

Larry Berman

www.BermanGraphics.com
412-401-8100

As a digital technology expert working with artists

- Scanned slides and improved digital jury images for over 3,000 artists
- Photographs artwork and booths for artists
- Recommended by ZAPP and JAS as a resource to both art shows and artists
- Responsible for the square image format used by ZAPP which is fair for all artists submitting their images for jurying
- Created a Photoshop workflow to prepare your own images
- Created www.JuryImages.com for free ZAPP image processing
- Started an education program of seminars for artists and have done seminars for some of the country's top art shows, including; The Original Ann Arbor Street Art Fair, Milwaukee Lakefront, Main Street Fort Worth, Central Pennsylvania Festival of the Arts, Armonk Outdoor Art Show
- Seminars for the Maryland Institute College of Art, West Michigan Potters Guild, Craftsman Guild of Pittsburgh, The Best of Missouri Hands, Pensacola Museum of Art, WholesaleCrafts.com
- Workshops with Bruce Baker at the first two ZAPP conferences
- Answers imaging questions on all the art show forums
- Hosts a forum of over 4,000 photographers about selling art
- Have created over 100 web sites for artists to sell their art work

Writing about digital technology

- Writes for Shutterbug Magazine about imaging technology, and has written a series of interviews with master photographers of the past 50 years titled "*In the Mind of the Photographer*"
- Writes articles about digital photography, image editing and art shows for my www.BermanGraphics.com web site that hundreds of pages of articles
- Wrote the book titled "50 Fast Digital Camera Techniques"
- Wrote about the Smithsonian Craft Show digital jury system for the Juried Art Services web site
- Published in "Mastering Digital Printing" and featured on the cover of the French edition

Working with digital technology

- Consults with both ZAPP and JAS
- Beta tests Adobe Photoshop
- Beta tests ACDSee Systems image viewing program
- Skilled in the use of the latest Nikon digital camera and flash equipment

Photography background

- Staff photographer for the New York Nets ABA basketball team from 1974-1976, the last three years of the ABA **www.BermanSports.com**
- Assignments and hundreds of published photographs from the NBA programs, Newsweek, Sport Magazine, Black Sports Magazine, Converse and Spaulding during the 1970s
- Represented by The Image Bank stock photo agency for over 20 years
- Sells original photography at art shows for over 30 years
- Sells and licenses original photography for stock and editorial use from four different web sites
- Consults with local businesses about their photography needs
- Teaches artists how to photograph their own artwork

Formal Education

- Graduated from Queens College (Flushing NY) with a BA degree 1971 with majors in psychology and education
- Qualified to get a teaching license but became interested in photography

Web sites for additional resources

- **www.BermanGraphics.com**
- **www.JuryImages.com**

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