

Unwrap a new hobby or interest - look inside now!

- Arts, Crafts & Hobbies
- Computers & Technology
- Health & Fitness
- Home & Garden
- Money Matters
- Language
- Literature
- Wine Tasting
- Screenwriting & Film Making
- Photography



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**SPRING 2012**



62 Courses Inside -  
**SWEET!**



Division of Continuing Education

## ARTS, CRAFTS & HOBBIES



### Beginning Creative Watercolor

**Instructor:**  
Jennie Szaltis

Tuesdays  
May 22 – June 26  
6:30 – 8:30 p.m.

**(\$119)**

■ This class is for individuals with little or no experience in watercolor painting. We will begin with the basics in techniques of color blending and mixing, painting on both wet and dry paper. Class exercises will be pre-drawn, so no drawing experience is necessary. **Supply options:** You may purchase your own supplies using the supply list provided (approx. \$80 value) or you may rent gently-used supplies from your instructor for the course duration. All rented supplies must be returned at the end of the course.

### Beginning Creative Watercolor – Part 2

**Instructor:**  
Jennie Szaltis

Tuesdays  
July 10 – Aug. 14  
6:30 – 8:30 p.m.

**(\$119)**

■ Building on basic watercolor techniques and extended color blending, you will be introduced to negative painting and the use of mastoid and other techniques to begin building a platform for creativity in watercolor. Learn how easy watercolor can be. Class exercises will be pre-drawn so no drawing experience is necessary. **Supply options:** You may purchase your own supplies using the supply list provided (approx. \$80 value) or you may rent gently-used supplies from your instructor for the course duration. All rented supplies must be returned at the end of the course.

**NEW!**

## Texas Hold 'em

■ Texas Hold 'em is among the most popular games played in casino poker rooms. It is the game used to determine the world champion at the World Series of Poker. This course, designed for new players and rookies, will help you learn the game from A to Z. In this four-week course, you will learn: limit poker, no-limit poker tournament poker, strategies, position and money management. Learn dozens of techniques to get you into the game!

**Instructor:** Alan Lutz  
Mondays, June 4 – 25, 7 – 9 p.m.  
Tuesdays, June 5 – 26, 7 – 9 p.m.  
Mondays, July 30 – Aug. 20, 7 – 9 p.m.  
Tuesdays, July 31 – Aug. 21, 7 – 9 p.m.

**(\$89)**

## Introduction to Sewing

**Instructor:**  
Hatice Mackay

Saturdays  
June 2 – 23  
9 a.m. – noon

**(\$119)**

■ Learn hand-sewing techniques as well as how to operate your sewing machine. There will be an overview of materials, threads, printed patterns and your own patterns. You will create a project of your choice based on your skills. Please bring in a yard of inexpensive, non-stretch cotton material and contrasting thread.

### Drawing – Level 1

**Instructor:**  
Jennie Szaltis

Thursdays  
July 12 – Aug. 16  
6:30 – 8:30 p.m.

**(\$119)**

■ You can change the way you see the world around you. Drawing exercises will begin to develop techniques that will set you on the path to draw what you see. We will start with an understanding of contour drawing and negative shapes. The class will close with the introduction to shading.

**Required supplies:** (1) ebony or 6B pencil, (1) 18" x 24" newsprint pad and (1) large kneaded eraser.

### Drawing – Level 2

**Instructor:**  
Jennie Szaltis

Thursdays  
May 24 – June 28  
6:30 – 8:30 p.m.

**(\$119)**

■ Continuing from Drawing - Level I, your drawing abilities begin to take shape. We will build on the drawing basics of line, shape and value. Light source and value study become the focus as we move into drawing still-life arrangements.

**Required supplies:** (1) ebony or 6B pencil, 18" x 24" newsprint pad and (1) large kneaded eraser.

## COMPUTERS & TECHNOLOGY



### YouTube for Business and Pleasure

**Instructor:**  
Sharon Y. Cobb

Saturday  
June 2  
9 a.m. – 5 p.m.

**(\$99)**

■ Whether you want to set up your own YouTube channel for sharing videos with friends or create your own worldwide platform to broadcast your videos or short films you've produced, this workshop is for you. YouTube is the perfect platform for your business videos featuring services and products. Enhance your Internet marketing push with YouTube.



## iPad, iPhone and the App Store

**Instructor:**  
Terry Jarrell

Thursday, May 24  
6 – 8 p.m. OR

Thursday, June 28  
6 – 8 p.m. OR

Thursday, Aug. 23  
6 – 8 p.m.

**(\$39)**

■ The popularity of the iPad and iPhone has taken the world by storm; come see how these devices can enrich your digital lifestyle. These devices are not just consumer toys. Along with their own version of OS X, named iOS, they're designed to suit the needs of everyone, from the casual consumer to demanding corporations. Learn tips and tricks to make the most of your new portable best friend.

## Introduction to Mac OS X

**Instructor:**  
Terry Jarrell

Thursday  
July 26  
6 – 8 p.m.

