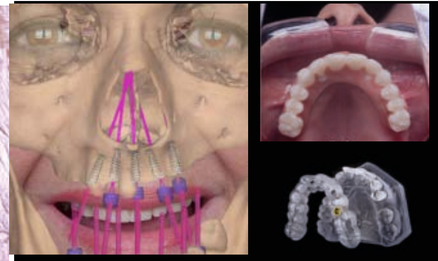
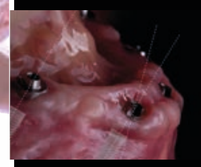
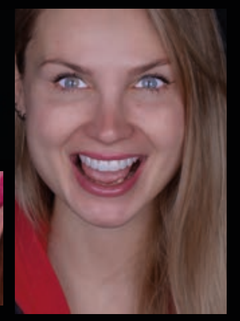
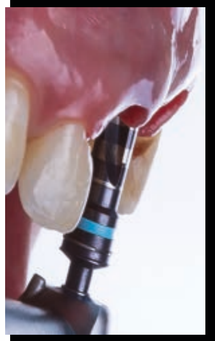
# TORONTO

JULY 19 & 20

SHAW
Lab Group





When the Pictures Really Matter

Camera Settings
Modified Dental Photo Protocol Hands On
Lightning Hands On
Software Management Workshop
Composition Workshop
Teamwork workflow ( photo based )
Dental Photo Diagnostic
Color shade photo guidance
Social Media for dentist
Artistic Session demonstration
Rules for Branding & Dentistry Marketing

DE AGUIAR

OSTOS

# SHAW
## Lab Group

**DATE** July 19-20, 2024

**SCHEDULE**

8:30am - 9:00am Registration & Breakfast

9:00am - 5:00pm Lecture & Hands On

**LOCATION**

Shaw GTA Education Center

105 Bentworth Avenue, Unit 1

North York, Ontario, CA M6A 1P6

**COST**

$1500 + HST

**EARLY BIRD PRICING**

$1300 + HST (Early Bird Pricing available until May 31st)

