

April 2014

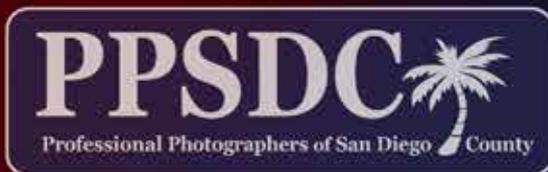
FOCUS

a magazine by the Professional Photographers of San Diego County

Smooth Scroll
by Monica Royal



April 24-27
Pasadena Convention Center



www.ppsdc.com

Code of Ethics

- 1 Observe the highest standard of honesty in all my transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.
- 2 At all times endeavor to produce photographs of a quality equal or superior to the samples I display; to apply my best efforts towards providing the best possible photographic services and to play my part in raising the general standard of photographic craftsmanship.
- 3 Show a friendly spirit of cooperation to my fellow professional photographers and assist them whenever possible should they be in trouble or difficulty.
- 4 At all times avoid the use of unfair competitive practices and hereby subscribe to the Federal Trade Commission Rules of Fair Competitive Practices for the professional photographic industry.
- 5 Assist my fellow professional photographers and share my knowledge with them and encourage them individually and collectively to achieve and maintain the highest standards of quality.
- 6 Recognize the authority of the Association in all matters relating to the interpretation of this code.

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Monthly Meeting: **Holiday Inn**
 3805 Murphy Canyon Road, San Diego, CA 92123
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PPSDC 2013-2014

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Welcome New PPSDC Members!

I say this because by the time this edition comes out, you will be reading it at our annual Open House. We are absolutely thrilled to be hosting Arthur Rainville as our honored guest. He will be sharing stories of how and why he creates the incredibly unique artwork that he is known for. I had the privilege of hearing Arthur speak last year at PPC's Pro Photo Conference & Expo in Pasadena. He moved many of us to tears, and yes, I was one of those people.

I'm certain that you will see during this Open House event the benefits that a professional organization like ours brings. I've seen members

... more than just a club. We offer classes and seminars on topics that you need to make it in the real world ...

grow their businesses significantly because of the education and knowledge attained here with us. We know that

there are clubs that you can join for free, but Professional Photographers of San Diego County is more than just a club. We offer classes and seminars on topics that you need to make it in the real world of professional photography. Our events aren't limited to craft; they extend to advice on taxes, insurance, business etiquette, pricing tips, and more.

Whether it's your business that you want to take to the next level, or just your personal photographic talent, you need to be part of a professional organization. It's not getting any easier for us out there and we need to keep learning and growing to sustain this industry that is our livelihood.

Every March we give our Image Competition a March Madness theme. Each maker could enter four times instead of the usual three. It can sometimes make for a long night, but who's not willing to hang around a little longer for some added competition.

Our esteemed judges this March were: Nadia Salameh, Cayce Newman, Bob Fletcher, and David Knoll. I'd like to thank them for their expertise and the eloquence with which they delivered their critiques.

Be sure to check out our other upcoming events and mark your calendars, but above all, value your artwork and make it the best that you can, every time.

Cheers,
 Monica Royal

PPSDC President 2013 / 2014
 Illustrative Photographer of the Year 2012, 2013
 Member since 2011



BEST-IN-SHOW

“Smooth Scroll”

- Monica Royal

This image was created in an effort to make macro artwork of something other than flowers. I started my macro obsession with flowers but recently realized that it's time to branch out. I've been on this macro journey for about four years now.

Last year I started giving talks about my art, teaching workshops and writing articles on it. Shortly after that something curious began to happen. I started to get phone calls from friends telling me that they had seen my work somewhere. “How thrilling, I'm famous!” That's what I thought, until I realized it wasn't my work. I started to ponder why someone would intentionally make artwork that looked so much like someone else's.

The most frequent question I get about my abstract artwork is, of course, “What is that?” I used to take so much pleasure in answering that question and answering in great detail. For me the fun was seeing people be amazed when they learn that the art is just an ordinary everyday object that they have seen a million times. When I started to see other people's art that could pass as mine, I started to worry. For me the worry is not in being copied, it's the idea that if you are making art like someone else's, then you are not making your own art.

