

# Frank Cricchio

M. Photog. Cr., Hon. M. Photog., F-ASP, API

Port Arthur, Texas



## "Leading Edge Photographic Digital Techniques"

[www.frankcricchio.com](http://www.frankcricchio.com)

Frank Cricchio is widely known as a dynamic leader and innovator in the photographic profession, and in 1998 became the first photographer to receive over one-thousand merits in the history of photography from the Professional Photographers of America.

Combining creative posing styles and vast technical knowledge with the willingness to share information with fellow photographers, has positioned Cricchio as one of the greatest teachers, photographers, and authors of photographic techniques on the professional scene today.



In this most informative program, you will receive in-depth information on:

- Posing and Lighting for digital
- Understanding the Histogram
- Understanding "Dynamic-range"
- Understanding "White Balance"
- Posing the female form
- Balancing light outdoor
- Marketing what you capture
- The secrets of High-key techniques
- Making the perfect studio digital file

In addition to being called "the Master's Master," Cricchio is also a respected author, lecturer, and consultant. He has earned the Master of Photography, Fellow of Photography, Hon. Fellow from ASP, and the Hon. Masters Degree from PPA, Japan, Puerto Rico, and Mexico. He is also an approved photographic instructor from the Professional Photographers of America.

The Texas House of Representatives honored Frank Cricchio for significant contributions to photography and his articles on exposure techniques have been translated into as many as eight different languages. Cricchio also received the Leadership Award from the United Nations Photographic Council in 2003.

Frank is a past president of TPPA, SWPPA, PPA, and ASP. He is also a member of the prestigious Camera Craftsmen of America, which is limited to only 40 photographers worldwide.