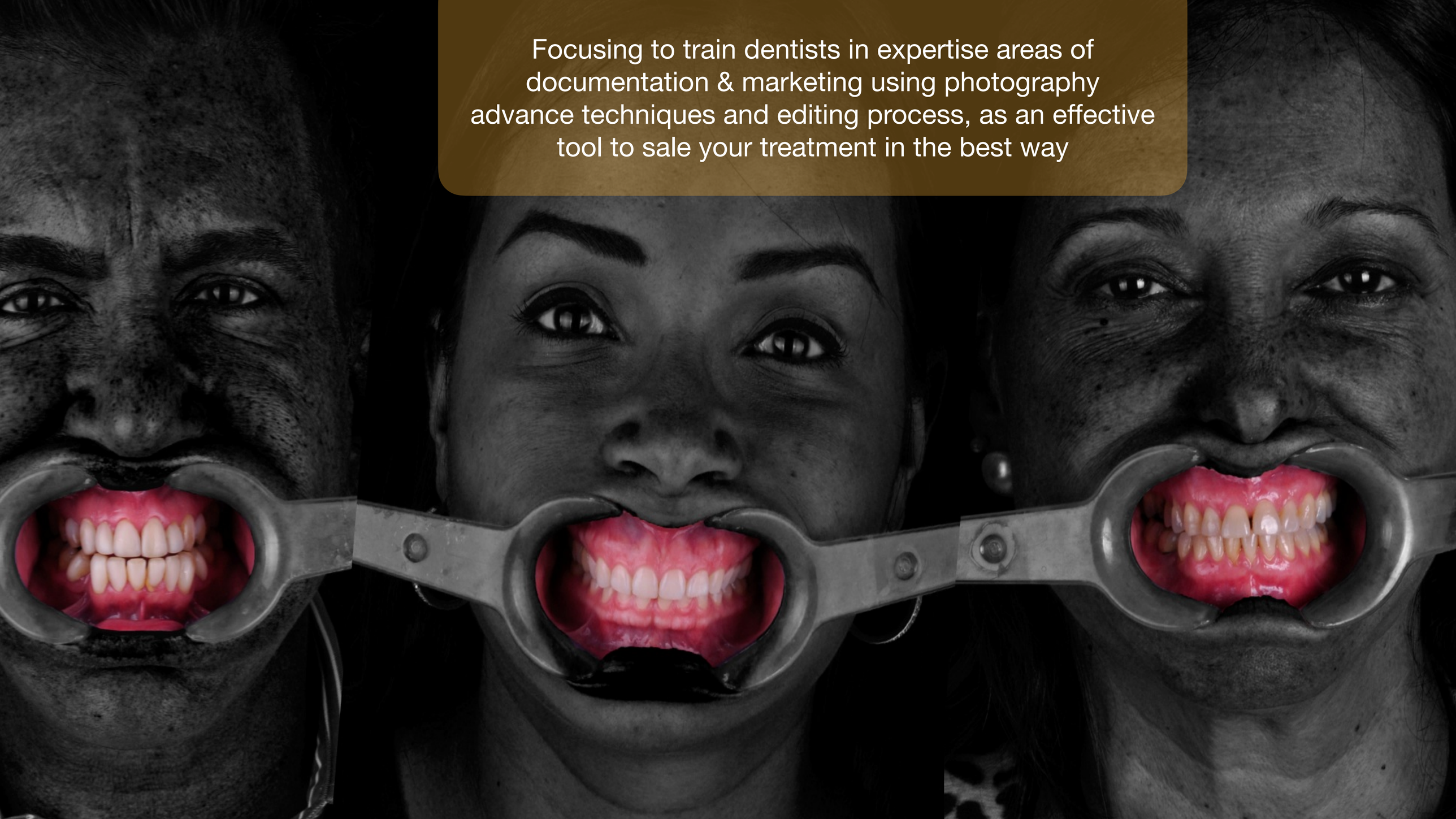
TORONTO

## MISSION

When The Pictures Really Matter (WPRM) is an international project focusing on improve skills on dentistry through graphic techniques for better communication among specific areas such as **teamwork communication**, **patients** & **clinician understanding**, **scientific resources** & **marketing strategies**.

## VISION

With intention to spread out our knowledge across the world, WPRM aim to establish protocols on diverse dentistry area, being main referral on his field.



Focusing to train dentists in expertise areas of documentation & marketing using photography advance techniques and editing process, as an effective tool to sale your treatment in the best way

# OBJECTIVES

- **Camera Settings**
- **Modified Dental Photo Protocol Hands On**
- Lightning Hands On
- Software Management Workshop
- Composition Workshop
- Teamwork workflow ( photo based )
- Dental Photo Diagnostic
- Color shade photo guidance
- Social Media for dentist
- Artistic Session demonstration
- Rules for Branding  &  Dentistry Marketing

# Main Agenda
## General Program

Dentist, Dental Technicians, Assistant, Shareholders

## DAY 1

**Camera Settings Theory**
**(lecture by Dr. Ostos )**

Light Management Concepts
Dentistry Photo Equipments
Light Functional Dental Photography
Exposure Triangule on Dentistry

**COFFE BREAK**

Camera Settings according to Dental Office requirements
AACD Photo Protocol & Modifications
Photo perspectives on different Dental procedures

**Extraoral / Intraoral protocol Hands On**
**(by Dr. Ostos, Dr. De Aguiar, Dr. Notarantonio )**

According to AACD Protocol, the instructors will be guiding to their audience, to adopt different positions an perspectives on Live Patient. Different lighting techniques usage hands on will be made by each participant.

**COFFE BREAK**

**Light - Shadow Box technique Hands On**

A mini Studio Set will be developed into 4 lightning exercises which points out to improve the understanding photography principles such as Upside Down Perspectives & Matching images from the clinical Protocol to lightning box, Diafragma control, Focal points and lightning FX's

**Artistic Photo Session**

Free shooting on a model, capturing facial gestures and mouth perspectives. All Participants Included.