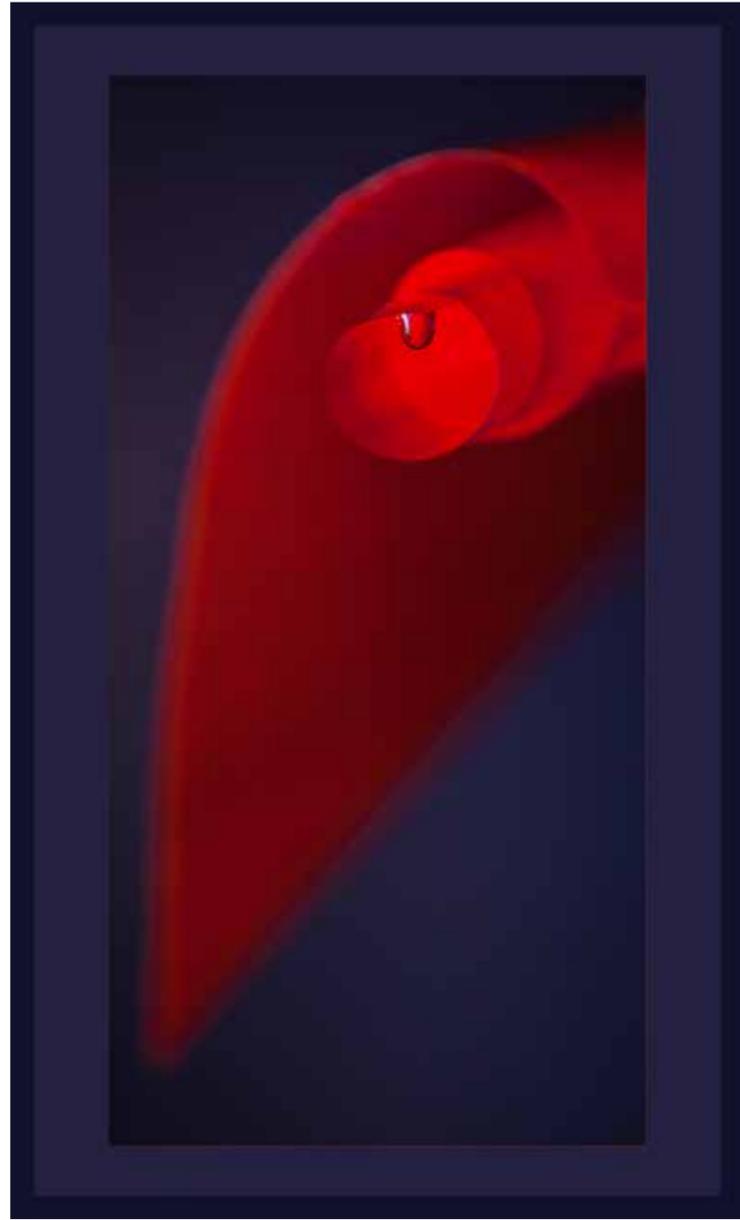
Don't get me wrong, I take a lot of inspiration from other artists; I am certainly not the only macro photographer in the world, but if you don't make your own artwork your own, then you are not your own artist. I want to help people think outside the box. Walk around your yard or your house and start looking at things, really looking. You will find something that gets your heart racing.

If you want to know what 'Smooth Scroll' is, I'll still share and tell you it's a piece of plastic. Told you you've seen it a millions times!

I love what I do and I want you to love what you do too. Thank you to PPSDC for all that this group has given me. I'm eternally grateful and certainly wouldn't be the artist I am without you.

