instructor: Bruno Chalifour brunochalifour.com

Take your photography beyond single image shooting and develop a long term project into a coherent body of work in this advanced class. Study the work of famous photographers and look at how they created their own style and asserted their vision. By student critique and sharing of instructor's experiences and work, students will develop their personal style. Students may use film or digital. Includes one Thursday (TBA) at George Eastman House (addtl. admission fee).

Tuesdays: Jan. 17 - March 6 7 - 9:30 pm
Members: \$145 Non-members: \$160

Looking at Photographs

Instructor: Bruno Chalifour brunochalifour.com

Let's look at famous photographs and how they work, why they became famous. Then bring your best photographs and the ones you would like to improve and let's look at them in the light of past and contemporary photography. See where your photography stands and let's help you take it where you want it to be.

Wednesdays: Jan. 18 - March 7 7 - 9:30 pm
Members: \$145 Non-members: \$160

Documentary Photography

Instructor: Guy Solimano guysolimano.blogspot.com

This class is for advanced photographers. Each student will choose a subject. We will discuss the journalistic approach and document the subject chosen. The end product will be a magazine style photo story of approximately ten photos. Class time will be spent examining classic photo stories and working on a personal approach to each subject. We will also critique and direct students to hone each individual story throughout the session.

Wednesdays: Jan. 18 - March 7 7 - 9:30 pm
Members: \$145 Non-members: \$160

Photographing Rochester's Historic Buildings - Interiors

Instructor: Ria Tafani riatafani.smugmug.com

Explore some of Rochester's outstanding architecture through your camera lens. Learn various aspects of photographing building interiors including working with tungsten, florescent, and available light, perspective, architectural details, compositional elements, and more. Students will visit an interesting variety of

buildings to photograph interior views. Working knowledge of your film or digital SLR camera required.

Mondays: Jan. 23 - Feb. 13 9 am - 12:30 pm
Members: \$100 Non-members: \$115

Sports Photography: Amerks & Razorsharks

Instructor: Kris Murante murante.com

Learn some tips for on-the-go photography, making the best of natural lighting situations and practice how to capture the mood of a situation or location. Additionally, learn some important laws and guidelines that protect you as a photographer while capturing street photography. Basic knowledge of your camera is a must for this four week course.

Mondays: February 6 & 27 7 - 9:30 pm
Saturday field trips: Amerks - Feb. 11, 6:30 - 10 pm
Razorsharks - Feb. 25, Noon - 3:30 pm
Members: \$100 Non-members: \$115

Matting and Framing

Instructor: Patrick Cain flickr.com/photos/paddyjoe

Learn how to cut precision mats and finish your work in an exhibition quality frame. Bring a selection of prints, color or black and white, no larger than 8 x 10 in size. Supplies will include plenty of mat board and one complete 11 x 14 frame.

Saturday: March 10 10 am - 3 pm
Members: \$85 Non-members: \$95
Fee includes \$30 for materials

Alternative & Historic Processes

Ambrotypes from Positive Transparencies

Instructor: Jenn Libby

Participants will learn the basics of wet-plate collodion. A once popular historic photographic process invented in 1851, wet-plate collodion is once again gaining popularity among contemporary photographers. We begin by cutting, cleaning and polishing glass up to 5x7, then learn how to pour the collodion, sensitize and expose it, develop and fix the plate, and finish by drying and varnishing. Participants should bring positive transparencies (black & white or color slides) and an apron or clothes you won't mind permanently staining.

Saturdays: February 4 10 am - 5 pm
Members: \$140 Non-members: \$150
Fee includes \$40 for materials

Image Transfers - with Fuji Instant Film

Instructor: Ria Tafani riatafani.smugmug.com

Join us to experiment and create photographic images outside the darkroom. Learn how to use **Fuji Polaroid film** - a fun, easy and creative photographic process - to transfer images to watercolor paper. You will create impressionistic works by manipulating/transferring the pigment layers of the Polaroid. Bring up to ten 35mm slides of any subject to create your altered image. Specify on registration if you need slides provided. Students can bring paints and brushes to further enhance their polaroid transfers. **Fuji Polaroid film**, tools, and watercolor paper included. Fee includes \$30 for materials

Saturday: February 11 10 am - 3 pm
Members: \$95 Non-members: \$105

Carbon Printing

Rachael Deeley rachaeldeeley.com

Invented by Alphonse Poitevin in 1855, carbon printing is one of the earliest forms of contact printing. Learn how to prepare the carbon tissue chemistry, contact printing methods and control of environmental and process variables. Also learn how to create digital negatives in photoshop. Students should bring 35mm, medium or large format black and white negatives and/or digital files or prints to scan. A basic understanding of Photoshop is helpful but not necessary.