**Shading Selection Technique**

Through this Hands on Participants will be able to understand the process of shade tooth selection, using cross-polarization technique along with Lab mode software processing.

## DAY 2

**Photo edition / social media Lecture**
**(lecture by Dr. De Aguiar )**

Brain Perception and his relation with image management
Selective Audience message directions
Image & emotions
How to sale your treatment boosting your communication

**COFFE BREAK**

Color from functional to digital.
Legal Resources from Dental Photography
Software Management for Dental Photography Edition
Social Media Strategies
Creating Emotional & Art Dentistry

**Keynote / Photoshop /Lightroom Hands on**
**(lecture by Dr. De Aguiar )**

Starting from Keynote / Power Point Manage support with intention to direct diverse Photoshop tools in order to apply on a very professional presentation. Photoshop tools will be shown and teach during the Hands On. ( Mac equipment as recommendation ). A Photo Calibration exercise, cutting art & image superposition, Fixing common problems on dental photography.
Lightroom Benefits and develop demonstration. Principle o Lightning and shadows.

**COFFE BREAK**

**Composition Hands On**

After Hands On the participants will be able to create their own ideas and concepts on a free board. they got only an hour and "sale" the results to the others.

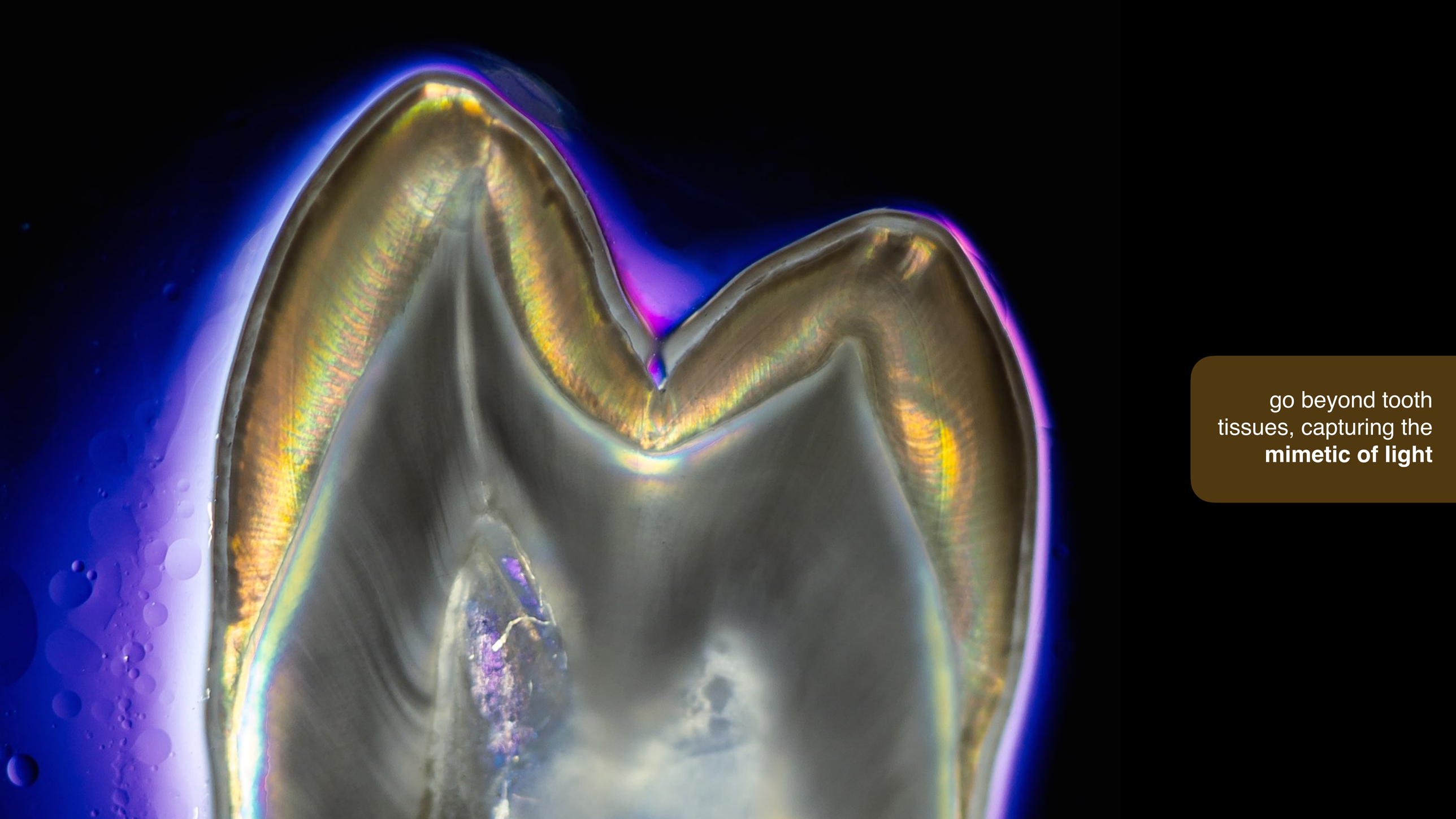
Buenos Aires - Argentina
Bauru - Brasil
Maracaibo -Venezuela
Quito - Ecuador
Guayaquil - Ecuador
Merida - Venezuela
Sto. Domingo - R.D.
Caracas - Venezuela
Chicago - USA
Bogota - Colombia
Dubai - UAE
New York - USA
San Diego - USA
Nashville - USA
Hosuton - USA
Miami - USA
Sao Paulo - Brasil
Toronto - Canada
Cali - Colombia
Bogota - Colombia
Medellin - Colombia
Manama - Bahrain
Kuwait City - Kuwait
Jeddah - Saudi Arabia