**(\$39)**

■ Explore the most advanced operating system in the world. This class introduces you to the ease of using your Mac with the enormously powerful, safe and friendly OS X operating system. We will take a tour among the wealth of included applications, safety and security features and other items that place the Mac OS X in a premium spot among computer users all over the world. Bring your MacBook or MacBook Pro to follow along.

## Improving Your Internet Search Skills

**Instructor:**  
Stephanie Weiss

Tuesday  
July 17  
6:30 – 8:30 p.m.

**(\$29)**

■ In this class, you'll learn to increase the effectiveness of Google and other search tools to locate information on the Web. You will also gain a basic understanding of search methods and results pages to help you streamline your online time.

## HEALTH & FITNESS



### Camping, Backpacking and Outdoor Survival

**Instructor:**

Ken Moncrief  
Classroom instruction  
Mondays: May 7 & 14,  
June 4, 11, and 18  
6:30 – 8:30 p.m.  
Outdoor instruction  
Saturdays: May 19 and  
June 16, 9 – 11 a.m.

**(\$129)**

■ Whether you are a hunter, boater, fisherman, camper, hiker or backpacker, this course is for you. The course of instruction approaches the physical, mental and technical aspects of staying alive in the outdoors. You'll learn what to include in a survival kit and how to use it to be found if you're ever lost or injured.

## Introduction to Energy Healing

**NEW!**

**Instructor:**  
Danielle Mincey White

Mondays  
June 25 – July 9  
6:30 – 8:30 p.m.

**(\$69)**

■ Unresolved emotions, caused by disruptions in the body's subtle energies, can compromise our potential for happiness. In this course, you will learn a helpful technique to increase your energy flow. Emotional Freedom Techniques (EFT) address the causes of energy disruptions with a gentle tapping procedure (using the fingertips) with impressive results. By addressing unresolved emotional issues, EFT has proven effective with everyday ailments and personal performance goals.

## Yoga Basics

**Instructor:**  
El Grabar

Thursdays  
June 7 – July 5  
6:30 – 8 p.m.

**(\$79)**

■ This course offers an instructional style based on postural precision and alignment for restorative benefits. Classes involve working with details of standing poses, bending movements, twists and inverted poses. First-time yogis to more experienced practitioners can better understand the practice of yoga to build strength, increase flexibility and bring balance by cultivating a sense of inner well-being. Please wear comfortable clothing and bring your own mat, yoga blocks, belts and a blanket to enhance your practice. All levels welcome.

## Restorative Yoga Therapy

**Instructor:**  
El Grabar

Thursdays  
July 26 – Aug. 23  
6:30 – 8 p.m.

**(\$79)**

■ This course offers you an opportunity to learn how to release inner body tension and strengthen core muscles through a guided sequence of stretches, balancing core support system for flexibility and movement. Whether you are in need of deep stretching or find yourself dealing with stress or chronic pain, the practice of yoga therapy can help release core body tension, relax the nervous system and bring balance and health back to the body, mind and spirit. Please bring your own mat, several blanket supports and any other props you use in your own practice. All levels welcome.



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**NEW!**

## Beginners Meditation

■ This class will provide you with techniques to assist you in developing a meditation practice for your own peace and well-being. Learn proper breathing to optimize your relaxation into the practice of meditation. Enter the world of guided imagery meditation, sound and vibration relaxation therapy and other forms of therapy. Meditation is safe, healthy, timely and regenerative.

**Instructor:** Pixie Larizza  
Wednesdays, July 11 – 25  
6:30 – 8:30 p.m.

**(\$69)**



## Belly Dancing For Fun

**Instructor:**  
Hatice Mackay  
Saturdays  
Aug. 4 – 25  
9 a.m. – noon

**(\$99)**

■ Learn the beautiful art form of oriental belly dance from a native dancer. Exercise your mind, body and spirit! All ages and levels are welcome. You'll learn posture, technique and movement while exploring various dance styles: modern and classical Egyptian, Turkish, Turkish Roma, as well as other Middle Eastern dances. Learn to use various props: veil, double veil, wings, cane and zills. Please wear comfortable clothing and a hip scarf if available.

## HOME AND GARDEN



### Natural Wonders of Northeast Florida

**Instructor:**  
Jason McGregor  
Mondays  
May 7 – 21  
6:30 – 8:30 p.m. AND  
Saturday  
May 19  
8 a.m. – noon

**(\$89)**

■ Have you ever wondered which creatures live in the marsh down the street, or what is making all of those peculiar, singing sounds in the nighttime trees and bushes? Are you curious about how the local landscapes were formed and why certain trees and plants grow here, but not there? This course is an introduction to the diverse habitats and landscapes of Northeast Florida. Your instructor will guide you on a survey of the plants and animals of the Florida flatwoods, tidal marshes, cypress forests and coastal marshes. You will spend three sessions in an interactive, enjoyable classroom format. The Saturday May 19 session is a half-day field trip to a public nature park.