Thursday: Feb. 23 7 - 9:30 pm
Saturday: Feb. 25 10 am - 4 pm
Members: \$140 Non-members: \$150
Fee includes \$40 for materials



Palladium Printing Instructor: Jenn Libby

For the intermediate to advanced photographer, students will learn how to prepare palladium printing-out chemistry, hand coat selective papers, and understand and control environmental variables critical to the palladium processes. Students will contact print their images using film or transparencies. Please bring 35mm, medium, or large format black and white negatives or film/digital negative files commercially enlarged onto a transparency.

Saturday: March 3 10 am - 5 pm
Members: \$140 Non-members: \$150
Fee includes \$40 for materials

Digital • Digital Lab rental available !

Photoshop for Beginners

Using our Macintosh computers, learn the basics of Adobe Photoshop including tools, adjustments, layers, masking, scanning, and printing. Whether a Mac or PC, the basic concepts and tools of Photoshop apply. Bring a CD or flash drive to save your work. Basic computer knowledge required.

#1 - Wed: Jan. 18 - Mar. 7, 7 - 9:30 pm - Instr: Michelle Macirella
#2 - Tues: Jan. 24 - Mar. 13, 7 - 9:30 pm - Instr: Natalie Best
#3 - Thurs: Jan. 19 - Mar. 8, 7 - 9:30 pm - Instr: Mark Watts
Members: \$155 Non-members: \$170

Fee includes 8 weeks of access to digital lab

Intermediate Photoshop

Instructor: Nick Choroshyliv niximages.com

Participants must have strong basic Photoshop skills and know how to use the basic tool set, including marquee, lasso, move, paint pallet, as well as Navigator, History, and Layers. The primary emphasis will be on the use of masks and adjustment layers and will also include topics such as color management, print profiles, filters, and others. Please bring a CD or flash drive to save your work.

Mon: Jan. 23 - March 12 7 - 9:30 pm
Members: \$155 Non-members: \$170

Fee includes 8 weeks of access to digital lab

Basic Web Design-Dreamweaver

Instructor: Emily Zeller emilyjoyzeller.com

Building simple web sites using Dreamweaver will be explored in this class. Students will learn to create simple web sites for use as portfolios, personal narratives and truly customizable publishing mediums. We will explore file formatting, translation of content to web standards, and the customizing of available web publication tools. Prerequisite: Basic computer knowledge, experience with Photoshop and the ability to acquire an online web account are prerequisites.

Thursday: Jan. 19 - Mar. 8 7 - 9:30 pm
Members: \$155 Non-members: \$170
Fee includes 8 weeks of access to digital lab

Illustrator Instructor: Bill Dexter

Learn some of the tips and tricks to this versatile and powerful application! This class will cover drawing, working with type, and converting raster art to vector art. Adobe Illustrator is used for creating logos, art for screen printing, and in other graphic applications such as Photoshop and InDesign. Please bring a CD or flash drive to save your work.

Mondays: Jan. 23 - March 12 7 - 9:30 pm
Members: \$155 Non-members: \$170
Fee includes 8 weeks of access to digital lab

InDesign Instructor: Mark Watts mjwatts.com

Learn how to create professional layouts for print publishing using In-Design. Principles learned can be applied to any personal project - from business cards to posters to books. Topics will include basic tools and commands, various methods of combining text, graphics, and images, and how to properly

FACILITIES AND RENTALWe have it all ~ traditional black and white darkrooms, digital labs, a silver den for alternative and histoic processes, a lighting studio, and matting, moounting, and copying equipment! Our darkrooms are available for tent by the hour OR by the month and our digital labs, lighting studio, and mat/mount/copy equipment are available for rent by the hour to those who are experienced and familiar with our equipment. You must call to make an appointment and you must be or become a member of Genesee Center to access the facilities.

SPECIAL! Access our darkrooms for \$60 per month. Print and process as much as you like! Membership required.

