



Todd Carlson, third year, photojournalism

# Work and Play

## Students explore a unique cultural site and Adobe's new software

Rochester's Strong National Museum of Play was the setting of an intensive photo shoot organized by RIT's School of Photographic Arts and Sciences in conjunction with Adobe Systems Inc.

RIT was one of 25 universities nationwide to participate in Adobe's Project: Photoshop Lightroom, which brought Adobe technical experts and noted photographer Colin Finlay to campus for a two-day workshop. On the second day, 15 students took their cameras to the recently expanded Strong National Museum of Play, the second largest children's museum in the U.S. and the only museum in the world dedicated to the study of play. Students received V.I.P. access to the entire museum, photographing visitors, employees, the

collections, exhibits and architecture.

After the shoot, students used Adobe's new Lightroom beta software to edit and select their final images and upload a selection of images to the Project Lightroom Web site.

"We wanted to capture the real spirit of children's approach to play in this unique documentary experience," said Professor Douglas Ford Rea '78 (photography). "This was an incredible opportunity for our students to work side by side with a world-renowned photographer as well as be among the first to work with software that will revolutionize the way photographers edit and prepare their images."

Some of the other universities chosen for this initiative include San Francisco Art

Institute, School of Visual Arts, Syracuse University, New York University, Parsons-The New School for Design.

"This is the first program of its kind for Adobe to work with the photographic education community," said Jennifer Stern, Adobe senior marketing manager, Lightroom beta and Photoshop, Professional Photographers. "RIT's photo school was always at the top of our list from the genesis of this project."

Kelly Downs

To view the RIT students' portfolio as well as work by other participating schools, visit <http://projectphotoshoplightroom.com>.



Katharine Sidelnik, fourth year, photojournalism



Poon Watchara-Amphaiwan, fourth year, advertising photography



Justin Skinner, third year, advertising photography



Lauren Termini, third year, photojournalism



Michael Gillman, third year, photojournalism



Gabrielle Plucknette, fourth year, photojournalism



Ashley Poole, fourth year, advertising photography



Jeff Shane, fourth year, photojournalism



Sarah Ward, fourth year, advertising photography