

the *LensPaper*

NORTH COUNTY PHOTOGRAPHIC SOCIETY

FEBRUARY 9, 2005

February 2005 Meeting

Wednesday, February 23, 2005
Quail Botanical Garden, Encinitas
Ecke Building Meeting Room
Enter Front Gate - **Exit Rear Gate**
Front Gate is Locked at 7:00 p.m.

6:00 p.m. - Front Gate Opens

6:15 p.m. - Sign-in & Refreshments

6:30 p.m. - Announcements & Member Greeting

6:45 p.m. - Member Share

7:15 p.m. - Break & Refreshments

7:30 - 8:30 p.m. - Presentation

Donations: First-time guests free/returning guests \$3.00

FEBRUARY'S PROGRAM by Barbara Royer

Our speaker for February will be Abe Ordovery and his topic will be "Insights in Nature Photography."

Abe is the owner of the Ordovery Gallery - Studio 172 at 444 South Cedros Avenue in Solana Beach. He is a gallery owner who chooses to include the work of local photographers in his exhibitions, something our society can truly appreciate.

It is always a pleasure to visit the Ordovery Gallery – both at their Cedros Avenue address and online at <http://www.ordovergallery.com>.

PRESIDENT'S CORNER by Mike McMahon

If you attended our January meeting, you know that the NCPS is off to a great start in 2005. One of our largest audiences in recent history (80+) enjoyed the Member Share (led by our new Vice President, Barbara Swanson) and were delighted with Will Gullette's presentation, "Garden Photography: How to Tell a Story".

And we are off to a fast start for our Photo Shoots. On January 29th, a group rode the Coaster to Old Town for a fun event. Thanks to Carolyn Taylor for organizing this event. On February 12th, Ed Stalder and Carrie Barton will lead a shoot to the Anza Borrego desert to photograph the dazzling display of wildflowers. Thanks to Ed and Carrie for pulling this trip together so quickly in order to take advantage of the early bloom this year. You can see

photographs from both shoots on our website www.nc-photo.org.

In order to reach the membership to communicate the date change for the Anza-Borrego shoot, we used email to reach as many members as possible. If you didn't get this message, perhaps you should check to make sure that we have your current email address. A quick email to A Joseph, our Membership Director, will do the trick. You can reach him at aljoseph1@msn.com. Rest assured that we will respect your privacy and will only send emails when urgency dictates. Remember, you can always find the latest info on club activities on our website.

February will see a push for getting more volunteers involved with our activities. The volunteer team in place can use some extra help and the input and feedback from new volunteers is very valuable and much appreciated. Take a moment to think how you might be able to help...lead a photo shoot? fill a vacancy on the board? deliver a presentation or workshop to the group? contribute an article to our newsletter? We will circulate some volunteer sign-up sheets at the next meeting. Please give some thought on how you might be willing to pitch in. Thanks.

As always, don't forget to check our website (www.nc-photo.org) for late breaking news and beautiful displays of our members' work. Good shooting!

★ TWO GREAT PHOTO OPPORTUNITIES ★

**THE ANZA-BORREGO WILDFLOWER SHOOT
ON SATURDAY, FEBRUARY 12 (story on Page 2),**

or

**A POLOROID TRANSFER DEMONSTRATION IN
ESCONDIDO CONDUCTED BY NANCY
JENNINGS ON FEBRUARY 12 (story on Page 2).**

MEMBER SHARE by Barbara Swanson

The topic for February's member share will be "Repetitive or Patterns." These elements can add impact to an image, or can be used to create an abstract picture. Please bring one or two photographs to share.

March's topic will be "Flowers" to encourage everyone to photograph this year's fabulous wildflower display.

MANY THANKS TO WILL GULLETTE FOR SHARING HIS GARDEN PHOTOJOURNALISM EXPERIENCE WITH US AT THE JANUARY MEETING. HIS MASTERFUL TECHNIQUES AND IMAGES WERE A JOY TO BEHOLD!

PHOTO SHOOTS by Carolyn Taylor

A dozen or so members enjoyed the Old Town photo shoot, a Coaster ride and lunch recently. Their work will be shown at the February meeting. Coming in March are two more opportunities to meet your fellow photographers and perhaps discover new places. Michelle Wolf is planning a mid-week shoot at the USMNS Air Museum. The Orange Empire Perris Railroad Museum is also in the planning stage, led by Dan Nougier.

Many thanks to these two volunteers for their efforts. Watch the website for details.

