

Larry Berman  
PO Box 265 Russellton, PA 15076  
412-767-8644 800-350-9289

### **As a digital technology expert working with artists**

- Scanned over 10,000 slides of artwork and prepared accurate digital jury images for over 1,500 artists since August 2004
- Recommended by the two digital jury systems as a scanning resource to both art shows and artists
- Responsible for the square image format used by ZAPApplication which is fair for all artists submitting their images for jurying
- Created a Photoshop workflow for artists to follow in preparing their own images
- 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 Festival of the Arts, Main Street Fort Worth Art Festival, Central Pennsylvania Festival of the Arts, Armonk Outdoor Art Show
- Done 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
- Answers all the technical imaging questions on the ZAPApplication forum and other 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 technology, art show and Photoshop for my 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

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### **Working with digital technology**

- Beta tests Adobe Photoshop
- Beta tests for ACDSee Systems image viewing program
- Skilled in the use of the latest 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
- Assignments and hundreds of published photographs from the NBA programs, Newsweek, Sport Magazine, Black Sports Magazine, Converse and Spaulding during the 1970s
- Spent over 20 years represented by The Image Bank stock photo agency
- Selling original photography at art shows for over 30 years
- Sells original photography prints as fine art, for stock and editorial use from four different web sites
- Consults with local businesses about their photography needs

### **Formal Education**

- Graduated from Queens College (Flushing NY) with a BA degree 1971

### **Web sites for additional resources**

- [www.BermanGraphics.com](http://www.BermanGraphics.com)
- [www.LarryBerman.com](http://www.LarryBerman.com)
- [www.ZAPApplication.org](http://www.ZAPApplication.org)
- [www.JuriedArtServices.com](http://www.JuriedArtServices.com)