Affectionately,
Monica Royal

PPSDC President 2013 / 2014
Illustrative Photographer of the Year, 2012, 2013



March's Best In Show



BEST-IN-CATEGORY

BEST-IN-CHILDREN

Safe and Sound - Amy Dawnelle

BEST-IN-COMMERCIAL

Morning Workout - Fred Blood III



BEST-IN-PORTRAITS

Teenage Beauty - Janet Bark



BEST-IN-DIGITAL-IMAGING

Unstoppable - Ken Hofheinz

BEST-IN-CATEGORY



BEST-IN-PETS

We are Family - Amelia Durham



BEST-IN-NATURE

The Rock - Oliver Asis



BEST-IN-SENIOR

Mama's Little Heart Attack - Launey LeSage



BEST-IN-WEDDING

Sublime - Sean Capshaw

Camera Calibration in Adobe Lightroom

By Ken Seals,
Adobe Certified Expert – Lightroom

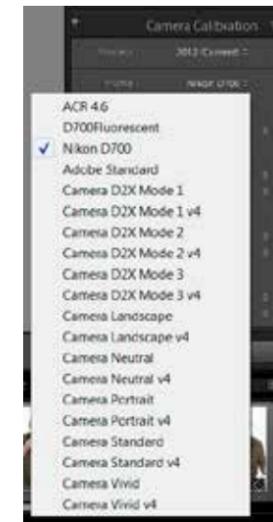


This is the second in a series of articles on Adobe Lightroom. This discussion of the tools available in the camera calibration adjustment panel assumes that the image files being processed are RAW.

Adobe Lightroom's Develop module has many useful adjustment panels, which are found on the right side of the workspace. The one adjustment panel that you should check, perhaps before doing any other adjustments to the image, is the Camera Calibration panel. Under the Process label you will find a drop down list that includes 2012, 2010 and 2003.

This is a selection of the Adobe Camera RAW process versions that Lightroom uses to process the RAW data in an image. Changing from one version to another will cause the sliders in the Basic module to change to the functionality of the specific process version. Adobe has made tremendous improvements to the ACR process with each iteration of the process so always select the latest version. If you are processing older images in the Develop module that have been adjusted under older versions of Lightroom, the process version shown will be the version that was in use at the time. In this case, selecting the latest process version may cause changes to the image that you may or may not like, so on older images, choose the version you like.

Next, in the Camera Calibration adjustment panel, you will see the Profile section. When you click on the dropdown list a number of choices will appear similar to this:



The choices you see will depend on the camera that created the image file. Most will include the Adobe Standard, Camera Landscape, Camera Neutral, Camera Portrait and Camera Standard choices. You can click on these choices to see how Adobe's ACR engineers interpret the RAW files with the goal of emulating the specific modes of each camera. Choose the one you like best. The example here is of a Nikon D700 for which Adobe has included many other camera emulations. The second and third choices are D700 camera profiles created with the x-rite Color Checker Passport system which is discussed below.

Because each camera model, and sometimes individual camera sensors, respond differently to light, variations in color accuracy will exist in the image files that you capture. It's possible however, to calibrate most professional-level cameras using the Passport Color Checker system. The principle behind camera/sensor calibration is to use a standard color reference, the color chart in the Passport.



Continued on page 14

PHOTO SAFARI
By Launey LeSage

Our February 2014 Safari was to an actual Roller Derby. It was held in Temecula at the new Epic Rollertainment Facility that is really awesome. I drove north with one of our new members, Jahi Haque from Bangladesh, as we talked the time flew and we were there. One of our own, Brandy Pellegrino, is part of the Margarita Hot Sprints, the traveling team for the Wine Town Rollers. They had a great bout with a full house at the rink. People were lined up all the way around, including numerous photographers from PPSDC and some with their team. Joining us from PPSDC were Amy Dawnelle, Amelia Durham, Jahi Haque, Launey LeSage, Kip Cothren and Corrine and Chris Panteleoni, who I didn't see even though they may have been there.

I learned a little about the Derby as we saw the action unfold. Moving around the rink to different vantage points I found good angles everywhere. We all had an enjoyable time. Brandy's team won, and the group was really excited!



© Launey LeSage

Congratulations Hot Sprints on your season opener win! See you next time!

Continued on page 10

MERIT AWARDS

A Little Style - Amy Dawnelle

CHILDREN



└ Croff Brothers Racing Team - Sean Capshaw



└ A Slice Through Blue - Monica Royal



└ Pretty in Pink - Amy Dawnelle

└ Encased - Monica Royal



└ Worship By The Mountain - Kip Cothran

└ Sunset Activities - Oliver Asis



└ May the Sun Always Be at Your Back - Jon Campbell



MERIT AWARDS

ILLUSTRATIVE



└ Texture and Fire - Amelia Durham

└ I Take My Hat Off to You - Janet Bark



COMMERCIAL



└ Moonlight Bay - Oliver Asis

PHOTO SAFARI

By Launey LeSage

Our March 2014 Safari took us into the heart of North Park to the Ray at Night Art Walk. Held the second Saturday of each month. Just a block east from George's Camera Store, that we all know and love, is a section of Art Galleries and a street dedicated to the event.