## Home Staging and Home Styling

**NEW!**

**Instructor:**  
Becky Harmon  
Monday  
May 14  
6:30 – 8:30 p.m. OR  
Thursday  
Aug. 16  
6:30 – 8:30 p.m.

**(\$39)**

■ This class illustrates all the important, but often overlooked areas that need attention to sell your home fast and for more money. If you are not selling, it covers all the ways to make your home more up-to-date without spending a fortune. There are great do it yourself tips and tricks. The presentations include before and after pictures on de-cluttering, paint color, furniture placement, curb appeal, remodeling your kitchens and baths, and more.

## Landscape Design for the Homeowner

**Instructor:**  
Matthew Barlow  
Thursdays  
May 17 – 31  
6:30 – 8:30 p.m.

**(\$69)**

■ Learn how to draw and implement landscape plans providing you accurate views of what goes where for that professional looking yard. This course shows how to avoid costly errors by locating the right plant in the right place and determining the number and size of plants needed to complete a project. We will discuss the use of native and unusual plant material. You will learn how to select plant material, draw a plan to scale and complete an impressive plan by using basic landscaping principles. Suggested materials list will be handed out at the first class.

## Learn to Fly Fish

**Instructor:**  
Captain Randy Lanier  
Tuesdays  
May 22 – 29  
6:30 – 8:30 p.m. AND  
Saturday  
June 2  
9:30 – 11 a.m.

**(\$59)**

■ This three-session course for beginner or intermediate fishermen will teach you how to fly fish while wading, from boats and from kayaks.

- Learn to rig fly rods
- Identify different fly lines and when to use them
- Discuss different fly rods and how they affect casting
- Explore casting techniques with different weight rods

The last class will teach hands-on casting instruction on Saturday, June 2. All equipment is furnished.



**NEW!**

## Get Organized!

**Instructor:**  
Katie Weaver

Tuesday  
June 5  
6:30 – 8:30 p.m.

**(\$29)**

■ Overwhelmed by the clutter and paperwork life brings you? This class addresses areas many find too much to handle alone. This class will give you simple step-by-step instruction on tackling personal paperwork, kids, home clutter, business paperwork and files, storage buildup, teaching or home schooling paperwork, time management, downsizing and much more. You will be given simple ways to manage these areas and keep them in order for years to come.

## Constructing Water Gardens for Your Yard

**Instructor:**  
Jason Duffney

Tuesdays  
June 12 – 26  
6:30 – 8:30 p.m.

**(\$69)**

■ Whether you prefer the sound of a babbling brook or the rush of Niagara Falls, this three-week course is designed to aid you in constructing water garden features that will add hours of enjoyment and enhance your landscape. Learn about different options for any size yard or patio, construction techniques, maintenance tips and more.

## Color in the Jacksonville Garden

**Instructor:**  
Matthew Barlow

Thursdays  
June 14 – 21  
6:30 – 8:30 p.m.

**(\$49)**

■ Colorful flowers and foliage can tremendously add to the appeal of your garden. Forget about the tulips and lilacs listed in catalogs. You will learn about the best annuals, perennials and shrubs that thrive in our local landscapes. You will also learn where to find interesting and unusual colorful plants. With a little effort, you can have color in your garden throughout the year.

## Fresh Floral Arranging - Fanfare in Flowers

**NEW!**

**Instructor:**  
Jan Sillik

Monday  
July 2  
6:30 – 8:30 p.m.

**(\$29)**

Plus \$25 for instructor-provided supplies

■ Put some pizzazz in your 4th of July party with a floral design using fresh plant materials. You will learn tips and techniques for creating a bright and colorful make-and-take arrangement. Learn lots of insider tips that make flower arranging fun and easy. This is a hands-on class that will help you express your creativity! All materials provided – simply bring clippers to class.

**NEW!**

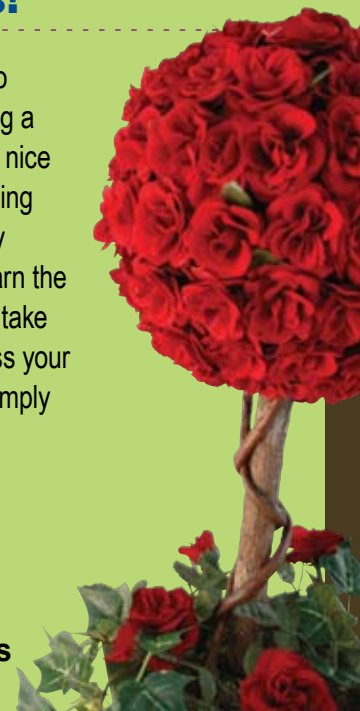
## Fresh Floral Arranging - Topiaries are Tops!

■ Bring the beauty of nature inside to enhance your home decor by creating a topiary using fresh plant materials. A nice addition to any get-together, a charming topiary is a breeze to make with easy step-by-step instructions. You will learn the fundamentals of floral arranging and take home a topiary. Have fun and express your creativity! All materials provided – simply bring clippers to class.

**Instructor:** Jan Sillik

Monday, Aug. 13, 6:30 – 8:30 p.m.

**\$29 plus \$25 for instructor-provided supplies**



## MONEY MATTERS

### The Professor's One Minute Guide to Stock Management

**Instructor:**  
Hank Swiencinski

Wednesdays  
May 2 – 16  
6:30 – 8:30 p.m.

