



InFocus

August, 2009

Newsletter

July Meeting

The July meeting was perhaps one of the best that we have had. It had a little of everything. First we reviewed the entry criteria for the Bloomsburg Fair competition. We discussed the fact that the work must be framed 8x10 to 20x24 and have a wire hanger. You are limited to three photos and you need an entry form from the fair office that is not available on their web site. Please visit their web site at:

http://www.bloomsburgfair.com/html/premium_books.php for copies of the premium books. The categories are vague and you need to do your best to interpret them since a photo entered in the wrong category will be disqualified.

We then began viewing the monthly assignment, "people." Everyone brought something to show and there were many lively discussions on methods of improvement. Next month's assignment will be "negative space." More on that later.

Next we saw an example of Kodak's Endura Metallic paper on four photos ordered from MPIX.com.
<http://www.kodak.com/global/en/professional/products/papers/enduraMetallic/main.jhtml>

The paper uses *KODAK EKTACOLOR RA-4 Chemicals* and is processed in the dark. It has 100 to 200 year life.

The paper displays as bright, ultra sharp, high gloss with vivid colors and fine detail. Give it a try.

We also then viewed prints on aluminum surface. Gary showed five large (approx 16 x 20) photos that were absolutely stunning. The photos themselves were very powerful, but the super high gloss finish on the aluminum plates was outstanding. To learn more visit <http://www.imagewizards.net/>



August Meeting Photo Assignment

The topic for the August meeting is "Negative Space." Think all the space that is not the subject. For more explanation here are two web sites.

<http://photodoto.com/negative-space-can-have-a-positive-effect/>

<http://www.tutorial9.net/resources/enhancing-your-art-with-negative-space/>

Remember, this should be new work. Put your thinking caps on, pick up your camera and shoot. The photos should be printed on 8.5 x 11 or smaller, 4x6's would be just fine.

Think about the photo telling the story. This will be the creative component. Next think about lighting and exposure. This will be the technical component. The last component will be composition. We will

score each shot using the scoring criteria listed on the agenda link on our home page, listed below.

Photo Judging Criteria

1. Composition – Are the items of interest placed well? Is your eye led to the subject? Are there elements that distract? Are horizons level and not centered? Is movement into the photo? If rule of thirds is violated, is it appropriate? Is there clutter? Cropping appropriate? Appropriate format? Background is simple and uncluttered? Are there unwanted mergers? Landscapes have adequate foreground interest?
2. Creativity and Originality – Is the subject viewed in a unique way or interesting point of view? Is the lighting interesting? Is the image or idea powerful? Is there a central theme or idea? Is there an obvious story?
3. Technical – Is the photo sharply focused, unless deliberately blurred? Lighting balanced? Was depth of field considered? Shutter speed appropriate for the subject? Color Balance? Contrast? Clipped shadows or highlights? Use of flash?
4. Overall Impression – Does the photo grab your attention? Wow factor? Special effects? Presentation?

Seminar Topics

Do you know anyone that can present a seminar for us? Here are some thoughts. Please help!

- 1 What makes a good photo?
- 2 When do I modify my camera's suggested exposure?
- 3 What lens should I buy?
- 4 How do press photographers work?
- 5 Shooting weddings?

Club Activities

I would like for someone to step forward and coordinate the following get together. There is lots of time. Call me at 784-4561 to discuss.

Steve McCurry

National Geographic LIVE Community Arts Center
Williamsport, PA March 7, 2010 3:00 PM

<http://www.caclive.com/index.php/special/NGSM>

Steve McCurry is known for his famous "Afghan girl" photograph, which became a National Geographic icon after it was published on the cover of the June 1985 issue. And again 18 years later, after relocating the previously anonymous refugee, Sharbat Gula.

Stories have the power to inspire, motivate, transform, and heal, but before a photographer can get to the story he or she must first find a way to connect with total strangers. Go behind the scenes with this master photographer as he shares his method for capturing the essence of a person through the art of portraiture.



Ethan Rosler

Negative Space