ANZA-BORREGO WILDFLOWER SHOOT by Carrie Barton & Ed Stalder

Folks, our apologies for changing the schedule on you like this, but hopefully all of you will get this message one way or another: The Anza-Borrego wildflower shoot has been rescheduled to Saturday, February 12th, meeting there in Borrego at 1:00 p.m. Realizing that Feb. 6th is Superbowl Sunday, we figured we'd get a better turnout if we found a new day. It's looking like the other good part about the change is that we will hopefully miss the Santa Ana winds that have been kicking up recently (first week in Feb.), and there's a slight chance of one more shower feeding our flowers before the 12th! I so hope you'll join us – should be a beautiful, temperate (probably in the low 70's) day! And if you have time, plan on a desert dinner, as well!

Directions: From the north (Fallbrook folks), you can take 76 east to 79 north to S22 east (goes through Ranchita). And for the North County/San Diego folks, we would recommend taking 78 east (to Santa Ysabel) to 79 north to S22 east. Where S22 intersects Borrego Springs Rd., you will find the Christmas Circle, a grassy traffic circle - that's our meeting spot.

If you have interest in making your trip an overnigher (or if you have any other questions about the outing), contact Carrie (ouraydog@cox.net) for hotel info., etc. And if you can't make this date, but will like to go on your own another time, the flowers are predicted to peak mid-Feb.

through mid-Mar.! And we may be able to give you some ideas on where to go in the park.

See you amongst the Verbena & Primrose!

NANCY JENNINGS TO DEMONSTRATE POLAROID TRANSFERS by Hugh Cox

Nancy Jennings, fellow NCPS member and award winning artist/photographer, will be demonstrating the art of Polaroid Transfers during Art Connection, February 12th from 10:00 to 11:30 a.m. This Second Saturday program is sponsored by the Escondido Arts Partnership and held at the Escondido Municipal Gallery, 142 W. Grand Avenue Escondido. Polaroid transfers can be applied to many different surfaces and varied by artistic manipulation. Even novice photographers will be excited by this alternative photographic process. Call (760) 480-4101 for details and directions.

DIGITAL WORKFLOW by Mike McMahon

Those of us shooting digital images are increasingly aware of the importance of a disciplined workflow to ensure high-quality results. Let's review the basic steps and suggest a process that can make the digital workflow effective and enjoyable. We want to ensure that we properly handle the digital images from the time of capture to their ultimate use. In this column, we'll address the first several steps of the workflow – capture, archive, and organize. Other topics will be addressed in later columns.

Image Capture

If you are using a digital camera, you are probably already checking to make sure that you have plenty of batteries and media chips before you set out to shoot. For long trips, you will need a separate download device (a laptop or digital wallet). Consider the choices you will make regarding the image resolution and the white balance camera settings...will you need your camera's manual to help with those settings? And, remember that the electronics in today's camera are sensitive to heat and dust...take the proper precautions to ensure reliable operation.

Of course, digital capture can also be the result of a scan of a negative, slide, or print. Some of the best "digital" photographers don't own a digital camera.

Downloading and Archiving

There are times when you'll choose to print images directly from the chip (either at a photo lab or using a printer equipped with a media reader). But, in order to edit

archive, and organize the images properly, you'll need to download them to your computer.

Before the download, consider using the LCD screen on the camera to delete any obvious errors. If an image is questionable, go ahead and download it and evaluate it later. Depending on your download software, you may have the option of renaming your images during the download process (e.g. Jim Portrait 001 through 008). That makes sense if all of the images are of a common subject.

During the download process, the images will be copied to a folder on your computer. You are usually able to specify the name and location for that folder. Consider using *today's date* as a temporary folder name.

It is very important to copy the downloaded images immediately to CD (or DVD, or external disc drive). These are your precious "negatives"...preserve them in their original state, just as you would your film images. Copy them to CD - without opening or editing the images (very important). And resist the temptation to completely fill the CD to its limit of 700 MB...I have encountered software errors that rendered an entire CD unreadable because of a glitch while appending files to a nearly-full CD.

After burning the CD, make sure it reads properly...better to discover this sooner than later. With your archival CD complete, take a few minutes to make a second copy for offsite storage. Want to be really thorough? Use a different brand of CD media for the second copy. Longevity of CDs is a topic of debate these days...using high-quality media and making new copies every few years is about the best you can do. Do you have an image that you want to keep for posterity? Have an archival-quality print made and put it away in a safe place...that's how the picture of your great grandparents made it all these years!

Why be so insistent upon backing up the original image files? Because the computer glitch that can destroy your digital image is much more likely to occur than the flood or house fire that can destroy your film collection. Have you ever deleted or overwritten a valuable file by mistake? Ever had your computer crash without having a full backup?

