



The *Art* & **SCIENCE**
of Dental Photography

From Case Presentation to Social Media & Marketing

January 24 & 25, 2020

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w h e n t h e p i c t u r e s r e a l l y m a t t e r

An integrated course that is designed to improve the work of both dentists and technicians, from clinical applications to artistic implementation.

Program Objectives

- Foundations of photography (settings)
- Equipment for dental and facial photography
- Handling photographic equipment
- Principles of Image Capturing
- Protocols for intraoral and extraoral imaging
- Communication with patients, laboratories etc.
- Basic principles for editing images in dentistry
- Handling software and applications to create art for dental marketing



basic requirements

Requirements for the Participants:

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



Canon

light
d o m a i n

PHOTOGRAPHY
&
COMPOSITION



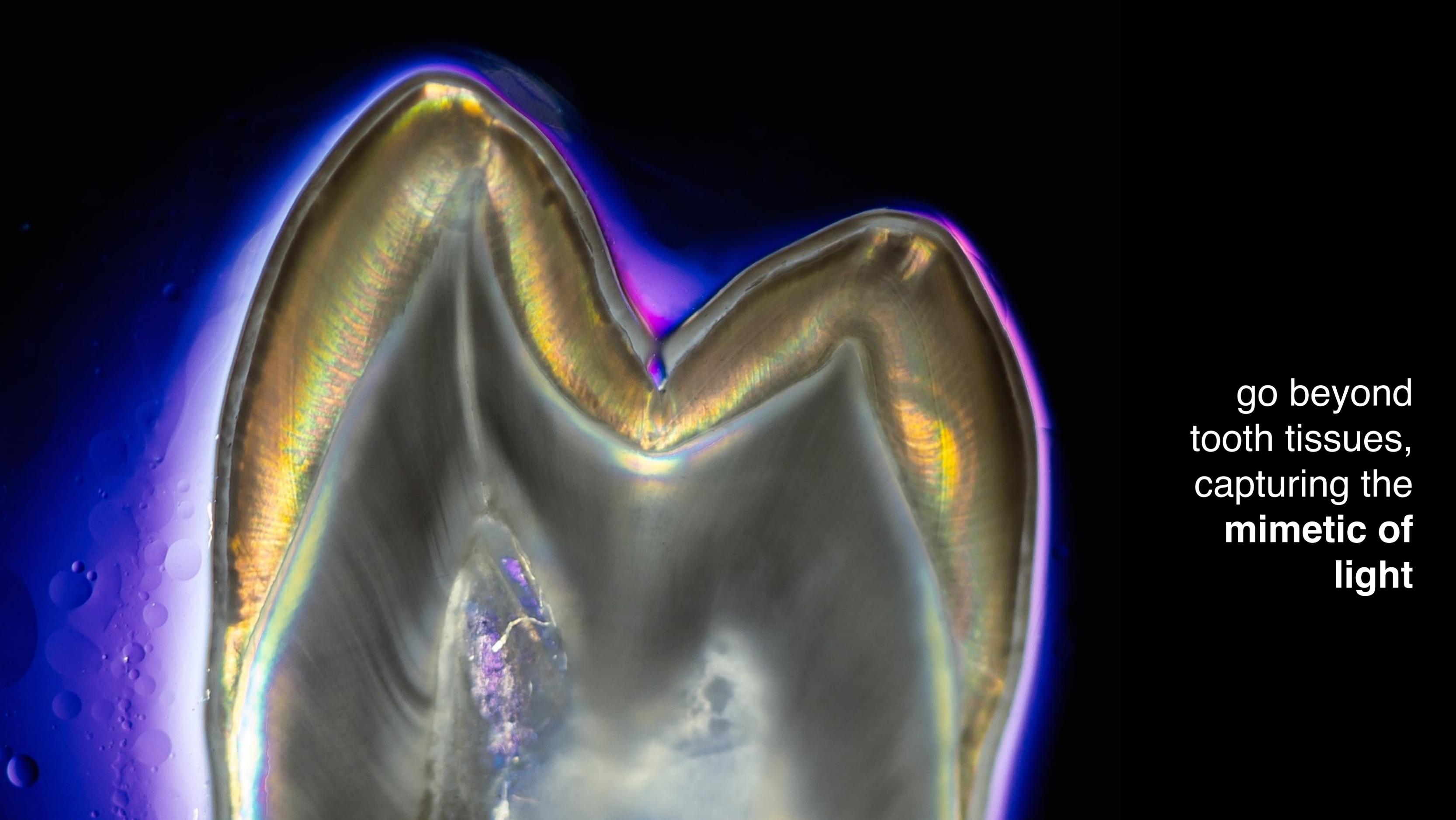
Camera Functions
Camera Settings (F Stop, ISO, WB etc)
Amount of MP