**(\$99)**

■ This course teaches you about trading and managing your portfolio. You will learn how to identify stocks that go up and how to avoid those that go down. You will learn how to do this yourself, without the aid of a broker. This course is not your typical financial planning course. It's about taking control and managing your investments. If you want to learn how to trade stocks, this course is for you. Some basic knowledge of the stock market is recommended.

### Investment Basics

**Instructor:**  
Chuck Drysdale

Tuesday  
May 15  
6:30 – 8:30 p.m. OR  
Tuesday  
July 17  
6:30 – 8:30 p.m.

**(\$29)**

■ In this two-hour class, you will get a broad overview of the investment process and its vehicles, including stocks, bonds, cash equivalents and funds. During the last hour, we will discuss key points regarding stock evaluation.

## Retirement Planning TODAY®

### Instructors:

Mike Carignan  
CFP®, CRPC™

Jon Castle  
CFP®, ChFC®

Michelle Ash  
CFP®, CDFATM

Saturdays  
May 12 – 19  
9 a.m. – noon OR

Tuesdays  
May 15 – 22  
6:30 – 9:30 p.m.

**(\$69)**

■ Most people only want to retire once, so it makes sense to get it right the first time! This fun, comprehensive course addresses the Retirement Continuum, the ongoing process that includes both proper preparation for retirement, and living it successfully. We'll address the financial issues affecting retirement, as well as the qualitative issues that impact retirees' quality of life. Modules include: projecting retirement expenses and income sources, Social Security, pension and retirement plan decisions, health insurance and other risk management issues, effective investment strategies and estate planning. A 230-page textbook and attendance for one additional spouse/guest is included with enrollment.

## LANGUAGE



### Spanish – Level 1

#### Instructor:

Adriana Giles

Wednesdays  
May 16 – June 20  
6 – 9 p.m.

**(\$139)**

■ In this six-week class, you will learn basic conversational skills for travel to a Spanish-speaking country. The class includes: greetings and goodbyes, numbers, time-telling, airport help, asking directions, checking into a hotel, eating out at a restaurant, basic shopping information and more.

### Spanish – Level 2

#### Instructor:

Adriana Giles

Wednesdays  
July 11 – Aug. 15  
6 – 9 p.m.

**(\$139)**

■ This course is a continuation of the Spanish Level 1 course. You will increase your vocabulary and become more comfortable speaking and comprehending the Spanish language. The class includes simple verb tenses, likes and dislikes, conversing with a doctor, your family, phone conversations and more.

### Spanish – Level 3

#### Instructor:

Adriana Giles

Tuesdays  
May 15 – June 19  
6 – 9 p.m.

**(\$139)**

■ This course is a continuation of the Spanish Level 2 course. You will increase your vocabulary and become more comfortable with speaking and comprehending the Spanish language. The class includes advanced grammar, video comprehension, reading comprehension, verbal enhancement and presentations.

## Spanish – Level 4

### Instructor:

Adriana Giles

Tuesdays  
July 10 – Aug. 14  
6 – 9 p.m.

**(\$139)**

■ This course is a continuation of Spanish Level 3. During this course, you will use all four language skills: listening, speaking, reading and writing through a variety of communication activities. We will also practice verbal enhancement and presentations. You will learn to express yourself in practical situations.

## Spanish – Level 5

**NEW!**

### Instructor:

Adriana Giles

Mondays  
May 14 – June 25  
No class on May 28  
6 – 9 p.m.

**(\$139)**

■ This course is designed for students who want to become more fluent and understand the Spanish language and culture. It is recommended for those who have already completed Spanish Level 4. You will use all four language skills: listening, speaking, reading, and writing through a variety of communication activities. All these activities will help you improve your speaking skills and fluency. You will enhance your use of various topics for group conversation after reading and listening to easy Spanish articles, books and newspapers.

## Italian – Level 1

### Instructor:

Francesca Benini

Tuesdays  
May 8 – June 19  
6:30 – 8:30 p.m.

**(\$129)**

■ This course is for students approaching the Italian language for the first time. Acquire the basics of vocabulary, grammar and sentence structure that are important for communication. Introductions, asking for and giving information, describing things, expressing needs and simple thoughts will be covered. The required book is "Italian: A Self-Teaching Guide", 2nd Edition by Edoardo Lebano, ISBN #978-0471359616.

## Italian – Level 3

### Instructor:

Francesca Benini

Wednesdays  
May 9 – June 20  
6:30 – 8:30 p.m.

**(\$129)**

■ This course is for those who have a fundamental knowledge of Italian grammar. Improve your comprehension, vocabulary and conversational skills. Develop your communication abilities through dialogue and group discussions in class using intermediate to advanced grammar. Lessons include more complex grammar structures and verbs to be used in a group setting for various open conversations. The required book is "Italian: A Self-Teaching Guide", 2nd Edition by Edoardo Lebano, ISBN #978-0471359616.