Also, when you delete the images from your camera's media chip, perform that process in the camera...not on the reader or other device. The file formats can differ. When erasing all images from the chip, it's better to use the *format* function instead of the *delete* function in your camera. It gives your media chip a fresh start.

Organizing your images

Both Windows XP and MAC computers offer built-in software to help organize your photos (My Pictures in XP and iPhoto on the MAC). Take the time to explore their capabilities. They may be sufficient for your needs...saving you the expense and learning curve of additional software.

If you need more capability, there is a wide variety of browser/organizer software on the market. When time is money, professionals use these packages to speed up the review and edit process...especially when handling hundreds of images from a shoot. Packages like Photomechanic, Photoshop CS/Elements File Browser Adobe Album, and ACDSee are just a few of the choices. Want to try a free one? Picasa 2 is getting a lot of attention these days (www.picasa.com).

These packages have features that allow you to tag images with key words (e.g. family, sports, project name). You can then retrieve images by those tags, independent of their file names and folder location. Limited editing tools (cropping, levels, red-eye removal) and project templates (slides shows, album pages, email prep) are often included. While I own several of these packages, I rarely use them for organizing my images. *My Pictures* and a thoughtful folder structure work best for me...your mileage may vary.

Now, let's turn our attention back to your images...residing in the *today's date* temporary folder. It's time to move them to permanent folders with more meaningful names.

If you haven't already decided upon a folder structure, here are some things to consider. Do you want to organize your work chronologically? by event? by category? or maybe some combination? Compare the requirements of a landscape photographer who takes 30 images per month with the demands of a press photographer who shoots hundreds of images per day.

Having tried a few different approaches over the years, I'm happy to share my method with you. It mimics the organizational structure I use with my film work while adding the extra flexibility that digital storage offers.

I differentiate my work by two major areas...images that are related to an *event* (e.g. Christmas 2004) versus images that are related to a *category* (e.g. Architecture).

I give the *event* folders names like *Family Reunion Aug 04* and I place them in a master folder called *2004 Jul - Dec*. Photoshop editing is performed on the images within the folders. Over time, it is quite easy to create a small library

of these master folders on CDs, make contact sheets of each folder for quick reference, and keep the images offline.

The *category* image folders serve as a catch all for images not tied to an event. They have names like *Architecture*, *Panorama Projects*, *NCPS Projects*, *Flora*, *Fauna*, and *Sunsets*. When I have completed a project (e.g. a print for the Member Show), I copy the entire project to a CD for offline storage.

But what if you took a great sunset shot during the *Family Reunion Aug 04*? One approach is to make a copy of the sunset image and place it in the *Sunsets* folder. If you have enough disc space, it's a fast and easy solution. But if you plan to retrieve images by multiple tags (e.g. tagging your favorite Yosemite shot by "landscape" "Yosemite trip July 03" and "mountain scenes"), maybe you'll be best served with one of the packages discussed earlier.

Once you have moved your images to their permanent folders, you can delete the *today's date* folder to clean things up a bit. Now you can turn to the images and begin your editing and output preparation.

Summary

We have reviewed the first steps in the digital workflow. Image editing and managing the output/printing process are steps that deserve a separate discussion. But the initial steps of downloading, archiving, and organizing are the necessary foundation for a manageable and successful workflow. Have fun and good shooting!

IMAGES NEEDED FOR NCPS POSTCARD

by Hugh Cox

The North County Photographic Society is in the process of preparing a postcard to be used at Member Exhibitions, the San Diego County Fair, and other similar opportunities, or to be mailed as an invitation. This postcard will be promotional in nature and designed to show and tell people about our organization.

On the face of the postcard will be a montage consisting of half a dozen or so images by NCPS members; on the back will be information about our Society. Five hundred or 1000 of these postcards will be printed at Modern Postcard in time for this year's fair and will be of high quality.

There will be a "competition" to select the images to be used. Each member in good standing is invited to submit one or two images for consideration. The process of

submitting images is similar to that for submitting web gallery images, i.e., e-mail one or two 72 dpi jpegs to Tom Scott at tom-s@pacbell.net. The images should be attachments to the e-mail, should be 640 pixels wide in greatest dimension, and should not exceed 150 kb in size. If this is Greek to you, you will find many of your fellow members willing to help with the submission process. If you are new to the organization, please contact one of the Board Members listed on the back page of the newsletter for assistance. You may also bring your images to a meeting as electronic files on a disc and give them to Tom Hugh or any Board Member. The deadline for submitting images is March 31, 2005.

