

CREATIVE PRACTICE: THE TORTOISE & THE HARE

Photoshop World, 2018

Named one of Fast Company's "100 Most Creative People in Business," Julieanne Kost is the Digital Imaging Evangelist Director at Adobe Systems, responsible for fostering relationships with customers through meaningful and inspirational Photoshop and Lightroom instruction. As a highly sought-after speaker for the industry-standard Digital Imaging franchise, she devises and presents motivating and educational training sessions, sharing original techniques and tutorials worldwide — via live events, [Adobe.com](http://adobe.com), her blog (blogs.adobe.com/jkost) and website (jkost.com). She is also the author of "*Passenger Seat—Creating a Photographic Project from Conception Through Execution in Adobe Photoshop Lightroom*" and "*Window Seat — The Art of Digital Photography and Creative Thinking*", an accomplished photographer, and fine artist.

Kost is well-known for her unique approach to instruction, infusing practical tips and tricks with an equal amount of humor and creativity that keeps audiences entertained and engaged. She often serves as a guest lecturer at distinguished photography schools and leading educational institutions around the world. She has created and published more than a thousand instructional videos for Adobe Photoshop and Lightroom. Kost has been recognized for her outstanding service and contributions to the professional photographic industry, winning the Gerhard Bakker Award from the Professional Photographers of America, the Honorary Educational Associate Award and International Award from the American Society of Photographers, and was inducted to the Photoshop Hall of Fame by the National Association of Photoshop Professionals.

Video tutorials explaining the techniques demonstrated in this class can be found on her blog:

<http://blogs.adobe.com/jkost/>

Her slide deck can be downloaded from here:

http://blogs.adobe.com/jkost/PSW2018_CPTTATH