## WINE TASTING

### Wine Essentials 1: Understanding Tastes, Aromas & Flavors, Balance and Quality

**Instructor:**  
Richard Park  
Wednesdays  
May 16 – 30  
6:30 – 8:30 p.m.  
**(\$89)**

■ Whether you're new to wine or a frequent consumer seeking more wine knowledge, this three-week course is an essential guide to the basic knowledge you need for a lifetime of wine enjoyment. We will combine tastings, lively seminar-styled discussions and spirited opinions in an attempt to identify what is quality and learn the difference between great, good or merely average wines. We will sample six wines each week; wine cost is included in the registration fee.

### Wine Essentials 2: The Classic and Emerging Grape Varieties of the World

**Instructor:**  
Richard Park  
Wednesdays  
June 6 – 20  
6:30 – 8:30 p.m.  
**(\$89)**

■ A continuation of Wine Essentials 1, this three-week course is designed for individuals who have either completed the first course or are established wine drinkers looking to greatly enhance their wine experience. We will offer both a broader and deeper view into the various aspects of wine and wine appreciation. The wines we will taste in the class will be entirely different from those in Wine Essentials 1. As in the first class, we will taste six wines each week; wine cost is included in the registration fee.

### Wine Essentials Focus: The Wines of Catalonia, Spain

**NEW!**

**Instructor:**  
Richard Park  
Wednesday  
June 27  
6 – 9 p.m.  
**(\$69)**

■ In this class, we'll look closely at the wines from the culturally rich Spanish regions of Catalonia, the area of Spain in and around the fabulous city of Barcelona. We'll taste seven wines from this world-class wine region. This is a one class session; wine cost is included in the registration fee.

### Wine Essentials Focus: A French Travelogue

**NEW!**

**Instructor:**  
Richard Park  
Wednesday  
Aug. 1  
6 – 9 p.m.  
**(\$69)**

■ Following his 10-day trip touring vineyards and producers in several major (and minor) wine regions of France, instructor Richard Park will discuss, in detail, the day-by-day tour exploits of a wine professional. We'll taste seven wines (mostly red) representing such diverse regions as the Loire Valley, Bordeaux, Cahors and the Marmandais. This is a one-class session; wine cost is included in the registration fee.

### Wine Essentials Focus: Classic Wine & Cheese Pairings

**NEW!**

■ Most wines and cheeses just do not work well together. In fact, it is pretty hard to get it right – that is, to taste wines and cheeses that work harmoniously, even synergistically, together. This class will examine six "classic" wine and cheese combinations that exemplify either a complementary or contrasting pairing. This is an essential class for those who enjoy entertaining or for anyone pursuing a higher level of understanding of both wine and cheese. This is a one-class session – wine and cheese costs are included in the registration fee.

**Instructor:** Richard Park  
Wednesday, August 8  
6 – 9 p.m.  
**(\$79)**



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**The Banner Center for Creative Industries**, a state-funded\* program at UNF, provides training, certification and personal enrichment to Florida's creative workforce. Specializing in TV, film and new media, we offer unique and valuable programming to enhance career opportunities and enrich personal achievements. The next four pages are a sample of upcoming programs. For more information on programming, events and online training, please visit [www.creativeflorida.org](http://www.creativeflorida.org).

Employ Florida  
**BannerCenter**  
»» Creative Industries



## LITERATURE



### How to Publish Your E-book

**Instructor:**  
Sharon Y. Cobb

Saturday  
May 5  
9 a.m. – 5 p.m. OR  
Saturday  
June 16  
9 a.m. – 5 p.m.

**(\$99)**

■ Forget about sending out cold query letters to agents and publishers. Stop getting form rejection letters in the mail and publish your book yourself. E-books are hot and if you are a writer, consider this new path to becoming a published author. This workshop will teach you all you need to know to e-publish your book. You will learn about editing your e-book, designing your cover, choosing the best e-publishing outlets, preparing your manuscript for e-book distribution, then marketing it. Now is the time to take control of your writing career and become an e-author now!

### Blogging for Business and Pleasure

**Instructor:**  
Sharon Y. Cobb

Saturday  
May 19  
9 a.m. – 5 p.m.

**(\$99)**

■ Do you have a passion you are eager to broadcast to the world? Do you have a business that would benefit from Internet marketing? If so, blogging may be your thing. A blog is a free, easy, do-it-yourself website where you may write about anything you please. In this workshop, learn all the basics of blogging: choose your subject, find the right website host, find readers and add an Amazon store and sell cool stuff. We'll also show you how to add YouTube videos to your blog, choose the right keywords to attract readers and maintain a vibrant schedule of posts to keep your blog interesting. Your blogging possibilities are endless.

## Creating 3-Dimensional Characters in Fiction

**Instructor:**  
John Boles

Thursdays  
June 7 – July 12  
6:30 – 8:30 p.m.  
No class on June 28

**(\$109)**

■ Do your characters pop off the page and engage your readers? The ability to create believable and compelling characters is one of the most difficult tasks for a writer to master. Using valuable handouts, worksheets and both in-class and homework assignments, writers will learn techniques to develop dynamic, three-dimensional characters. Build characters from the ground up and give them distinct voices and personalities. Why settle for drab when you can make them dramatic?