Equipment Options

Storage & Back-Up Requirements





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



**specular highlight
control - light bouncing calibration**



speed of light control
a great tool of art &
composition

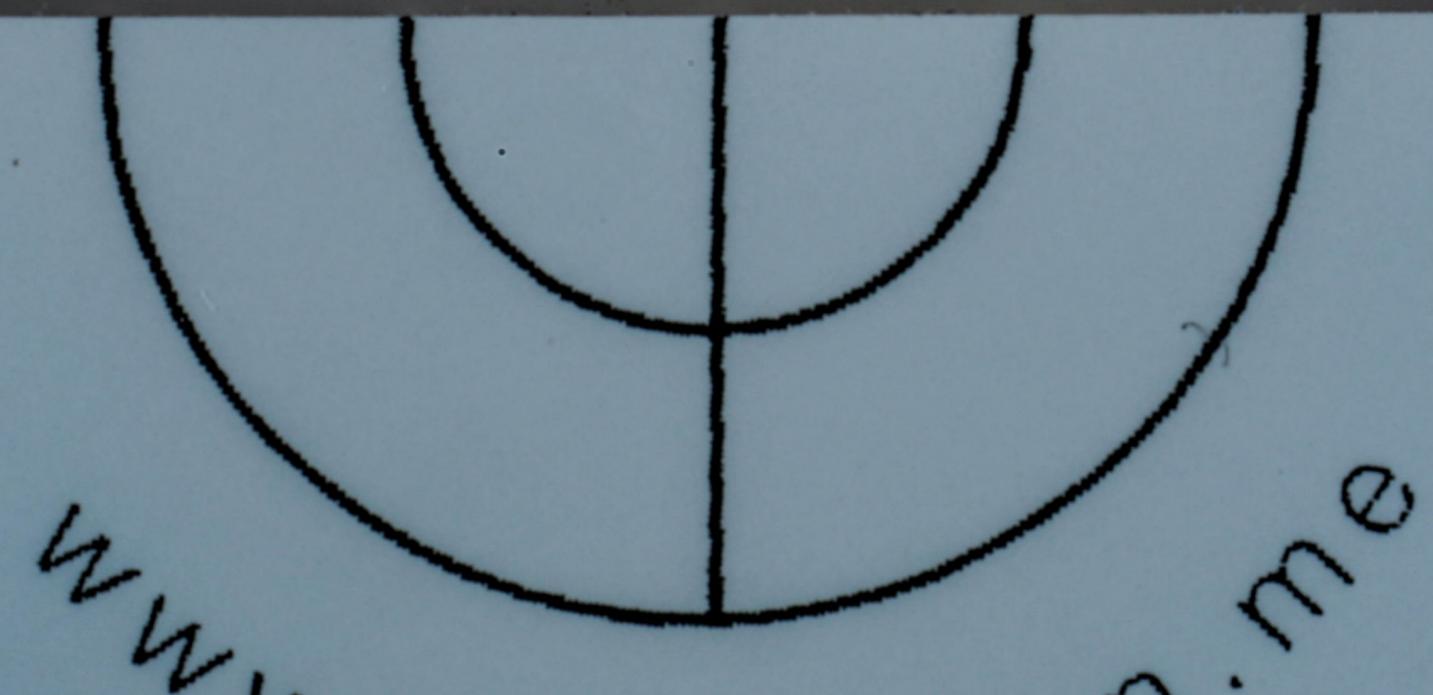
THE ART OF THE