COMING SOON! 8X10 enlarger rental

TRADITIONAL~ We have 3 darkrooms, chemicals for film processing and printing provided ...Omega D5 or Beseler 23C/4X5 enlargers with cold light, condenser, or Multigrade heads. All enlarger stations include Saunders 4 bladed easels, Microsight focusers, burning and dodging tools, Ilford Multigrade filter sets, Gralab timers, 50mm to 150mm lenses, Nikon or Schneider. Also available are 1-8 reel plastic or stainless steel film tanks and reels. Bring your own photo paper and canned air.

Dan's Room ~ our newest roomiest darkroom, thanks to a generous gift from photographer Dan Neuberger! 6 enlargers & wheelchair accessible. PLUS new 8X10 enlarger. Call for info.
Goldee's Room ~ named in honor of Goldee Hecht-Meyer, a long time volunteer, exhibitor, board member, and friend - a private cozy room with 2 enlargers.

The Ballroom ~ get out your dancing shoes for a waltz around a centrally located sink. 8 enlargers.

prepare your finished project for printing by industrial printers or online book publishers such as Lulu and CreateSpace.

Tuesdays: Jan. 17 - March 6 7 - 9:30 pm
Members: \$155 Non-members: \$170
Fee includes 6 weeks of access to digital lab

HDR (High Dynamic Range) Workshop

Instructor: Nick Choroshylw niximages.com

There are many instances where the dynamic range of the scene exceeds the ability of the digital camera to capture it; HDR to the rescue. HDR allows you to shoot multiple frames at different exposures then combine the final product into a single image. This workshop uses Adobe Photoshop CS2 for the demo and discusses the pro's and con's of HDR. Upon completion you should be able to create your own extended Dynamic Range Images. This workshop is demo only, no hands-on.

Tuesday: March 6 7 - 9:30 pm
Members: \$35 Non-members: \$45

Understanding and Using Camera RAW

Instructor: Nick Choroshylw niximages.com

Most DSLR's produce a RAW data file as well as JPG. Learn what camera RAW is and how to use it to create perfectly exposed images. There are situations where it's impossible to produce images without blowing out the highlights. Shooting in RAW and processing in Photoshop's Bridge can salvage those impossible shots. There are also 3rd party RAW processors (FREE) that can be used. Demo only, no hands-on.

Thursday: March 8 7 - 9:30 pm
Members: \$35 Non-members: \$45

LIGHTING STUDIO: We have one main lighting studio (650 sq. feet). An auxiliary studio space (700 sq. ft) is available for an additional fee as schedule permits.. We have (4) 600 watt and (2) 1200 watt White Lightning strobes with accessories such as softboxes, snoots, umbrellas, grids, meters, and tripods. We also have several Lowell tungsten lighting kits with totalights and omnilights. Both spaces have a 3 roll Bogen backdrop system with 9' rolls of white, black and gray paper and several cloth backdrops.

MATTING/MOUNTING/COPYING: We have Alto mat cutters and accessories for cutting mats and a 16 X 20 Seal dry mount press for flattening or mounting prints. We also have a copy stand with a Nikon camera and macro lens.

THE SILVER DEN: Learn how to work with alternative and historic processes - ambrotype, cyanotype, albumen, wet plate collodion, tintype, and others . For class use only.

DIGITAL: We have 2 labs with Mac computers, Photoshop, InDesign, Deamweaver, Illustrator, and Epson 2450 scanners. Printing is not included.

Friend Members: Darkroom \$8/hr includes chemicals for 8X10 trays; addtl. fee for larger trays -11X14 +\$5, 16X20 +\$10.

Lighting Studio: \$25/hr, Mat/Mount/Copy \$5/hr, Digital Lab: \$10/hr.

Individual Members: Darkroom \$6/hr includes chemicals for 8X10 trays; addtl. fee for larger trays -11X14 +\$5, 16X20 +\$10.

Lighting Studio \$20/hr, Mat/Mount/copy: \$4/hr, Digital Lab: \$8/hr.

Volunteers ! We need youth teachers and facilities monitors. Must have film camera and black & white darkroom skills.

