

Jean-Francois

OKANE

THESTUDIOCOACH

Photographer and speaker

Jean-François O’Kane

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Biography



Jean-Francois O'Kane discovered photography at the age of 13. It was a passion that he developed with an intense fervor, selling photographs to purchase his own equipment throughout his teenage years. He quickly came to understand that photography would allow him to capture instantly important events unfolding around him. To this day, his love for the art of photography continues to flourish to the extent that he now shares it by teaching others.

After finishing his studies, Mr. O'Kane began his professional career as a representative and advisor for photographers and photographic studios. Yet his artistic need was of such power that for many years, he took numerous photography contracts during evenings and weekends.

In 1997, nearing the age of 40, Mr. O'Kane made a leap of faith and with the aid of his wife, founded ODCPhoto.com. He quickly developed a reputation for his creative efficiency. As a photographer, Jean Francois was known for his use of ambient light as well as artificial light. He was extremely proficient at developing an intimate cohesion with his subjects regardless of age or language.

After years of cultivating his art, Mr. O'Kane yielded to his desire to share his passion by producing and launching a series of books on DVD that dealt with the use of light in photography, nudes and portraits. Since 2004 Mr. O'Kane has traveled across North America, Europe and Asia sharing his knowledge and passion through conferences, lectures, and trade shows. He has taught over 20 000 students in 56 different cities.

In 2005, Mr. O'Kane became known as the "Studio Coach", offering his expertise to both professional and amateur photographers alike. In 2006, after repeated requests from clients in his workshops, Mr. O'Kane invented and launched the "COLOR BALANCE COACH" a large disk which resembled a photographic reflector and would, in seconds, confirm the levels of light, exposure and contrast before the first shot was taken.

The year 2007 Jean Francois' debuts in Europe. He was invited to lecture in several multi day workshops in the city of Paris. Here he successfully illustrated his concepts of simplicity and efficiency in studio lighting. He marked his 50th birthday with his first speaking appearance at the prestigious PMA show in Las Vegas Nevada, and initiated his role as "Photographic Counselor" at the Photoshop World, and encouraged countless photographers in Seoul Korea. Mr. O'Kane capped the year with 3 editions of "Landscape and Bodyscape," a workshop about his unique approach to nude photography in nature.

The "Solutions Tour," produced by Booth Photographic Limited, was reinvigorated by Mr. O'Kane in early 2008, lecturing to photographers in 14 cities across the country sharing his tips and tricks on proper studio lighting techniques. As a creative outlet he immersed himself in videography, this track led to his first "Industrial Safety Video" and would emerge as a new revenue stream for his company. On a personal side, he donated his time to the Fibonacci Project: a unique illustrative piece on the life and times of Circus performers of Canadian, Inuit and Mexican descent working in the Montreal area. His year culminated with an appearance at the Photo Kina Trade show, held in Cologne Germany, one of the largest photographic trade shows in the world.

Aside from his regular commercial work, speaking engagements began in earnest for Jean Francois in early 2009 with his co-hosting of the "Digital Café" at the IUSA show in Phoenix, Arizona. He later addressed professionals at the PMA show in Las Vegas and at the Photoshop World show in BOSTON/TAMPA. Seeking inspiration Jean Francois went to France for 2 weeks. In that time, while touring the galleries and exhibitions, he found comfort and harmony in the work of the "Masters." Reenergized, he returned to Canada to lead an intensive 3 day workshop in London, Ontario.

Currently Jean Francois finds himself busy on many fronts including:

Being a featured speaker at PMAi.org in Anaheim | Accepting invitations to attend trade shows in Korea and Germany | Scheduling times to lecture at numerous, local and national Club meetings | Designing new photographic tools for photographers | Enhancing his profiles and memberships in several on line social media sites including Facebook, You Tube, Twitter and Vimeo.