PORTRAIT



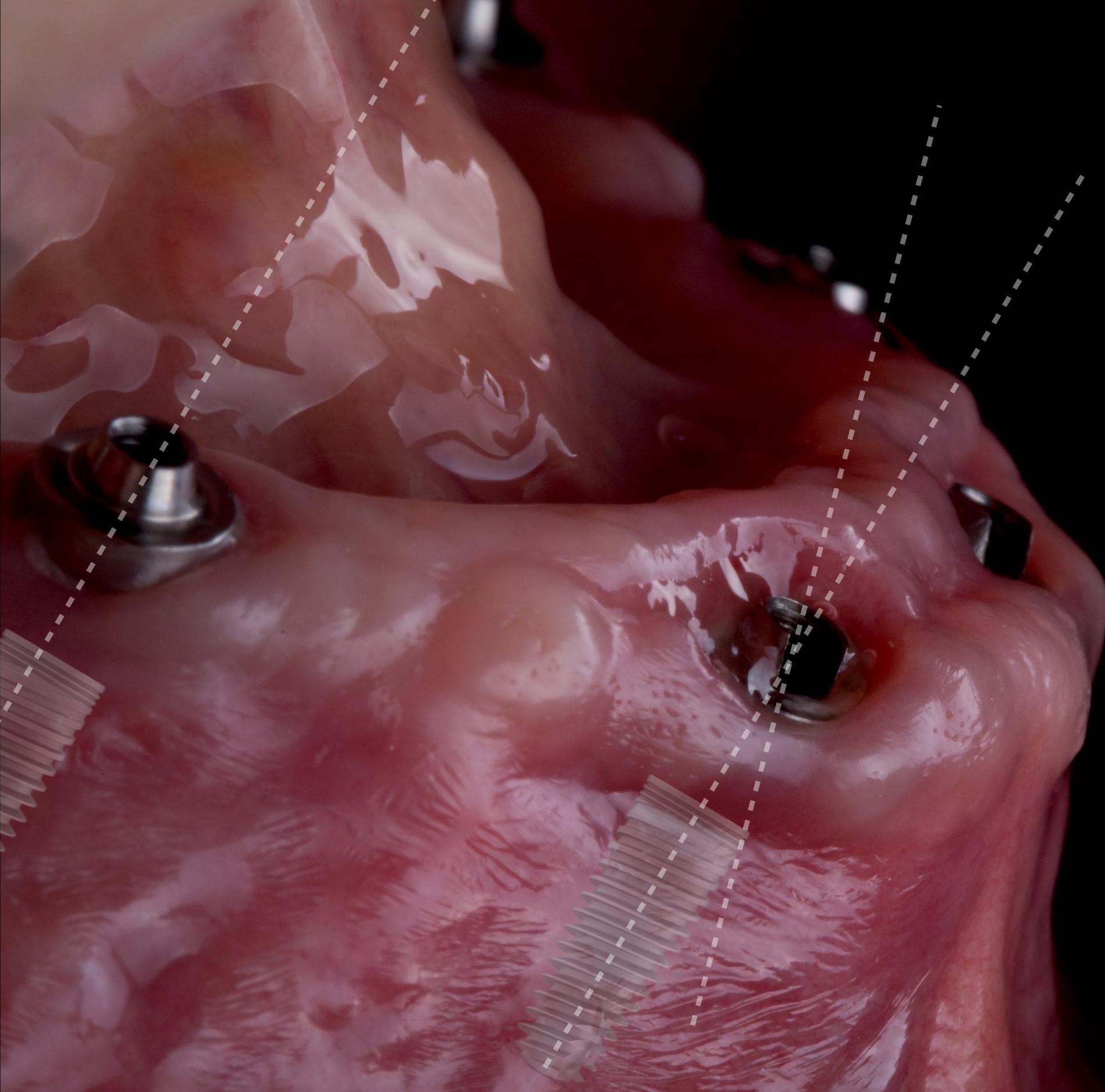


mapping out the
teeth tissue - colors -
match the correct
value through
software
comparison





value - hue - chroma - translucency - shade mapping



using **Digital Dummies**
may improve explanations
to your patients and
colleagues