# basic requirements

**Requirements for the Participants:**

- Photo Camera DSLR or Mirror less type and Accessories (optional)
- Adobe Photoshop software up to **Cs5** version installed (Full or Trial version) mandatory
- Adobe Lightroom up to **5  version CC CLASSIC** (Full or Trial version) mandatory
- Laptops with Windows must have **PowerPoint** installed
- Laptops with MAC iOS must have **Keynote** installed

***ask for a bundle list recommendation**



go beyond tooth tissues, capturing the **mimetic of light**

create an harmonic
**composition** in order to
suggest your ideas to others

**speed of light control** as great tool of art & composition

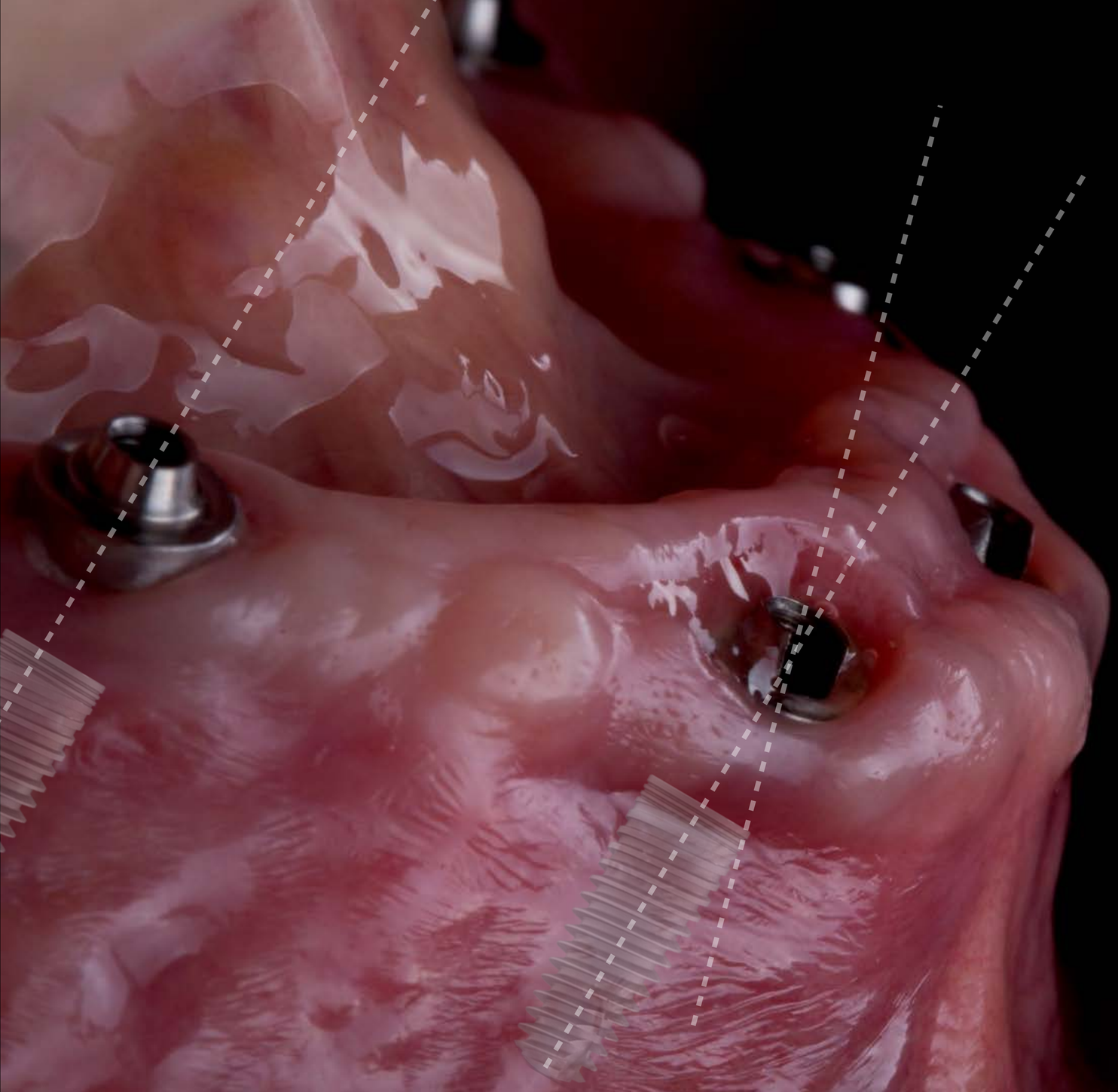
mapping out the teeth
tissue colors and match the
correct **value** trough
**software comparison**