Endeavouring to keep himself grounded and in touch with life outside of work, Jean Francois, the father of 2 active teenagers, insists on devoting some of his time and resources back to the community in which he lives and works. As an example, he lends his time and expertise, for one week each year to the Montreal Children's Hospital. He has done so for the last 11 years.

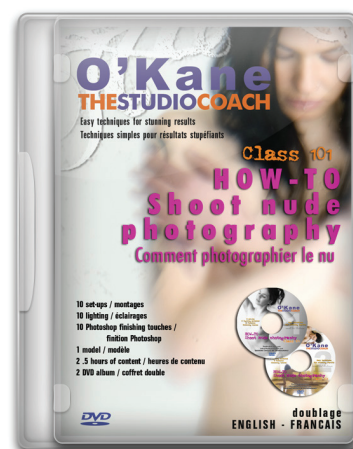
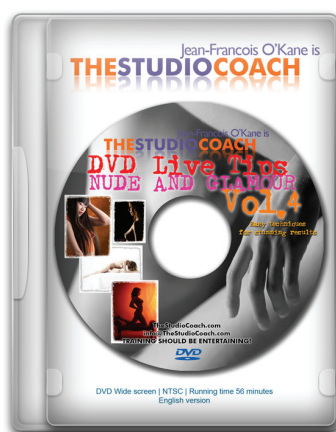
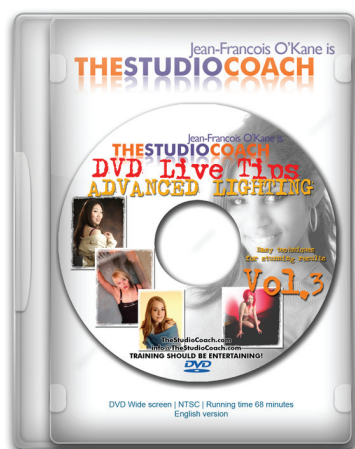
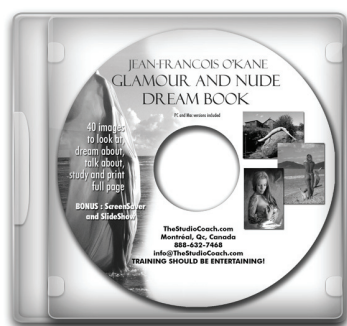
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Many titles are available. Technique and art are mixed in a perfect balance. Jean-Francois' vision and simple approach are helpful to everyone searching for creative inspiration, new imaging approaches, or tips on lighting. Jean-Francois' philosophy could be said in a simple expression: "back to one light". His teaching will come useful to all photographers, on one end the starting photographer figuring out how to use his first light and the pro, now caught up in using and depending of multi-light setups. The CDs and DVDs for sale are only a part of Jean-Francois's digital work as he did many private labels tutorials and DVDs for manufacturers and distributors of equipment.



- 1 click away from perfection -

Features

The ColorBalanceCoach disc looks like a photographic reflector and like it, it can be collapsed to use only a fraction of the space, this allowed us to include on the disc the largest grey card on the market, that can still fit in your photo bag. The ColorBalanceCoach is made of 4 distinct regions called patches.

The need

The ColorBalanceCoach disc was developed as the answer to hundreds of questions received by Jean-Francois O'Kane, The Studio Coach, while hosting trainings and seminars. Is there a simple way? Is there a better way? I'm not an engineer how can I master my new digital camera? Before it was easy, now I miss many pictures? Grey card? The color of skin tone is never the same in my picture... The tools I use only do so much, I need 2 or 3 tools. And one day on a plane, it just went EUREKA! and I drew it right there. It took 24 months to find the fabrics and have it made.

RAW or JPEG

The answer will always be in the air. The choice is yours, there are advantages to both. But one great thing is that the ColorBalanceCoach will help you whatever is your choice. If you shoot directly in JPG you will have the insurance of having a perfectly exposed file on your card, knowing that when you will download it, it will be on the target as per exposure and color. If you shoot RAW by including the disc in on of the image of your shoot will allow you to catch back on color and exposure when you are back in front of your computer, having a true reference images shot in actual condition of the shoot.