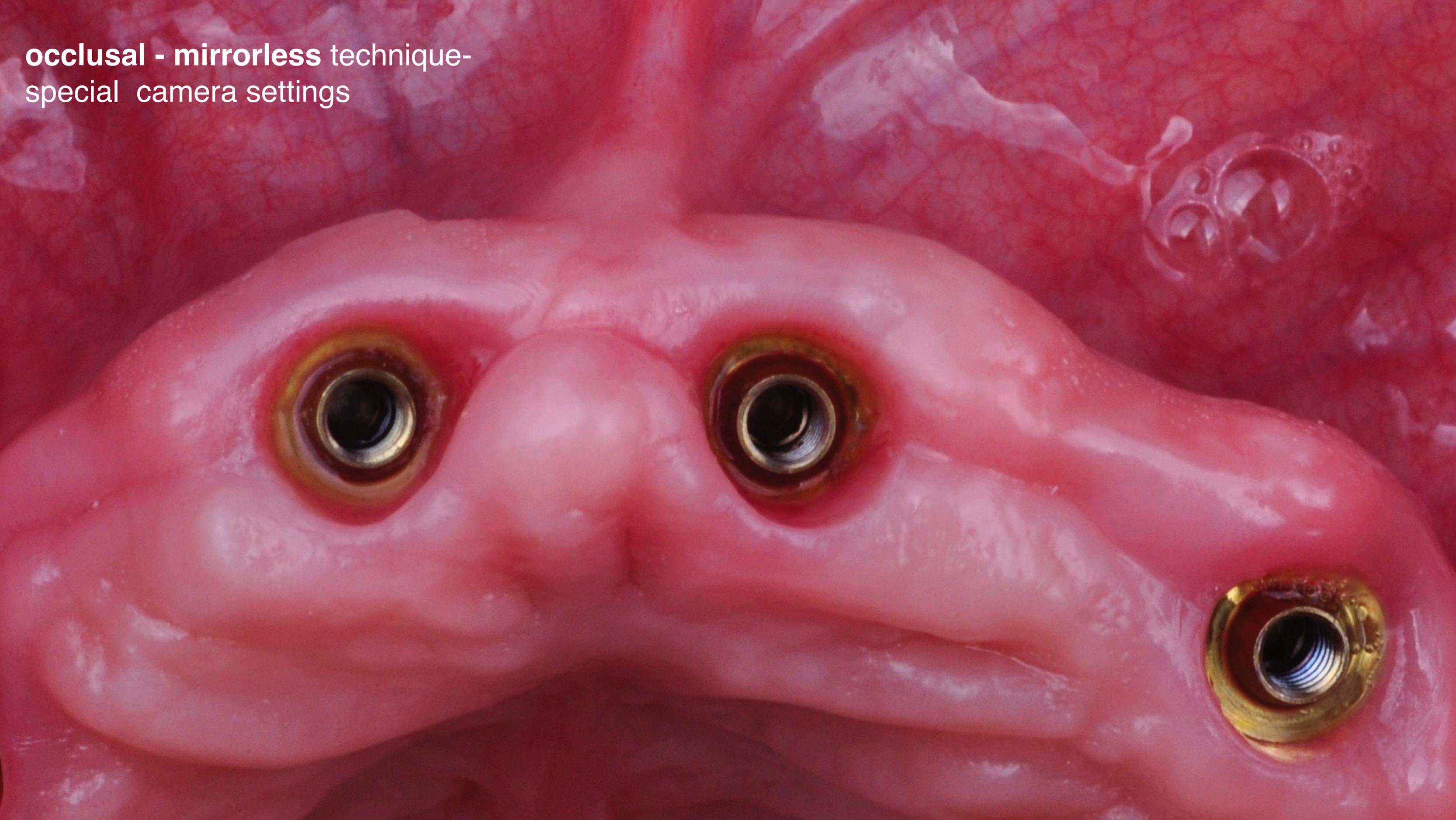


reverse light technique for the perfect white



HU-FRIEDY USA
19

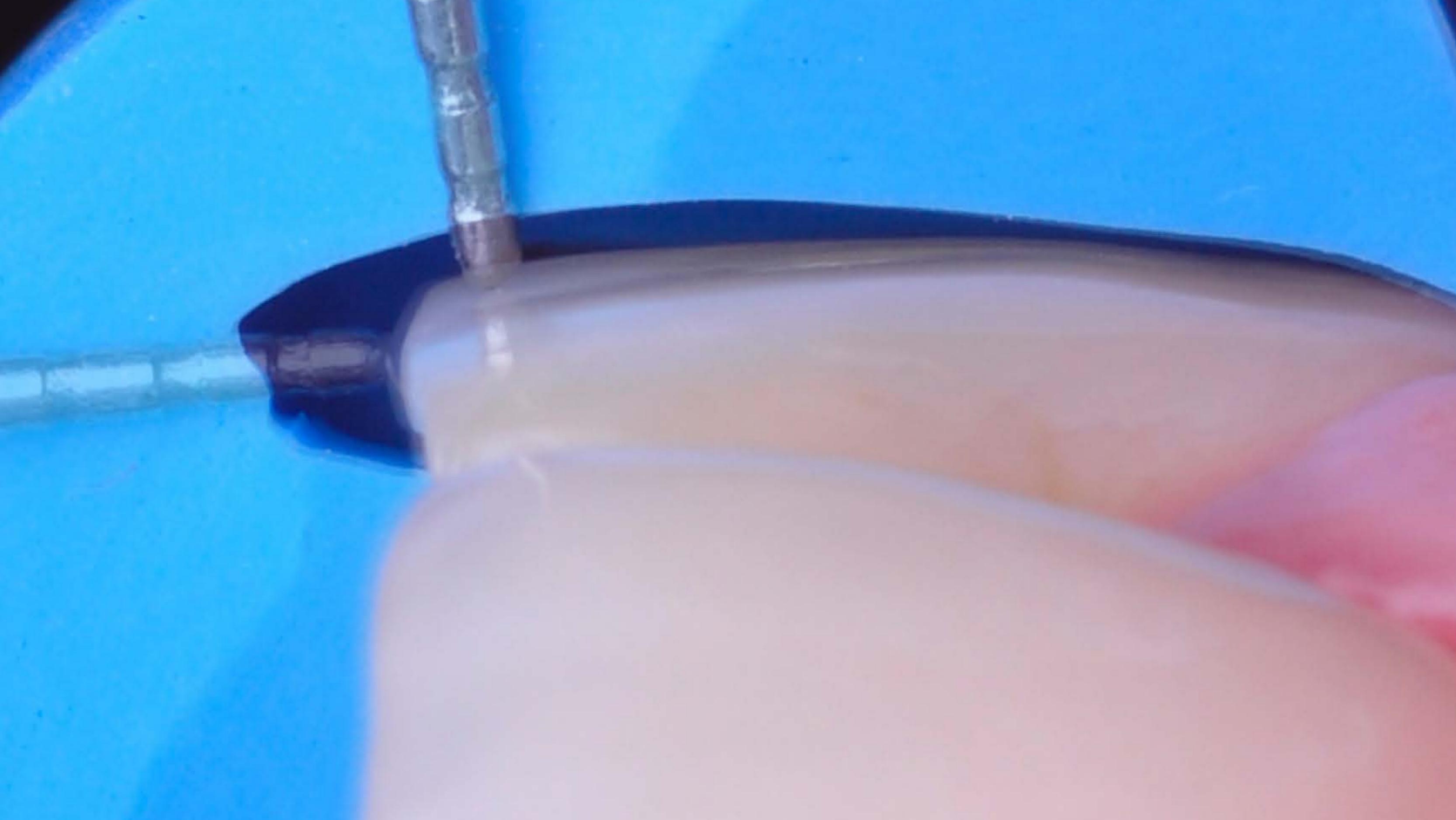
occlusal - mirrorless technique-
special camera settings





wide lateral vision

surgical approach - mirrorless technique
managing equipment in surgical facilities





the dental perspective

Social Media & **Marketing**





artistic expression



artistic expression



Brian LeSage

2009 American Academy of Esthetic Dentistry Member

2006-present Dentistry Today Top 100 Leaders in CE

2004-2014 Fellowship Chairman of the AACD

2002 Accredited Fellow of the AACD

1994 Accredited Member of the AACD

1980 University of Maryland School of Dentistry Dean's Scholarship

Founder of the Beverly Hills Institute of Dental Esthetics

International Lecturer



Adamo E. Notarantonio

- 2002* **General Dentist**
SUNY - Stony Brook
- 2007* **Dawson Center Graduate**
- 2008* **Partner at Huntington Bay Dental**
- 2011* **Accredited Member of the AACD**
- 2017* **KOIS Center Graduate**
- 2018* **Accredited Fellow of the AACD**

Accreditation Chairman of the American Academy of Cosmetic Dentistry

International Lecturer



... more than just a dental photography course ... it's a **PHILOSOPHY**

January 24 & 25, 2020

Venue: **Beverly Hills Institute of Dental Esthetics**

Location: **436 N Roxbury Dr #100, Beverly Hills, CA 90210**

Schedule: 8:00am - 5:00pm

Dentist Investment: \$1495

14 CE Credits



contact

CALL: 877-90210DDS