**layering ceramic capture**
regarding to value - hue &
fx on mapping

POLARIS

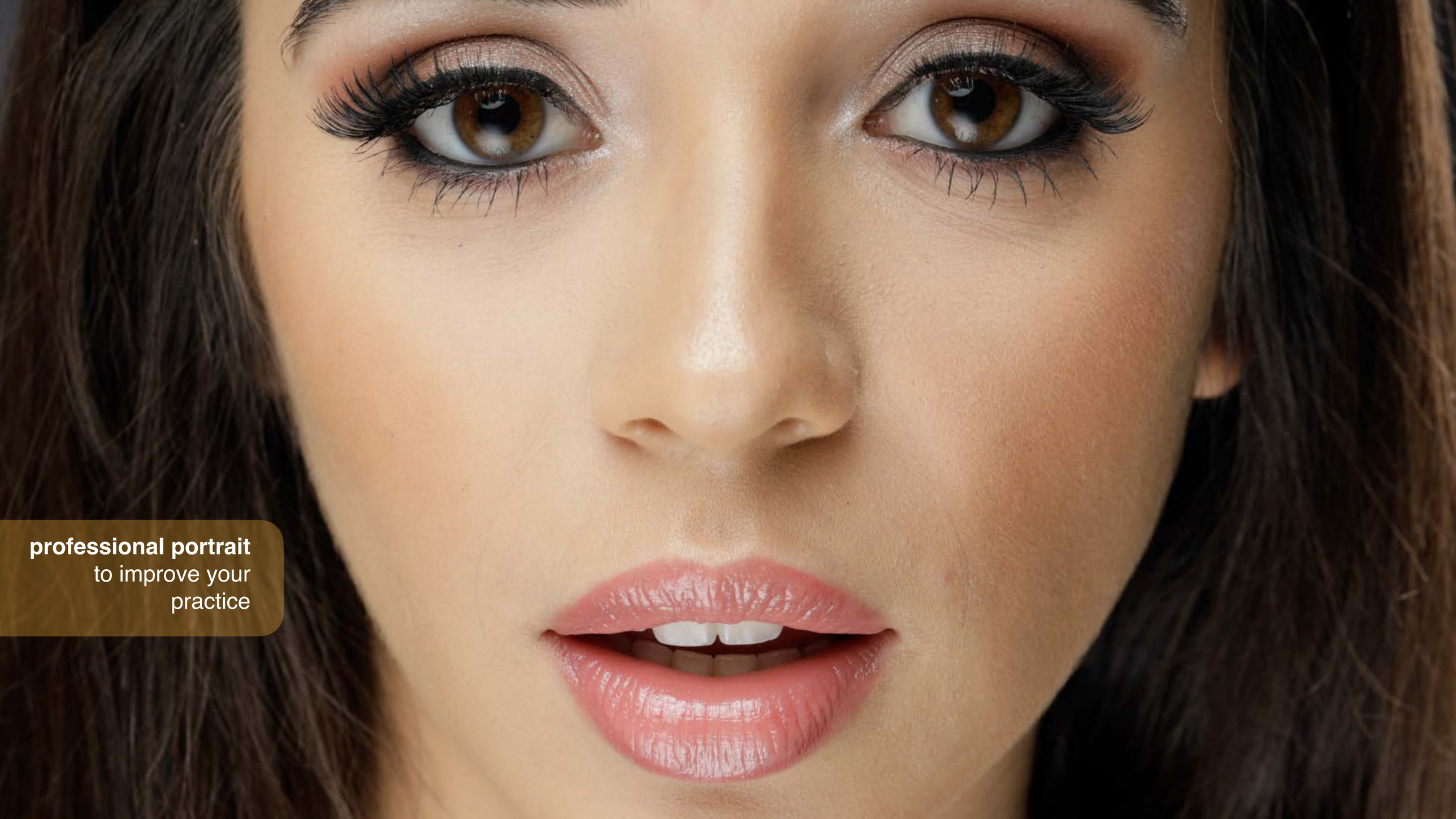
Shade Selection **Valor y Croma** & communication with dental lab through photoshop advance set up