## Marketing Your Books, Part 1

■ Whether your books are traditionally published, self-published or e-published, to sell them, you must market your books. This full-day workshop will give you all the tools you'll need to promote your books, starting with a marketing plan and branding. As we develop the marketing plan, we will cover new media, traditional media, local media and national media. You will discover how to write and distribute a news release. You will learn about your "author platform" and how to optimize your Internet presence. We will discuss book signings for authors who have "tree books" to sell. It's not enough to write a great book; to be a successful author you must learn to market your book successfully.

**Instructor:** Sharon Y. Cobb  
Saturday, June 23  
9 a.m. – 5 p.m. **(\$99)**

**NEW!**

## Marketing Your Books, Part 2

**NEW!**

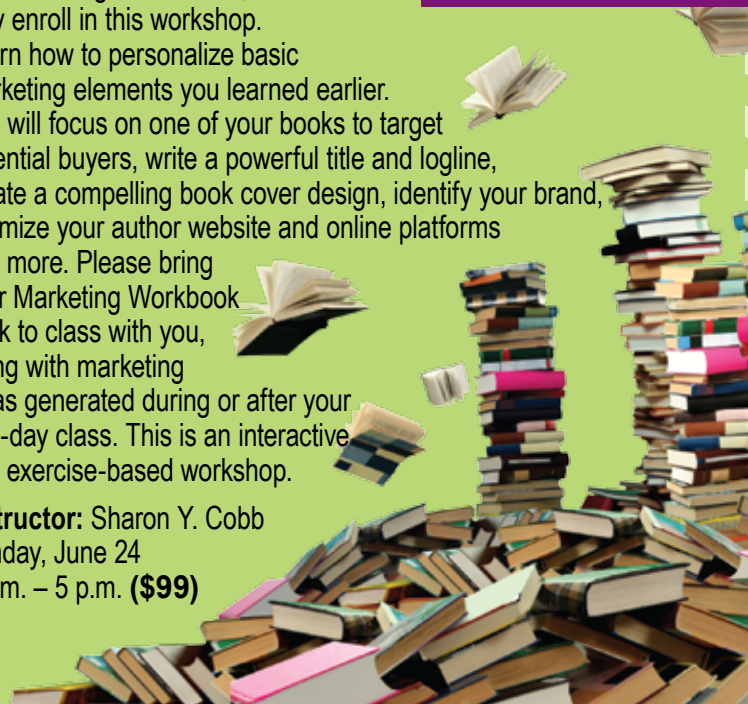
■ Students who previously attended the Marketing Your Books, Part 1 may enroll in this workshop.

Learn how to personalize basic marketing elements you learned earlier. You will focus on one of your books to target potential buyers, write a powerful title and logline, create a compelling book cover design, identify your brand, optimize your author website and online platforms and more. Please bring your Marketing Workbook back to class with you, along with marketing ideas generated during or after your one-day class. This is an interactive and exercise-based workshop.

**Instructor:** Sharon Y. Cobb  
Sunday, June 24  
9 a.m. – 5 p.m. **(\$99)**

**Sign-up for  
Marketing  
Your Books  
Parts 1 & 2  
for only \$189**

\* Additional state registration form required.



## Creative Writing Workshop

**Instructor:**

John Boles

Mondays

June 4 – July 2

6:30 – 8:30 p.m. OR

Mondays

July 9 – Aug. 6

6:30 – 8:30 p.m.

**(\$109)**

■ The best advice new writers often receive from professionals is to join a workshop to get feedback on their writing. This course, led by an award-winning writer and professional writing coach, allows you that opportunity. Each workshop member will submit weekly pages via e-mail. All writers will be responsible for reading other members' work and providing critiques. At each workshop meeting, the group will engage in supportive critical discussions of that week's submissions. This offers each writer feedback from the instructor and fellow authors, as well as the invaluable experience of honing each writer's own editing skills.

## Book Publishing, Part 1: Design and Production

**NEW!**

**Instructors:**

Jane Wood &  
Frances Keiser

Tuesday

June 26

6 – 9 p.m.

**(\$39)**

■ Whether you are publishing with a traditional publisher or self-publishing, this class will cover the elements of design and production you need to know, including genres, book size, interior design, illustrations and photographs, front and back matter, book credentials, editing, publishing options and printing options.

## Book Publishing, Part 2: Creating Buzz and Sales

**NEW!**

**Instructors:**

Jane Wood &  
Frances Keiser

Tuesday

July 17

6 – 9 p.m.

**(\$39)**

■ While still in the writing process, you can set the stage for creating buzz and planning sales for your book. This class will cover the many options for sales outlets, promotional materials for you and your book and how to get the word out with in-person connections, media marketing and an on-line presence.

## Writer's Marketing Toolbox

**Instructor:**

John Boles

Thursdays

Aug. 9 – 23

6:30 – 8:30 p.m.

**(\$69)**

■ Writing a novel, nonfiction book, or script is just the first part of an author's job. In addition to the manuscript, there are tools of the profession we need to have at our disposal when seeking agency representation or selling our work. This interactive course helps writers build an effective Marketing Toolbox and teaches them how to use it. Topics covered include: loglines, premise questions, synopses, outlines, pitches, how to draft a compelling query letter, PR tools and more.