It included numerous galleries, street vendors, artists, food trucks, musicians, jewelry, clothing, boutiques, glass. A little bit of everything. This community event brings out the masses. It was a beautiful evening and we enjoyed it very much. It was fun capturing images through the gallery windows. Seeing all the colorful art and sculpture as the guests browsed through the shops and filled the streets. It was a people-watching adventure finding interesting sights to capture.



What called us for a closer look? The street singer with her accordion. The street dancer. The girl with the stop-shop-and-roll van set for location clothing shopping. It was quite a unique and relaxing end to our day. Attending from PPSDC we had Bob Hall and his wife Pat, Jahi Haque, Launey LeSage and Sig Anderson. We all got to be in a few images as we roamed the area. A beautiful full wall mural on the corner of North Park Way and Ray Street grabbed our attention for a while as we all modeled for a few images with it. We enjoyed a great evening out and even had a few street tacos on the go. Until next time! Be Well! Love Launey



lovelauneyportraits@cox.net



Jahi, Sig, Launey, and Bob



© Jahi Haque

Continued from page 7
Roller Derby Images



Alyssa, Kip, Amy, Brandy, Amelia



Launey & Jahi



Congratulations Hot Sprints on your season opening win!

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NATURE

MERIT AWARDS



Fast Food - Lisa K Miller
 Horse Tail Falls - Fred Blood III



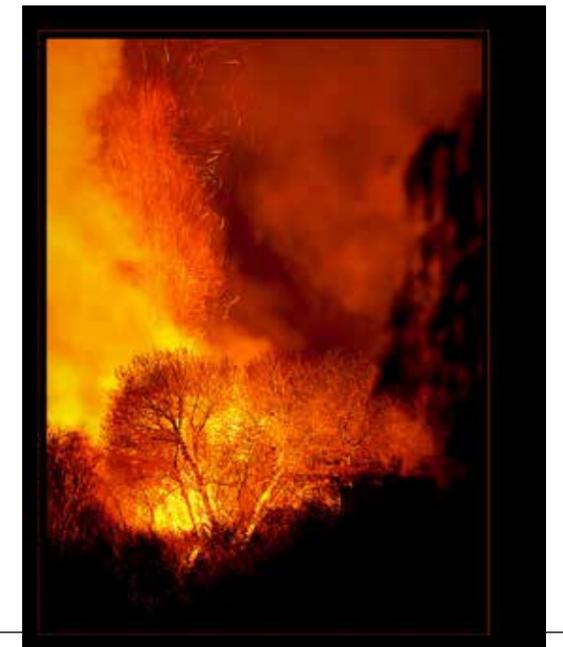
We Found Gold on Wall Street - Kip Cothran
 Gentle Curves in Nature - Jon Campbell



Keeping Watch on Misty Topaz Lake - Stephen Hough



Firestorm - Fred Blood III



PORTRAIT

MERIT AWARDS



Bare Skin Rug - Jeff Davidson
 Pierced - Jeff Davidson
 Vintage Beauty - Jeff Davidson
 Madel The Pirate - Fred Blood III