Ps



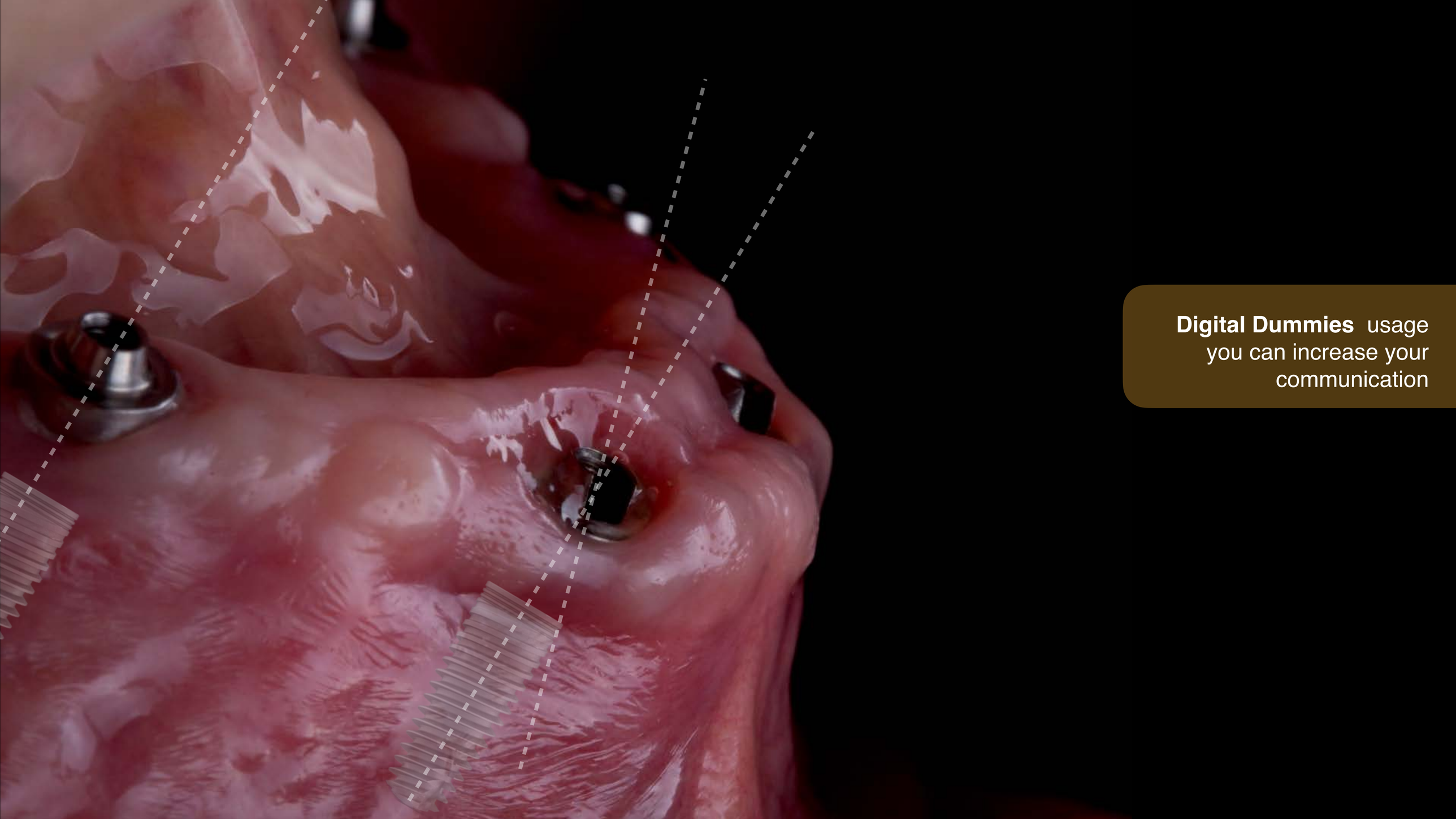
using **Digital Dummies**
may improve explanations
to your shareholders

**studio set training**
Portrait performance &
artistic photos


**professional portrait**
to improve your
practice

**reverse light technique** for a perfect white - a classic performance adapted to dental activities

**push your**
creativity



**Digital Dummies** usage
you can increase your
communication

WPRM instructors also serve as a **image consultants** on several dentistry brands

Surgical strategies to capture the best **graphic product**

**the dentist third**
through outcome

becoming an
**artistic expression**

becoming an
artistic expression

# Eduardo **De Agüiar**

image edition - media - art instructor

*2002* **General Dentist**
Universidad Santa Maria *Venezuela*

*2006* **Implantologyst**
Pontificia Universidad Catolica *Argentina*

*2007* **Professor at Periodontics - Implant MS Program**
Universidad Santa Maria *Venezuela*

*2008* **Dean of Dental Implant & Esthetics MS Program**
Universidad Santa Maria *Venezuela*

*2010* **Professor at Dental Implant MS Program**
Universidad Santa Maria *Venezuela*