## Market Your Work as a Freelance Writer

**Instructor:**

Mary Bridgman

Wednesdays

July 11 – 18

6 – 8 p.m.

**(\$49)**

■ This course is for writers who would like to publish their short stories and essays in magazines or newspapers. You will learn how to find editors who will be interested in your work, obtain assignments and conduct interviews. In the first session, the instructor will explain how to get started and will provide a practice exercise. In the second session, you will compare your experiences and refine your techniques. The instructor will award a certificate good for complimentary editing of one 1000-word document to any student who obtains third-party publication of an original piece within 30 days of the course's conclusion.

## Creative Writing I: An Introduction

**Instructor:**

John Boles

Wednesdays

July 11 – Aug. 8

6:30 – 8:30 p.m.

**(\$109)**

■ This five-week course will be a combination of lecture and writing assignments for beginning to intermediate writers. We will address problem areas many writers encounter, such as point of view, voice, characterization, conflict and exposition versus dialogue. Whether you are interested in fiction or nonfiction, this course will help you become a better writer. Your instructor, an award-winning writer, and your classmates will provide you invaluable feedback on your work.

## SCREENWRITING/FILMMAKING



### Crash Course in Screenwriting

**Instructor:**

Sharon Y. Cobb

Saturday

July 7

9 a.m. – 5 p.m.

**(\$99)**

■ This workshop is an action-packed day for beginning screenwriters. You will get an introduction to the three-act structure, basics about creating movie characters, film stories and plot construction. Film clips will be shown as examples. You'll also learn about loglines, synopses and beat sheets. Get ready to kick-start your screenwriting career in this buckle-your-seat-belt introductory workshop. Your instructor is a professional screenwriter who has sold pitches and scripts to studios and had films produced. You may like to see the movie *Alice In Wonderland* (2010), directed by Tim Burton and starring Johnny Depp, before the workshop. This film will be used as a teaching example.

## Intermediate Course in Screenwriting

**Instructor:**  
Sharon Y. Cobb  
Saturday  
July 21  
9 a.m. – 5 p.m.

**(\$99)**

- Do you know the basics of screenwriting but need more? This one-day workshop is for you. Explore six areas of the screenwriting craft essential to writing successful scripts:
  - Alternative storytelling in screenplays and working outside the common three-act structure
  - Creating real characters through a powerful class writing exercise
  - Getting emotion on the page so readers will care about your characters
  - Writing authentic dialogue
  - Creating conflict and raising the stakes to increase dramatic tension in your stories
  - Developing compelling scenes that move the storyline forward and build characters
- This workshop is recommended for students who have either completed the Crash Course in Screenwriting Workshop or have completed two screenplays.

## Master Course in Screenwriting

**Instructor:**  
Sharon Y. Cobb  
Saturday  
Aug. 11  
9 a.m. – 5 p.m.

**(\$99)**

- This one-day workshop is for screenwriters who already know the basics of screenwriting and want to develop more advanced skills. The class will include advanced dialogue development and techniques to avoid exposition. Students can participate in writing exercises in class and may share their writing for critique by fellow students and the instructor.

Some exercises include: writing powerful opening scenes, introducing protagonists and antagonists by presenting the essence of the character and creating organic and multidimensional characters. Film clips will be shown as examples. This workshop is recommended for students who have either completed the Crash Course in Screenwriting or have completed two screenplays.

## Filmmaking on a Shoestring Budget

**Instructor:**  
Damian Lahey  
Thursdays  
May 24 – June 28  
7 – 9 p.m.

**(\$119)**

- This indie filmmaking course is an enjoyable, action-packed and unflinching no-holds-barred course. This exciting and informative course covers all the nuts and bolts of a true independent film production: budgeting, scheduling, crew management, securing locations, setting up insurance,

filling out the proper paperwork, catering and craft service. As we strip away the lofty romanticism that's often attached to these endeavors, this course lets you know how it really is. Loaded with insightful anecdotes and placing an emphasis on thinking outside the box, this course will give you the know-how and the edge you need before calling "Action!" for the first time.

## Producing Your Script - A Case Study

**NEW!**

**Instructor:**  
Damian Lahey  
Tuesdays  
July 10 – Aug. 14  
7 – 9 p.m.

**(\$119)**

- In this course, local filmmaker Damian K. Lahey will lead you through the process of taking his script from casting, to budgeting, scheduling, local scouting, assembling crew, shot list and day-to-day production. If you want to turn your completed screenplay into a feature film, this is the course for you.

