

Press Release

International Colorist Academy (ICA) Presents at IBC Post Production Training Zone

Veteran Colorist, Kevin Shaw Presents “Creating Unique Looks and Styles with Digital Vision Grading Systems” – Hall 7

Los Angeles, London, Sydney – September 11, 2009

Kevin Shaw, co-founder of the International Colorist Academy (ICA) is presenting a colorist training course at the IBC Post Production Training Zone, Hall 7, on Sunday - Tuesday, September 13-15, 2009.

The sessions, “Creating Unique Looks and Styles with Digital Vision Grading Systems” will demonstrate how the Digital Vision Film Master creates a variety of looks in a DI workflow, in simple and effective ways. The examples will include a variety of Film Master color tools, DVO, Blend Modes and their typical applications. Those interested in attending one of the sessions may reserve a spot <http://www.ibc.org/page.cfm/link=164> on the IBC website.

ICA offers colorists a wide variety of technique-based courses, from basic color theory, digital intermediate and film workflows, telecine and lab, client interaction, speaking the language of DP's, looks and styles, and covers a broad range of manufacturer color grading systems.

Students have offered thoughts on their experience with the ICA courses and instructors:

“If you're interested in color you cannot go wrong by attending this course [Color Strategies]. In three days you'll receive the fundamentals you didn't know you didn't know, and the cool tricks you crave, all delivered by a working professional taking time off to share colorist secrets.” -- Chris MacKarell, Freelance Finishing, New York.

“A really detailed and well structured course course [Color Strategies] delivered with clarity. I'd recommend it to anyone wishing to strengthen their digital grading theory.” -- Kenny Gibb, Freelance Colorist, London.

“I wanted to write you and thank you again for the course [Color Strategies]. It has been a great experience. The course has been a booster of knowledge and experience for me. In three intense days I have learned so much about coloring and being a colorist, coloring techniques and theories, but also general advices about workflows. It has been exactly the experience I was hoping for!” -- Elisa Mariani, Colorist, the Netherlands.

“The course [Advanced Film Master] was very informative and educational. I especially like that there was an extra day where the instructor accommodated our questions and discussed specific issues each of us had to deal with back home. I gathered valuable information that I was able to use immediately on my next grading session. The course included lessons on both the technical and creative sides of color grading. Kevin has thorough and in depth knowledge of Film Master. He gave us an honest assessment of its capabilities and limitations. I would recommend the master class to people with at least a year of experience color grading using Film Master.” -- Aurea Anden, Colorist Underground Logic, Inc. Philippines.

The ICA schedule of upcoming courses includes:

- Colorist Strategies – Berlin, Germany – October 13-15, 2009
- Colorist Strategies – Los Angeles, USA – November 7-9, 2009
- Advanced Film Master – Los Angeles, USA – November 10-11, 2009
- Colorist Strategies – Australia – November, 2009

To book your spot in one of the above courses, please visit:

<http://www.icolorist.com/Courses.html> and complete the registration form.

About International Colorist Academy (ICA)

The International Colorist Academy (ICA) provides training for colorists by colorists and offers a range of courses geared towards colorists and post production facilities. Courses are delivered by independent colorists located around the world and range from basic color theory, digital intermediate and film workflows, telecine and lab, client interaction, speaking the language of DP's, looks and styles, and cover a broad range of manufacturer color grading systems. For more information please visit: www.icolorist.com, or email: info@icolorist.com

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