

# THE ART OF SEEING: THE EQUESTRIAN WEST PHOTO WORKSHOP

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## BUFFALO BILL CENTER OF THE WEST



BY WILLIAM SHEPLEY • **OCTOBER 9-11, 2020**

The Art of Seeing deconstructs the ingredients of photographic imagery to ascertain what makes a photo appealing and important. There are visual components, action components, historical components and the human component. The workshop teaches how to look for these components, recognize when they are present, and include them into framing and photo captures.

### **SESSION ONE** • 7:00 PM TO 9:30 PM FRIDAY, OCT. 9

John Bunker Sands Gallery, Buffalo Bill Center of the West

A presentation on the history of photography, including an overview of the use of the camera as a documentary and artistic medium.

A discussion of the fundamentals of the Art of Seeing, using William Shepley's photographs as examples.

### **SESSION TWO** • 10:30 AM TO 6 PM, SATURDAY, OCT. 10

John Bunker Sands Gallery and the Hoodoo Ranch

**10:30 to Noon:** presentation on the Art of Seeing

**Noon to 1:30 p.m.:** lunch on your own

**1:30 to 6 p.m.:** location shoot at the Hoodoo Ranch

### **SESSION THREE** • 10:00 AM TO 12:30 PM, SUNDAY, OCT. 11

John Bunker Sands Gallery, Buffalo Bill Center of the West

Presentation and critique of participants' photographs from the location shoot.

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*The Art of Seeing is a three-day intensive study and application of the techniques I have developed to increase the photographic skills of the participants. The concepts are universal and applicable to virtually any medium, not just photography. Participants will notice a dramatic transformation in the way they understand the visual arts and photography.* —William Shepley

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### INFORMATION FOR STUDENTS

*The principles I teach can be applied through almost any camera, so no special or professional equipment is required. Even a smart phone camera is acceptable. — William Shepley*

#### **RECOMMENDED EQUIPMENT:**

- A camera with a 1.8 to 2.8 f-stop lens with a 50 to 120 mm focal length.
- Thumb drive
- Camera bag

#### **RECOMMENDED CLOTHING SUITABLE FOR ANY WEATHER CONDITIONS:**

- All-terrain footwear
- Rain jacket, windbreaker, and/or warm coat

#### **COVID-19**

The workshop will be conducted with social distancing in mind, and students will be expected to drive themselves to the Hoodoo Ranch, approximately 13 miles south of Cody, off the Meeteetse highway. Wearing masks is optional but recommended.

#### **DIRECTIONS TO THE HOODOO RANCH**

From Sheridan Avenue, proceed out of town east on the Greybull highway (US 14 E/ US 16 E/ US 20 E). Turn right onto WY-120 E, the Meeteetse highway; proceed for 7.8 miles. Turn right onto Rd 3Cq; proceed for 1.6 miles. Continue another 1.8 miles on the Hoodoo Ranch Road. The ranch buildings are on the left.

For questions concerning the workshop, please contact Mary Robinson, [maryr@centerofthewest.org](mailto:maryr@centerofthewest.org), 307-578-4063 or Gretchen Henrich, [gretchenh@centerofthewest.org](mailto:gretchenh@centerofthewest.org), 307-578-4061.