REGISTER EARLY! CLASS SIZE LIMITED!
• WINTER SESSION IS 10 WEEKS •

Workshops



Drawing on Clay

Instructor: Andrew Cho
 theandrewchoartshow.com

Andrew Cho has developed a method for putting personalized imagery on work which he will share. Learn the basics of drawing on clay at any stage. Almost any drawing or painting technique can be used to enhance the already rich ceramic palette. This will be followed in spring by a Painting on Clay workshop, so take this foundation course first!

Saturday, March 10 1 - 5 pm
 Members: \$50
 Non-members: \$60

One Part Press Molds

Instructor: Samantha Stumpf slstumpf.com

This workshop will introduce plaster and how to cast a form to use for hand building. Learn to properly mix plaster and make hump molds and slump molds. Please bring a shape that is interesting to you, either plastic or wood, no larger than 12" in any direction. (No glass please.) I recommend going to the thrift shop and finding an interesting serving dish. Once your mold has cured you will be able to make multiples. Workshop fee includes plaster.

Sunday, March 14 11 am - 2 pm
 Members: \$70 Non-members: \$80

The Pincus Method - Part II

Instructor: Peter Pincus peterpincus.com

Visit Peter Pincus' studio and with his assistance, create your own multi-part mold from a thrown object. The Pincus Method Part I is a prerequisite for this workshop, and space is limited to 7 people. This is a 3-day experience; Feb. 4 and 5 focus on making the plaster mold, and on the 11th you will cast with black and white slip.

Saturday, Feb. 4 & 11, Sunday, Feb. 5 10 am - 3 pm
 Members: \$200 Non-members: \$220

Friday Fling! Clay & Cabernet

The best Valentines gift ever! Learn to throw pots on the wheel while sipping wine with your friend or partner in this one-time special workshop. Limited to 12 so sign up early! Must be 21, proof of age required.

Friday, February 10 6:30 - 9:30 pm
 Members: \$50 Non-members: \$60

Adult Classes

Clay Basics Instr: Samantha Stumpf slstumpf.com

Learn the best of both worlds. Work with clay using handbuilding and wheelthrowing techniques, as well as a combination of the two. Learn multiple processes of making, different techniques for surface decorating, as well as glazing and firing. Have fun creating unique pots, vessels, and sculpture. Designed with the beginner in mind, this class is also appropriate for those with some experience. All are welcome! Clay, firing, and open studio time included in fee.

Tuesdays: Jan. 7 - March 20 9:30 am - 12:30 pm
 Members: \$230 Non-members: \$250

Handbuilding/Intro

Instr: Melinda Friday melindafriday.blogspot.com

This beginning class will cover the handbuilding basics, and both functional and sculptural forms will be explored. Emphasis will be placed on enriching the surface with sprigs, sgraffito, and more. Clay, firing, and open studio time are included in the fee.



Mondays: Jan. 23 - March 26 6:30 - 9:30 pm
 Members: \$230 Non-members: \$250

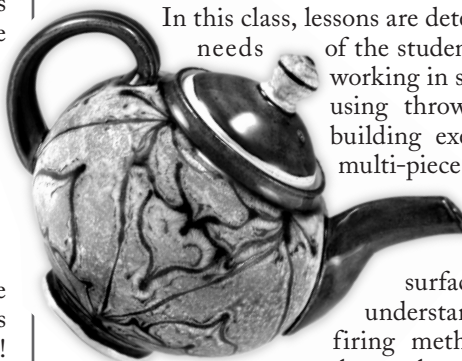
Introduction to the Wheel

This class is for first time and returning intro level pottery students and covers the basics of creating functional wheel thrown work. Learn how to make cups, mugs with handles, bowls and vases or plates. Price includes a \$50 studio fee that covers open studio, 25# of clay, glazing and firing.

#1-Mon: Jan. 23 - Mar. 26, 6:30 - 9:30pm - Instr: Sam Stumpf
 #2-Weds: Jan. 18 - Mar 21, 6:30 - 9:30pm - Instr: Andrew Cho
 Members: \$230 Non-members: \$250

Intermediate Wheel Instr: Marsha King

In this class, lessons are determined by the specific needs of the students. There is a focus on working in series, making sets, and using throwing projects as skill-building exercises. Lidded forms, multi-piece forms, and spouted vessels are typical projects. Particular attention is given to surface decoration, and an understanding of glazes and firing methods. All projects are taught so that they are accessible for students with different levels of experience.