## PHOTOGRAPHY

### Digital Photo Editing Using Adobe Photoshop® Elements

**Instructor:**  
John Reed  
Thursdays,  
May 3 – 24  
6 – 8:30 p.m.

**(\$99)**

- Learn the fundamentals of editing your digital images using the personal computer. The focus is on a layers based approach using Photoshop® Elements 10. Techniques used will work in earlier versions of Elements, as well as the full the version of Photoshop and other layers-based programs. Topics covered

will include: setting up Elements to your personal preferences, explanation of the tools available and navigating the Elements workspace, file types and sizing images for print or e-mail. Instruction includes the use of layers for a wide variety of photo corrections or enhancements. Examples of basic image correction will be given before moving to more complicated tasks such as: cloning out unwanted parts of photos, replacing boring skies, touching up portraits, pasting parts of one image into another, adding or making creative backgrounds, combining images, sharpening and more. Since this course teaches layer-based editing, it will not cover the organizer module of Elements nor any non-layers based programs such as Lightroom, Aperture, Picasa or iPhoto. Students with Elements or Photoshop and a basic working knowledge of computers, files, file organization and common program conventions (menus and tool bars) will gain the most benefit. This is not a "hands-on" computer lab; it is only demonstration based as the instructor demonstrates the techniques.



**Smile! LEARN Jacksonville courses are available year round.**

## Digital Photography Level 1 – The “Rookies”

**Instructor:**  
John Reed  
Mondays  
May 7 – 21  
6 – 8:30 p.m.  
(\$89)

■ This is a start-at-the-beginning course, primarily for first-time camera users or for those with very basic cameras. It is suitable for all types of cameras from the compact point and shoot all the way up to the DSLR. If you've gotten your first digital camera or a new one that's confusing, this is the course for you. No prior knowledge

of cameras or digital photography is required as the primary intent is an introduction to digital cameras and their controls.

The first week is devoted to explaining the purpose of all the buttons dials or switches on the camera. Week two then goes into some basics of digital photography to show when to use all those controls and for what purpose. The final week is spent on tips on composition and making the most of any situation to create pleasing photos.

There will be some hands-on work in the classroom, so you should be familiar with your specific camera capabilities, even if unsure how to most effectively apply them. Please bring your camera and the manual. This course provides a solid foundation for anyone wishing to learn more in the following Level 2 course.

## Digital Photography Level 2 – Digital Photography Basics

**Instructor:**  
John Reed  
Mondays  
June 4 – 18  
6 – 8:30 p.m.  
(\$89)

■ The intent is to familiarize you with the basics of creating technically correct photos with your digital camera. Week 1 explains the various characteristics of light and exposure and how they impact photos. Week 2 covers tonality, metering, exposure compensation & histograms. The final week covers which shooting

mode to use in different situations. To gain the most benefit, you should be familiar with the controls on your camera, even if uncertain when to use which ones. You should know how to change white balance or metering mode, even if you are unsure why or when to do so. (Note: The Level 1 course provides a solid foundation for this). You will be introduced to exposure, white balance, depth of field, sharp images and how to use all shooting modes available on the camera rather than simply shooting on automatic. Please bring your camera and manuals to class as there will be some hands-on classroom exercises. The course is suitable for all camera types, from advanced point & shoot up to DSLR. You will gain the most from the course if you have program, aperture priority, shutter priority and manual modes on your camera.

## Digital Photography Level 3 – Beyond the Basics

**Instructor:**  
John Reed  
Mondays  
July 2 – 16  
6 – 8:30 p.m.  
(\$89)

■ This course assumes a basic knowledge of exposure whether gained from experience or previous courses. The Level 2 course is a good foundation but not a prerequisite. Level 3 begins with a review of fundamental concepts during Week 1, while detailing exposure control so that everybody is on the same page. We will then discuss metering modes.

Week 2 digs deeper into the importance of neutral tones and how they impact the way cameras work. This is reinforced with multiple audience participation exercises. Impact of shutter speed, ISO and aperture are illustrated using the manual shooting mode and the week concludes with information on all shooting modes and making sharp images. The course concludes with Week 3 going deeper into depth of field, controlling camera movement and an introduction to basic flash. For this course, you should be familiar and comfortable with your camera and control utilization. Those with more advanced point & shoot models or digital SLRs will get the most benefit from the course simply because they have more available controls. A good rule of thumb for this course is: if your camera can fit in the pocket of your shorts, it probably does not have most of the controls needed for this course. You should bring your camera and manual to class.

## Digital Photography Level 4 – For DSLRs Only

**Instructor:**  
John Reed  
Mondays  
July 30 – Aug. 13  
6 – 8:30 p.m.  
(\$89)

■ This is a more advanced course for those with detachable lens digital SLR cameras. To gain the most benefit from the course, you should know how to change the following on your camera without consulting your manual: shutter speed, aperture, white balance, ISO, exposure compensation, focus point, drive mode, shooting mode and metering mode.

You should be familiar with your camera menus and how to access them. In this course, you will become more familiar with how all those controls work together and also learn how to apply them effectively to creatively control exposure, depth of field, focus and more. You will explore in more detail: metering, how to effectively gauge the tonality of the scene, and the pros and cons of the RAW file format and how to use it effectively. Week 1 will deal with all the features on the camera and their functions. Week 2 will address key photo concepts noted above and how to use your camera controls to exploit them effectively. Week 3 will cover: RAW files, sensors and noise; and accessories such as tripods, filters, flash, lenses, etc. Plan to bring your camera and manual to class each week. If you do not have a DSLR, much in this course will not apply to you, but all are welcome.



To register, visit  
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