They talk about it

The ColorBalanceCoach disc has led the development of a line of exposure and white balance tools by Jean-Francois O'Kane. A total of 7 SKUS. The reviews of the products are extensive and one even says that the results are so perfect, it's scary! The product



Jean-Francois O'Kane's Blog

There is nothing like hearing it from the coach. What are his techniques, his preferred tools and best tips. www.JeanFrancoisOKane.com

TheStudioCoach Website

TheStudioCoach website is all about the coach, The calendar let you locate him at all time, the listing of lectures and seminars let event organizers select the best presentation for their crowd and visitors can shop for targets, CDs and DVDs.
www.TheStudioCoach.com

The tools websites

Each product have it's own website:
TheColorBalanceCoach.com
ThePhotoMasterTarget.com
HowToShootNudePhotography.com

The Business Websites

Photographer as a business, www.ODCPhoto.com takes you to my general portfolio, Diversity and adaptability are the 2 main point that I wish to demonstrate to future customers. Also active in video production HealthAndSafetyVideo.com is the home of the motion image creation page

CirquePhoto art gallery

I have worked extensively with circus artists witch allowed me to go further in my study of light to focus and draw attention to the subject and the art, see more here.
www.CirquePhoto.com

Other sites

Jean-Francois' work and thoughts can be read and seen on Facebook, Twitter, Youtube and on many affiliate sites

Lectures & Seminars

From over 30 titles that vary in duration and content here are a few

The brown paper bag on your head presentation©

Jean-Francois will explain in clear words, that you will remember, the concepts of photography . The histogram will be a castle of blocs and the exposure will be as simple as a cup to fill... And you'll learn why underwear are not "white-balance" targets. If you are shy to be seen at that presentation, you may wear a brown paper bag on your head.

Lighting for digital (developed and presented for the PMA)

Controlling the light output and power for a shooting requiring minimal post-production and standardization among many photographers or locations

Studio lighting basics

This workshop details the 3 main characteristics of light, called the QQD, and review the use of each light source according to it's Dispersion along with light Quantity and Quality

New trends (HDR, Immersive, Photoshop plug-ins...)

Each of these presentation, have a similar line, 1-Why should we use this technique, 2-How to shoot for it 3- How to post process and apply the technique.

When you need all the attention

Coaching/TheStudioCoach

Jean Francois is a successful portrait and commercial photographer currently working in Montreal, Canada. His creative and energetic style has secured him many repeat customers and internationally known companies. As a speaker he is both engaging and informative. His background consists of 30 years in the photo market, as well as more than 20 as a technical consultant to the top Canadian photographers. Jean-Francois enjoys helping fellow photographers.

The very relaxed approach to everyday events and the process of the workflow makes of Jean-Francois the perfect coach to give you back your energy, and creativity

Here, there and abroad !

Workshops allow participants to learn new skills
and apply them under the watchful eye of TheStudioCoach

Landscape & bodyscape

1 to 3 days workshop. This group workshop, combines the 2 photographic most common passions. Landscape and the human form study, combine them and revisit the most beautiful landscape with an added foreground or surround a relaxed human shape with 3000' high mountains, or an old abandoned barn. The model/photographer ratio is very good and the pace of the workshop allow for posed and well composed images.

Mastering the light (as marketed in France)

A 3 days seminar with many hand-on projects, learn to read, identify and manipulate the different light sources. Also work with daylight and mixed light.

HDR and PANO Day

6 to 8 hours workshop. The new trend techniques get everyone's attention, this workshop breaks the day in 3 parts: first, the technique where the participants are explained the best way to shoot for successful results, second is going outside and shooting, and the third part where, armed with their computers the attendants get to put the images and training together.

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