International Lecturer for many dentistry brands

# Jesus **Ostos**

setting camera instructor

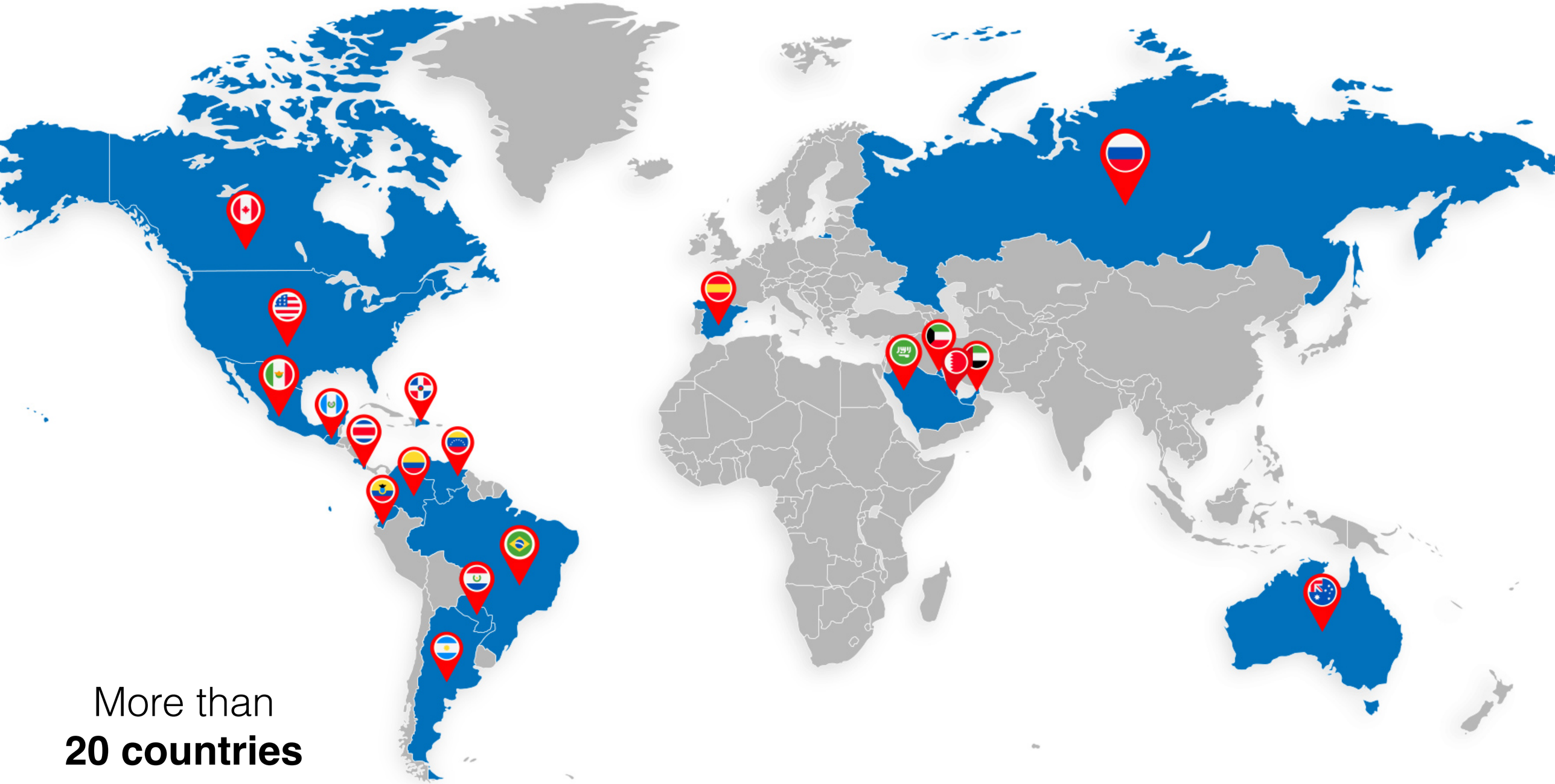
*2010* **General Dentist**
Universidad Santa Maria - *Venezuela*

*2012* **GPR training**
Universidad Santa Maria - *Venezuela*

*2012* **Director of dental photography course for MS training**
Universidad Santa Maria - *Venezuela*

*2015* **Implantologyst**
CPO Bauru - Brasil

International Lecturer for many  dentistry brands



More than
**20 countries**

when the pictures really matter

…more than a dental photography course… a philosophy