



Japanese Cultural and Community Center of Northern California

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PRESS ANNOUNCEMENT For Immediate Release

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FOCUSED: Digital Photography Workshop

San Francisco (March 28, 2013)—Capture the essence and true beauty of spring with “FOCUSED,” a digital photography workshop offered by the Japanese Cultural and Community Center of Northern California (JCCCNC). The three hour workshop is on April 27, 2013 from 11:00 a.m.—2:00 p.m. and will be in both English and Japanese. Taught by professional photographers Reiko Matsueda and Paul Mansfield, this workshop is designed to provide the knowledge and techniques from lighting to composition to camera controls, and to encourage development of a photographer’s unique style and creativity.

This 3 hour English/Japanese bilingual workshop will cover the following:

- Understand camera controls and settings
- Learn basic lighting and composition techniques
- Learn basic image editing
- Capture beautiful photos of cherry blossoms in Japantown
- Enter JCCCNC's online Cherry Blossom photo competition

Workshop fee is \$35 for JCCCNC Members and \$45 for non-members. Participants must bring and use their own digital camera. For more information and to register for this workshop, visit <http://bit.ly/PhotographyFocused> or call the JCCCNC at (415) 567-5505.

About the Instructors

Reiko Matsueda is a food, wine and lifestyle photographer, and her passion for photography has led her to work with clients such as Jericho Canyon Vineyard, Arabian Night Restaurant, and Upcider cider house-gastropub. Reiko is also an avid volunteer at the JCCCNC photographing events.

Paul Mansfield is a local food & wedding photographer who previously worked at Calumet Photographic and Wolf Camera, but has recently moved on to capture the world through his own lens with Mansfield Creative. Paul also organizes a series of Japan Photo Tours during the year.

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