Thursdays: Jan. 19 - March 22 6:30 - 9:30 pm
 Members: \$230 Non-members: \$250

Setting the Stage Instructor: Josh Duttinger

This Intermediate/Advanced class will focus on design and presentation. Students will focus on three projects - a sake set, a tea set, and a dinner set. All three of these projects are to come together as one cohesive body of work conveying a theme or emotion. The objects we make will be like players on a stage! Students will be required to make a plan with drawings and follow that plan from beginning to end like a well planned event. Glazes, firings, and open studio times are included with your registration.

Tuesdays: Jan. 17 - Mar. 20 6:30 - 9:30 pm
 Members: \$230 Non-members: \$250

Advanced Wheel Instructor: Chea Peng

This course is for students interested in pursuing more demanding forms and greater technical expertise. Individual explorations, refinement of form, and artistic development are emphasized with an eye towards aesthetics. Topics and forms covered may include teapots, casseroles, advanced surface design, stacked forms, altered forms, and advanced glazing. Glazes, firings, and open studio times are included with your registration.

Saturdays: Jan. 23 - March 24 10 am - 1 pm
 Members: \$230 Non-members: \$250

Clay as a Print Medium

Instructor: Andrew Cho theandrewchoartshow.com



This class will focus on techniques that will move slab building beyond the box. Focus will be duo fold: first on creating organic, curved forms and overcoming the challenges of building large, and secondly working with drawn or printed imagery to

personalize the form.

Thursdays: Jan. 22 - March 22 6:30 - 9:30 pm
 Members: \$230 Non-members: \$250

Kids Classes

Smush & Smash for Parents & Toddlers!

Instructor: Kate Whorton

A most unusual class for toddlers! With the help of a parent or guardian, children ages 2 - 4 get to manipulate clay into anything they can imagine! The idea is for the child to get the tactile experience of working with the medium during this 4-week class. They can keep all they create, or nothing at all.

Firing fee is \$1.75 per pound.

#1 - Tues: Jan. 17 - Feb. 7 10 - 11 am
 #2 - Tues: Feb. 14 - March 6 10 - 11 am
 Members: \$40 Non-members: \$50

Teen Wheel Instructor: Grace Lobel

Students 11 and up learn to wedge, center, throw and glaze fire in this 10 week class. Perfect for the beginner or returning student, the focus is on honing skills to successfully make bowls, plates, and cups. Clay, glaze, firing, and studio time are included.

Saturdays: Jan. 21 - March 24 1:30 - 3:30 pm
 Members: \$200 Non-Members: \$215

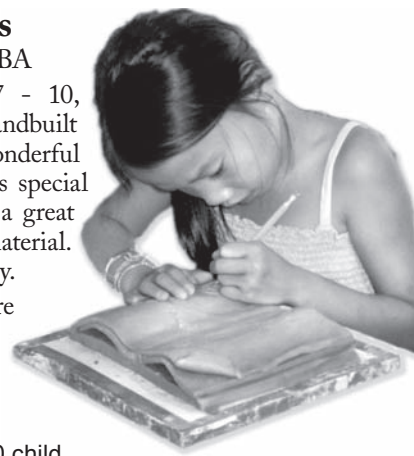
Clay Stars

Instructor: TBA

Young artists, ages 7 - 10, will create exciting handbuilt projects and learn the wonderful properties of clay. This special 6 week class provides a great introduction to the material. No experience necessary.

Clay, glaze, & firing are included in the price.

Sundays:
 Feb. 5 - March 11 12:30 - 2:30 pm
 Members: \$120 child
 Non-Members: \$130 child



JOIN OUR SEWING CIRCLE TO SUPPORT THE GENESSEE POTTERY SCHOLARSHIP BY MAKING JAPANESE-STYLE APRONS! Our goal is to raise \$1000 to send underprivileged teens to Teen Wheel class in Summer 2012. We need help cutting, hemming, gathering fabric, and selling these aprons. Call 271-5183! or email pottery@geneseearts.org.

Tool Kit Deposits ~

We offer our students brand new pottery tool kits for a \$15 refundable deposit. Deposits are refundable upon the return of the complete tool kit at the end of the session.

Hourly Access: \$8/hr. Available during business hours only. 10-5pm, Mon-Fri, and 12-4pm on Saturdays. No storage space available to hourly renters. A minimum Friend level membership is required.