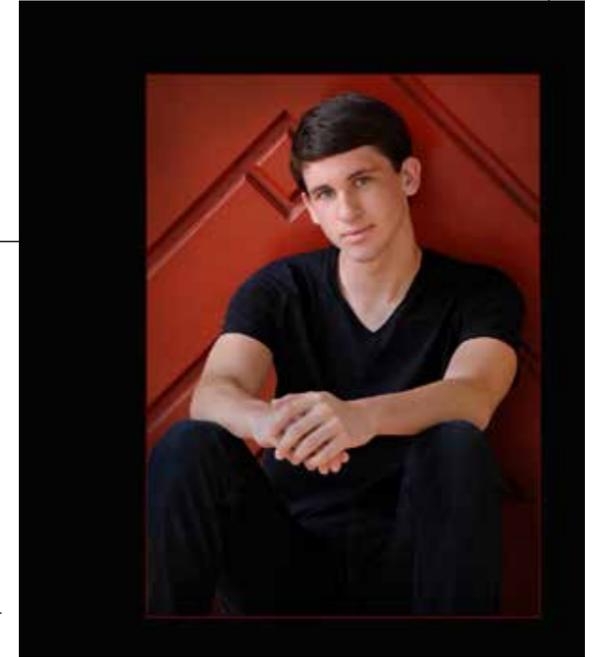


SENIOR

MERIT AWARDS



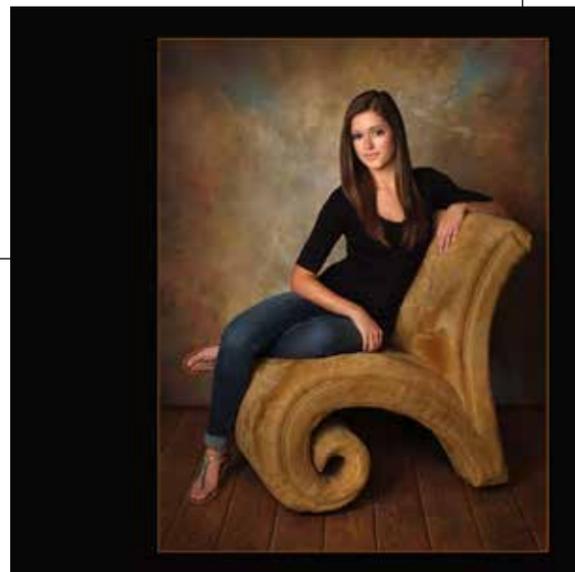
Night Time Rhythm in Blues - Launey LeSage
 Young and Zen - Launey LeSage



SENIOR



Old Poway Train and Emily - Janet Bark
 Spiraling Repose - Launey LeSage



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Step-Up Your Photography

By Roxyanne Young - Assistant Editor

79 80 84 92



One of the most exciting aspects of being a member of PPSDC is entering our bi-monthly Image Competitions. The feedback from the judges is great – who doesn't benefit from constructive criticism? But there's a special thrill that is inherent to having your art earn a Merit Award, or even better, Best-in-Class or Best-in-Show. According to Second Vice President Oliver Asis, who is in charge of Image Competition, "The Photographer of the Year for each category is calculated by summation of the highest of the top four scores for the maker in that category, so if a maker gets 85, 85, 87, and 80, their score would be 337. If no other maker can top that score in that category, that maker is Photographer of the Year for that category."

...feed the fire in me to do more

work and push myself.

There's also an award for Image of the Year, which is chosen by professional photographers from

outside our local chapter, selected from among the Best-in-Show winners.

Asis offers this advice to newcomers: "Just enter. The biggest hurdle is getting over having your images judged and scored. That's the hardest part. But once you get over that, it is easy. The best thing that image competition can do for any photographer, is to help them see their work in another way. It is one thing to see your work from your perspective and that of friends and family. It becomes something else when other photographers look at your work and critique. Even with critique being a tad difficult to swallow sometimes, it is what is needed for us to grow as photographers. For anyone that is new, I highly suggest sitting through one or two before entering. Or if you are ready, just go for it. By sitting through an Image Competition, you get an idea of the work that is entered and you get a feel for how judges look at an image. And with that knowledge you can look at your work the same way and edit it to improve."

Asis was named Nature Photographer of the Year in 2013, having produced a series of extraordinary landscapes, including a breathtaking shot of the Grand Canyon that had audience members asking for prints before the night was out.

Asis said it was a humbling experience. "What it did for me was feed the fire in me to do more work and push myself even more to get the shots that make up my 'Greatest Hits'. What I take away from it all is that at the end of the day, my images are my images and as long as I love them, it was worth all the effort."

"The one benefit of winning Photographer of the Year in a category is that your peers will give you kudos but they will then push you to do more work to keep on top. Healthy competition never hurt anyone."

There is one more Image Competition before we wrap for the year, in May. Are you ready to enter your images? Come check out the scores on ppsd.com/image-competitions and see where you'd like to try to make your mark. If you want to try for a category win, focus your attention on that category rather than entering in several different areas, but above all, take Oliver Asis's advice and step-up and just enter. •

There are a couple of Categories for Photographer of the Year that are still up for grabs.

