

Writing Workshop

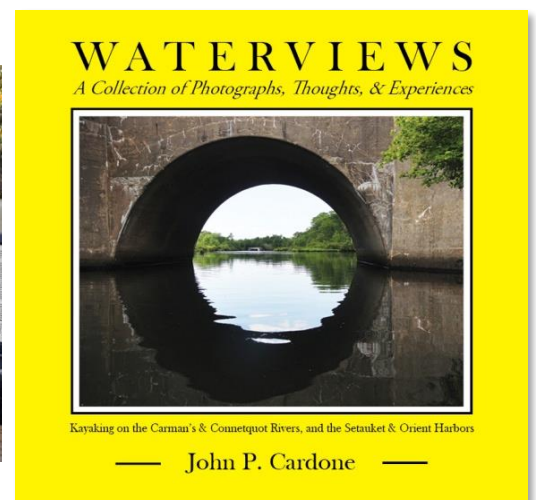
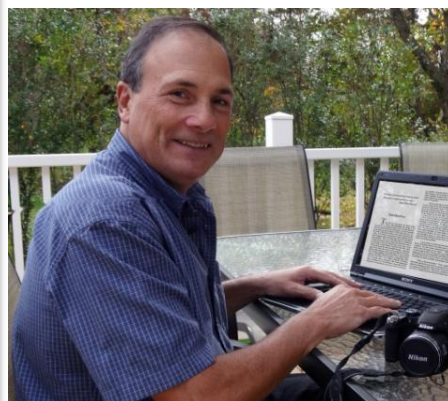
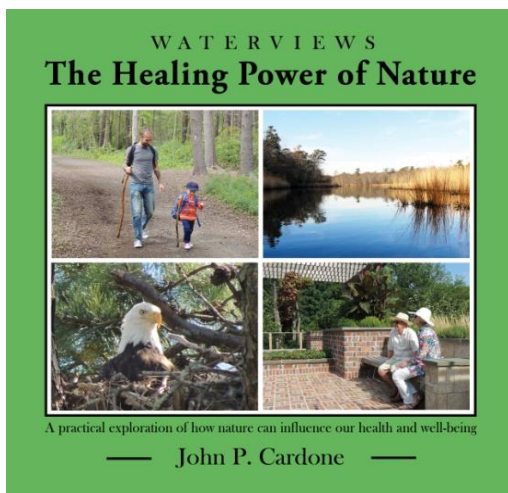
Photo-Books: *The Art of Writing with Pictures*

by John P. Cardone

Photo-books are increasing in popularity; however creating one requires a great deal of expertise. This writing workshop is designed for anyone who is interested in the topic, would like to learn more about the creative process, or who has a project in mind.

Long Island author, photographer, lecturer, and photography instructor John P. Cardone will draw from his experiences and point out some potential issues with a book's production steps in this informative session! Learn how to structure your own photo-book, explore editing methods for selecting both images and text; decide on the theme and appropriate type of book for your subject, and explore its marketing potential. John will present samples of types of photo-books while discussing their best features—including graphic style, design and layout. Get tips on the business side: such as understanding page-count economics along with the formula for book price setting and the profit making ratio. Writing with pictures is truly an art form; this workshop will cover important elements such as the best photo formats, how to select the book's dimensions, the best picture sizes, and maintaining quality throughout the project. Plus you'll have an opportunity to discuss your photo-book project and ask questions to help move your book forward.

In addition to this writing workshop, John has presented a number of lectures on nature – including “The Nature Around Us”, “The Carman’s River: An Amazing Natural Beauty”, “Let Nature Inspire You”, and his personal favorite, “The Healing Power of Nature.” He has been invited to speak at the Survivorship Meeting of the LI Chapter of the National Leukemia and Lymphoma Society, Long Beach Library, Levittown Library, Sachem Library, the Connetquot Public Library, the Clark Botanic Gardens, the Nassau County Hiking Club, the Holtsville Wildlife & Ecology Center, the Wertheim National Wildlife Refuge, and the Quogue Wildlife Refuge among others.



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