Monthly Access: \$55/Month. 24 hour key entry access. One storage space is included. Additional storage shelves are available for \$20/additional shelf. Other terms of agreement apply. A minimum Individual level membership is required.

Firing Services/Fees: Firing services available to our hourly/monthly renters, outside community groups, and individuals. A minimum Friend level membership is required to utilize our firing services - \$2/high fire, \$1.75/low fire & bisque, per lb. Additional firing services are available.

Kiln Rental - Call for details - 271-5183

Pottery Lessons ~ Private /Semi-Private

For Kids & Adults - \$40/hr. (private): \$30/hr. per person (2-5 persons: shared) Specialties include: thrown and altered • tools • lidded forms • large forms • correct kiln loading • children's intensives • portfolio review

Group Programming Available! Call and we will design a custom program for your group - (585)271-5183

Become a Member!

Membership benefits apply to all programs throughout the Genesee Center! All levels include invitations to special events and Genesee Center newsletters.

Level	Amount	Hourly Rental Access	Discounts	T - Shirt	Notecards	2 Tickets to Arts Auction	Recognition in Brochure
Friend	\$25						
Individual	\$60						
*student/senior	\$50						
Household	\$80						
Sustaining	\$100-\$249						
Patron	\$250-\$499						
Sponsor	\$500-\$999						
Benefactor	\$1000 +						

Donations can now be made online through **PayPal**.
 Use this secure option to make a donation which will be used to further our mission of **Art for All People**.
 Just go to our website at **www.geneseearts.org** and click on 'make a donation.'

Class Registration: Pre-registration of ALL classes and workshops is required and should be completed 7 days before the start of class. To register less than 7 days ahead, please call for availability. Class size is limited, so register early. You may register by mail, in-person or via phone. You will not be sent a confirmation of your registration. Please make note of the starting date of your program. You will be contacted if the class of your choice is not available or if the class is cancelled.

Payment is due in full at time of registration. Cash, personal checks, VISA, or MasterCard are all acceptable forms of payment. A \$25 fee will be charged for returned checks.

!! Refund/Cancellations: A full refund will be given in the event a workshop/class is cancelled.

If you withdraw 7 days before the start of your class, your class fee will be refunded MINUS a \$20 registration fee. No refunds or credits are possible after this point. Prorating is not available. Refunds will be made within 30 days.

Class Registration & Membership

Form of Payment Cash Check VISA MC

Signature _____ Credit Card# and Exp. Date (month/year) _____

Name _____ Phone: day _____ evening _____

Address _____ City _____ State _____ Zip _____

email _____

class title _____	class time and date _____	\$ _____	Fee
_____	_____	\$ _____	
_____	_____	\$ _____	

For Pottery class - Tool Kit Deposit (\$15 optional)

GIFT CERTIFICATE: name of recipient _____ \$ _____

I want to be a MEMBER! Membership LEVEL (see above) _____ Is this a renewal? yes no \$ _____

I do not wish to be a member at this time I am currently a member through (date) _____ \$ _____

_____ I wish to make a tax deductible donation in the amount of \$ _____

make checks payable to:

- For Genesee Center support : **Genesee Center for the Arts & Education**
 - For photography classes: **Community Darkroom**
 - For pottery classes: **Genesee Pottery**
 - For printing & book art classes: **Printing & Book Arts**
- Total** \$ _____

MAIL all forms to - 713 Monroe Avenue, Rochester, NY 14607

GENESEE CENTER ^{for} Arts, Education & New Ideas, Inc.

Community Darkroom • Genesee Pottery • Printing & Book Arts

713 Monroe Avenue • Rochester, NY 14607

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*Make a difference! Contribute to the Genesee Center
so that we may continue to provide accessible programs
and opportunities for adults and youth to experience the arts.*

Contribute to our Annual Appeal
by responding to our letter or by visiting our website
- www.geneseearts.org
and clicking 'Make a Donation'

Your contribution helps us continue our mission
to provide "Art for All People"



*Thank You to our supporters!....and the many individuals
who have donated time, funds, and equipment!*

Looking for Donations! working film cameras • Mac w/Intel processor OS 10.4 or higher • Epson printers and scanners •
Adobe Creative Suite CS3/CS4 • digital projector, kilns, paper stock - please check community.wishbook.com for more items!