Once submitted, your images will be anonymously displayed (identified by number only) along with those of other members in a "postcard competition gallery" on the NCPS web site. Following the above deadline, a photographic professional who is not associated with the NCPS will select images from this gallery which best typify our photographic diversity, i.e., a great image to represent as many of the Member Show categories as space allows.

Submitting an image for this competition signifies that it is your work, and that it may be used on the first 1000 NCPS postcards without condition. It is unlikely that photographic credit will be included on the postcard however, following the selection process the "postcard competition gallery" will be updated to include artist's names and will remain on the site for some time.

Please watch our web site and our next two newsletters for further information, and direct your comments and suggestions on this process to Hugh Cox at hmcox@att.net or (760) 436-4962.

Thank you and happy shooting!

SPONSOR IN THE SPOTLIGHT: PROFESSIONAL PHOTOGRAPHIC REPAIR

Professional Photographic Repair has been serving San Diego's photographers for nearly 30 years with a large array of repair services. They have recently changed ownership and have been working hard over the past year to expand their services. PPR now offers a full line of camera equipment in addition to their expert repair services. They also manufacture and distribute parts throughout the world.

Serving amateurs and professionals alike, their knowledgeable staff is always glad to help you with al

your photographic needs. They buy, sell and trade equipment, so don't be shy and stop by their newly remodeled store.

Professional Photographic Repair is located at 7910 Raytheon Road, off of Convoy and one block south of Clairemont Mesa Boulevard, between the 805 and 163 Freeways. **Mention the North County Photographic Society and get 10% off any repair.**

PHOTO EXHIBITIONS

- The Ordovery Gallery presents "Secret Landscapes", spectacular fine art photography by Linde Waidhofer. Waidhofer is known for her rich colors and unusual textures in images of simplicity and abstraction. Also showing are four local photographers, i.e., are Lewis Abulafia, Will Gibson, Blake Shaw, and Aaron Wilcox.

The Artist's reception is on Thursday, Feb 17th, 6:00 – 8:30 p.m. at Studio 172, 444 So. Cedros Ave., Solana Beach, (858) 720 1121 or www.ordovergallery.com.

The show runs Feb 17th – March 31st. Gallery hours are Tuesday through Saturday, 11:00 a.m. through 6:00 p.m.

- Donna Cosentino's show continues at the Palomar College Boehm Gallery through February 19. For gallery hours, call (760) 744-1150, Ext. 2304.

UPCOMING PHOTO COMPETITION

According to Donna Cosentino, there will be a photo competition coming up that is about pictures of the Daley Ranch in Escondido. As this should be of great interest to NCPS members, keep your eye on our website for details.

NEW MEMBERS

NCPS welcomes the following new members: Susan Hennessy of Carlsbad, Harriet and George Marois of Carlsbad, and Al Schlegel of Del Mar.

LOST & FOUND

If something is forgotten/left behind at one of our monthly NCPS meetings, please call Quail Gardens directly at (760) 436-3036 and arrange to pick it up from their office.

SPONSORS

The NCPS thanks the following Annual Photography Exhibition sponsors. Please show your appreciation by visiting them.

Calumet San Diego 830 West Valley Parkway, #330 Escondido, CA 92025 (760) 737-6002 www.nccamera.com	PC Photo & Imaging 127 N. El Camino Real, Suite C Encinitas, CA 92024 (760) 632-1790 www.pc-photo.net
Encinitas Photo Center 967 S. Coast Highway 101, #107B Encinitas, CA 92024 (760) 436-0562 www.encinitas101.com/encinitasphoto.htm	The Photo Factory 733 Third Ave. San Diego, CA 92101 (619) 235-6369 www.photofactory.com
Green Flash Photography 4966 Lamont Street Pacific Beach, CA 92109 (858) 272-1926 www.greenflashphotography.com	Pixel Photo 272 N. El Camino Real, Suite B Encinitas, CA 92024 (760) 436-7781 www.mypixelphoto.com
North Coast Photographic Services 5451 Avenida Encinas, Suite D Carlsbad, CA 92008 (760) 931-6809 www.northcoastphoto.com	Professional Photographic Repair 7910 Raytheon Road San Diego, CA 92111 (858) 277-3700 www.procamerarepair.com
Oceanside Photo and Telescope 918 Mission Ave. Oceanside, CA 92054 (760) 722-3348 www.optcorp.com	

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NOTE: Please place NCPS in the Subject line of all correspondence.

TO REACH NCPS

Web Site: <http://www.nc-photo.org>
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