Just letting you know.

Camera Calibration in Adobe Lightroom

Continued from page 7

The Color Checker Passport software ... allows the photographer to use DNG images of the color chart taken in various illumination sources - daylight, cloudy, flash, tungsten and fluorescent for example - to produce a calibrated profile that will be installed into the Camera Calibration/Profile panel in Lightroom. The point of creating the profile for different illuminants is to adjust the ACR interpretation accurately for the differences in the spectrum of light from different sources. Typically, one profile created by photographing the color chart in both cloudy and tungsten light will work beautifully for general use, while the strange spectral distribution of different sources of fluorescent light will require separate profiles. Note that the camera calibration profiles are totally different and separate from white balance settings and adjustments.

The Lightroom article in the next issue of Focus will deal with camera calibration in more depth. •

This is your Magazine.

So in order to make it better we need your feed back. Give us some suggestions of what you would like. Do you want Photoshop tips? General questions on how PPSDC does something? Where to get the best Rueben sandwich in town? (clue it ain't at Arby's) What kind of articles would you like for your magazine?

Ken@2xsd.com
ry@roxyanneyoung.com

April Safari Tuesday MOPA Museum in Balboa Park Behind the Scenes Tour!

WHEN:
April 15, 2014 @ 10:45 am – 2:00 pm

WHERE:
MOPA - Museum of Photographic Arts
1649 El Prado
San Diego, CA 92101

COST:
\$3.00 (a max 20 people)



Launey
safari@ppsd.com
619-733-3736

Our April Safari is taking us to Balboa Park and the MOPA (Museum of Photographic Arts) for a behind the scenes tour! Tuesday, April the 15. We're meeting at 10:45am at the front of the Museum. The tour begins promptly at 11am, so please be on time. Come see the Museum, what they do, how they store, collect, restore and process pieces. Ask questions of the guide. Visit The Edmund L. and Nancy K. Dubois Library. A library with over 20,000 items all related to photography! See the current show in the main gallery also, "Prix Pictet: Power" and "Lynn Fayman: A Colorful Life" along with images from their permanent collection. Come join us for a morning tour of one of the leading Photographic Museums in the country! Limited to 20 on the tour! email safari@ppsd.com or call Launey at 619-733-3736 to reserve your spot. See you soon!



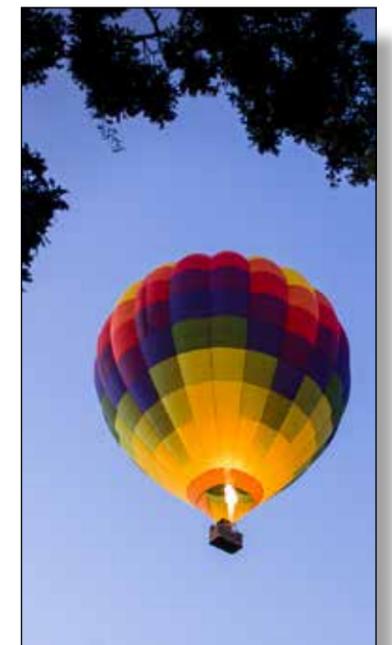
June Safari Sunday Temecula Balloon & Wine Festival

WHEN:
June 1, 2014 @ 6:00 am – 12:00 pm

WHERE:
Lake Skinner Recreation Area
37701 Warren Rd
Winchester, CA 92596

COST:
15.00 online, \$17.00 at gate,
Active Military \$10 w/ ID, Children 6-12 \$5.00,
5 yrs and under free, Parking \$5.00

This is a rise and shine event! Sunday June 1, 2014 the Temecula Balloon and Wine Festival. Gates open at 6am the balloons take off at 6:30am and some return by 8:30am. This is an annual festival in North County with tons to see, beer and wine tasting, concerts etc. Come make a day of it! Join us for beautiful morning images and the fantastic balloons all around. Balloon rides are available with preregistration for \$. Email at safari@ppsd.com or call Launey at 619-733-3736 to let us know you'll be joining us. Come spend a beautiful day with us!



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