# the Lens Paper

The North County Photographic Society...Inspired by Photography, Powered by Volunteers!

**MAY 2012** 

BACK PAGE HAS MEETING SCHEDULE

## **MAY PROGRAM** (May 23, 2012)

Larry Vogel: Photoshop on the fly Here is how the evening will work:

You (that's right >YOU<) email me one jpeg image to be to be included in the Photoshop on the Fly session. The image can be one you consider finished, or one you are struggling with and want some advice.

I will select as many files as time will allow and use my laptop with Photoshop to work through the selected images. I will offer technical and aesthetic advice for possible image improvements. I will also engage the audience in the discussion and critique process. Lots of fun!

- 1. Please size your files to have the maximum dimension at 2000 pixels with a Resolution of 72. (sounds large, but will help if we need to zoom in for processing)
- 2. Save as a jpeg and Optimize to keep the file size below 3 megabytes.
- 3. Very important be sure to name the files with your name and please include NCPS in the file name, I have to know which group the files belong to.
- 4. Send files to <u>vogelart@cox.net</u> no later than May 21st, the Monday before the meeting.
- 5. Any questions please email me at same address.

### Bio

Larry Vogel describes himself as an artist who uses the medium of photography as well as sculpture, painting and ceramics. He has been an exhibiting artist for over thirty years. His work is included in numerous private and corporate collections. Vogel is currently represented by the Susan Spiritus Gallery,



Newport Beach, CA, Wild Heart Gallery, Carmel Valley, CA.

Vogel teaches his popular Last Saturday Photoshop Seminars from his home/studio in Oceanside, CA. A new series of workshops called Cameras on Location was recently added. Vogel leads a workshop group in camera technique instruction at a new location each month. He is the author of Creativity / The Seeker's Journey, available on his website www.lavogel.com.

In addition to his workshop schedule, Larry is founder and director of the Digital Photo Exchange - DPX. Monthly meetings are held in Oceanside. More information can be found at their Meetup site:

http://www.meetup.com/Digital-Photo-Exchange/

Vogel also is a juror for the San Diego Fair and many photo groups throughout Southern California. Larry will be a returning presenter at the 2012 fair. Be sure to check his website for his fair schedule: www.lavogel.com/workshops.



For June, Bob Couey's talk is 'Mini studio lighting'.

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# PRESIDENTS CORNER by Barbara Swanson

The fair is soon upon us, and everyone who entered has received notice of whether or not their photographs were accepted. If you still need to print your photos, please remember our sponsors, many of whom offer discounts to club members. The Fair begins June 8 and runs through July 4. Besides the Exhibition of Photography, there are also plenty of other photography-related events to attend. There are two Daylight Photo Shootouts (you can still register for these) and Photography Workshops every Saturday and Sunday (no registration required). Some of the speakers should look very familiar to NCPS members, as last month's speaker (Jim Respess) and this month's speaker are holding workshops, along with other former NCPS presenters. I have found in the past that many of the workshops are well-attended, so get there early to get a seat.

# **PHOTOSHOOTS** by Dan Nougier

# **Torrey Pines State Natural Preserve**

Date: Sunday 20 May 2012

Time: 8 am to 11 am

Location: 12600 North Torrey Pines Rd, San Diego, CA

92037

Directions: Exit from I-5, west on Carmel Valley Road and drive till you reach the Coast Highway. Turn left and proceed along the beach for

about a mile. The park entrance is on your right.

The Torrey Pines Reserve is a wilderness island in an urban sea. This is a great place for a morning hike and provides excellent photo opportunities. The Reserve covers 2000 acres of the wildest stretch of land on the Southern CA coast and includes the chaparral plant community, the rare and elegant Torrey pine trees, and miles of unspoiled beaches. Check out <a href="http://www.torreypine.org/index.html">http://www.torreypine.org/index.html</a> for more info. We will meet at the Guy Fleming Trailhead just at the top of the hill at 8:15 (Reserve opens at 8:00). You can either park at the beach lot or up on the mesa. Entry is \$15. If you wish to car pool let me know and I'll see what can be worked out.

For any questions, contact Dan Nougier at <a href="mailto:photoshoots@nc-photo.org">photoshoots@nc-photo.org</a> or cell 619-884-1359.

# **MEMBER NEWS** by Nancy Jennings Welcome to our newest member!

Jim Clark – San Diego

**MEMBER SHARE** by James Phenicie

May: Pets and Animals

Last month Steve Cirone gave us a wonderful presentation

on photographing fowl in and around San Diego. It got me and others thinking about using the lecture ideas in producing images using his techniques.

So think about birds, animals, pets... how could you use some of his techniques in capturing your favorite animal. Start with natural light (unless they have dark fur which absorbs the light, then some flash might be better) for that wonderful, natural look. Make sure the eyes are sharp and get down on their level if the context of the image calls for that composition. Also, if you are photographing a pet, you know their character, so try to show it: if your dog is lazy, show it! If your cat is coy, try to bring that out.

Don't forget, animal/pet/bird photography requires patience so spend some time trying to capture the moment which shows your subject in the best light. Finally, experiment using different approaches, angles and compositions to find the best image!

This past meeting we had some wonderful examples of "speed" or "motion." Thanks to all who stayed to view the member's work and to those who contributed!

The theme for June will be: Show us two images you submitted or would have submitted to the SD Fair!

### **DEL MAR FAIR - OUT OF THIS WORLD**

by Nancy Jennings

Sound familiar? It's the theme for the 2012 San Diego County Fair. As you read this article in our May newsletter, the Fair is about a month away (June 8-July 4). So many of our members enter the International photography competition but it's too soon to know the award winners. Isn't it always fun to visit the exhibition, see the names of all the NCPS participants, and even recognize some of the photographs from past Member Shares.

There are two other photography competitions you need to visit as well. One is the Student Showcase (first floor, Grandstand) and the other is the Creative Youth exhibit (big white tent, infield). Not only does North County Photographic Society provide the judges for these competitions, once again this year we are donating cash awards to two participants in each exhibit. We hope to know all the award winners by the June newsletter.

In the meantime, have a great time at the Fair!

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## SPONSOR SPOTLIGHT —

### — Modern Postcard

To ensure spot-on color reproduction, Modern goes above and beyond. From the hiring of our Artists, to the equipment we use for printing and beyond, our standards are rigorous, even fanatical. But in the end, happy customers make the extra effort well worth it.

Since color begins with what we see, our first area of concern is how well our Digital Artists perceive color. We gauge their color ability by administering the Farnsworth-Munsell 100 Hue Test to each prospective Digital Artist. If they prove to have superior color discrimination (4 errors or less), they take a written test that reveals their color knowledge as it relates to the printing industry. A final skills test determines their real-world production capability.

Next up is hardware. All reflective and transparent art is viewed under simulated 5000k daylight using GTI light boxes. Our monitors are designed for colorcritical work. We use NEC Spectraview LED displays, which come with calibration software and

hardware, allowing us to customize every work station for the best view of color possible. Our Heidelberg drum and flatbed scanners then provide the best possible digital capture of scanned transparencies and reflective art.

Also, our Direct to Plate system has been refined. Strict G7 standards are maintained throughout our workflow pipeline. Produced by a staff of experienced pre-press personnel, our plates are customized to produce consistent results on each of our Komori sheet-fed presses.

Finally, our off-set presses output sheets with predictable, high quality results. Whether a poster or business card, our final color is some of the best and most consistent in the industry. This feat is only achieved by our seasoned staff of Master Pressmen, fine 240 line screen printing and our proprietary method of moving from make-ready to final sheet.

If color is critical to your printed piece, you can rest easy knowing Modern goes the extra mile! (see ad on last page)

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

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Ordover Gallery	
410 S. Cedros Ave	
Solana Beach, CA 92075	
858-720-1121	
www.ordovergallery.com	

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# **MAY 2012 Meeting**

Wednesday, May 23, 2012 San Diego Botanic Garden (formerly Quail Gardens), 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. - Presentation

7:45 p.m. - Break & Refreshments

8:00 p.m. - Member Share

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

# TO REACH NCPS

Web Site: www.nc-photo.org

# North County Photographic Society PO Box 231881 Encinitas, CA 92024-1881

# **VOLUNTEER LEADERSHIP TEAM**

President	Barbara Swanson	
Vice Pres.	James Phenicie	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	To contact an individual Team Member go to our Web Site and click on CONTACTS and then on the person you wish to contact.
Gatekeeper	Ed Stalder	
Hospitality	Deaney Gauntlett	
Historian	Sing Baker	
Mailbox	Nancy Jennings	
Membership	Nancy Jennings	
Member Show	Sandy Zelasko	
Newsletter	Rich Stephens	
Photo Shoots	Dan Nougier	
Projectionist	Mike McMahon	
Programs	Sandy Zelasko	
Reception	Nancy Jennings	
Reception	Nancy Telford	
Sponsors	Mike McMahon	
Web Site	Fred Heinzmann	

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

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