

June 2014

# FOCUS

a magazine by the Professional Photographers of San Diego County

*Dance of the  
Spring Time Fairy*  
by Ken Hofheinz

**PPSDC**   
Professional Photographers of San Diego County

[www.ppsdc.com](http://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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## That's A Wrap!

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We officially wrap up our year on July 1. That doesn't mean that we take a break in the fun though...read on.

As with any year, in any organization, there are highs and lows. Our low was most definitely the loss of our dear Editor and forever member, Bill Fee. Bill was 93 years young and exceptionally dedicated to PPSDC. Both he and his wife were fixtures at our meetings, classes, and safaris. Bill edited the magazine for many years when it was called *The Professional*. He always had high standards and demanded the same from others. Bill's wife, Sylvia, was his trusted proofreader and we couldn't have done it without her. We miss you very much Bill. It's certainly not the same without you.

**"I hope you've found opportunities to grow your business and improve your artistic and technical skills"**

new name. *FOCUS* has quickly become a new and exciting publication that showcases the events and the artistry of PPSDC.

Some of the highs included hosting the esteemed artist Arthur Rainville for our Open House. If you missed it, be sad. However, you can see him next week at West Coast School. If you call right now, you might get one last spot. Arthur conducted a live in-studio photo demonstration for us at the Open House. He captured some spectacular images of our model Zeline Crowley. Thank you, Zeline!

The biggest high of all has been seeing our members improve their overall skill level, as evidenced through the work being submitted to our bi-monthly Image Competitions. I hope you've found opportunities to grow your business and improve your artistic and technical skills, too.

This year we have seen our membership grow. With the efforts of this year's board we have also been able to bring in some excellent speakers and educators. We welcomed Jared Bauman in August, Tim Meyer in October. I had the pleasure of speaking to the membership in February. Our next speaker will be Dan Holmes. He's an exceptional nature landscape photographer.

We also had the pleasure of seeing some new vendors come on board. Welcome to Georges Camera and Nelson Photo, BWC Printmakers.

Please join us for our year-end banquet on July 8th. We are in the final planning stages, so check the webpage for details on location and time. It is always a ton of fun!

Cheers,  
Monica Royal

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





May's Best In Show - Digital

## BEST-IN-SHOW

### *Dance of the Spring*

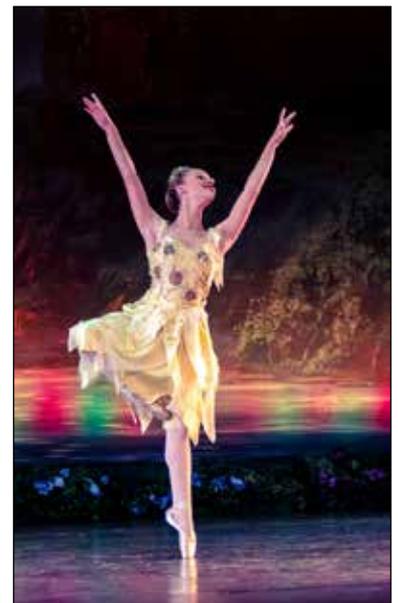
#### *Time Fairy* - Ken Hofheinz

First I must say that I am very happy and honored to have won Best-in-Show and I thank the Judges for their deliberation.

So this image starts with my daughter taking her first ballet class. She is attending San Diego Civic Youth Ballet - great ballet by the way - and wanted to see the "big" girls in action. So we watched SDCYB's presentation of Cinderella. Sitting in the audience with my 80-200 2.8 and Nikon D7000, I shot 30 or so frames and this was one of my favorites. Nice pose, stage light is not bad and the dancer is graceful. This young lady has great potential. This frame was shot @ 1/250 f2.8 and ISO 800. There was a little grain to it so I finessed it a bit in Lightroom by reducing the noise and upping the sharpening some. I also did my standard adjusting in LR and pushed the color a bit to get it to "pop" a little more.

The ballerina was the "Spring Fairy" with some very small wings. Not even noticeable in this image. So I made her some respectable wings. Actually they are dragonfly wings, colorized and warped to fit. This way they look like they are moving around her.

*Continued on page 10*



**BEST-IN-CATEGORY**

— **BEST-IN-CHILDREN**

*Angelic - Amy Dawnelle*



┌ **BEST-IN-COMMERCIAL**

*Penske Star Power - Fred Blood III*



┌ **BEST-IN-NATURE**

*Open from Within - Oliver Asis*

— **BEST-IN-PETS**

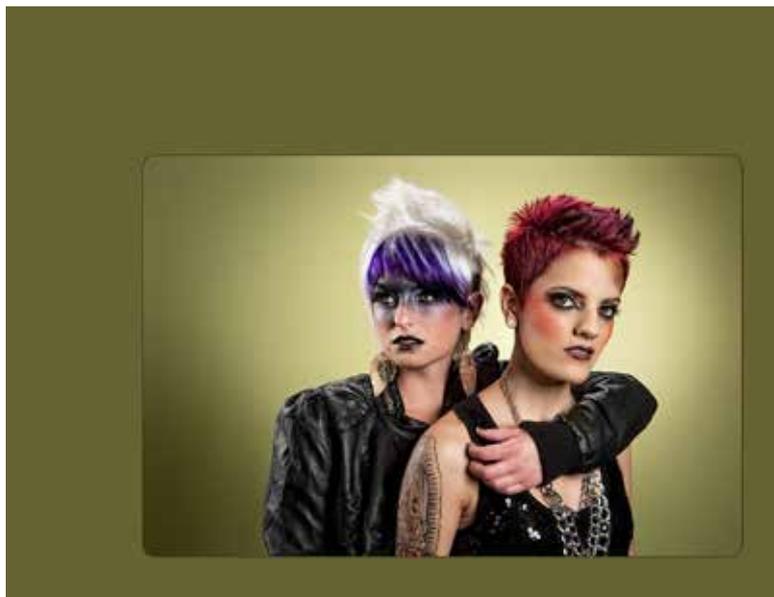
*Forever in Our Hearts - Amelia Durham*



**BEST-IN-CATEGORY**

**BEST-IN-PORTRAITS** —

*Fashion Show - Jeff Davidson*



— **BEST-IN-ILLUSTRATIVE**

*Late Night Masquerade - Jon Campbell*



┌ **BEST-IN-PHOTOJOURNALISM**

*Flame Thrower - Fred Blood*



┌ **BEST-IN-SENIOR**

*Edgy and Innocent - Lisa K Miller*

**BEST-IN-WEDDING** —

*From Disney with Love - Derick Le*



# Radial Filter in Adobe Lightroom

By Ken Seals,  
Adobe Certified Expert – Lightroom



This is the third in a series of articles on Adobe Lightroom. This discussion of the Radial Filter tool applies to Adobe Lightroom 5. If you haven't tried the Radial Filter, you are in for a pleasant surprise. The Radial Filter is essentially a highly customizable and powerful vignetting tool. I found this tool alone worth the upgrade from LR4 to LR5.

To access the Radial Filter you need to be in the Develop module of Lightroom. Click on the plain circle in the tools panel to activate this tool. When the tool is active, you will see the screen shown below.

With the Radial filter tool active, you will be able to utilize all the sliders seen here. These sliders are the same adjustments you will find in the Gradient and Brush tools as well as the Basic module. Note the feather control at the bottom of the panel which gives you the ability to control the width of the transition zone in the selected area from zero to 100. The outer line of the selected shape is the outer edge of the tool and the transition zone extends inward from that line. Also, note the Invert Mask check box which will apply the Radial Filter effect outside the selected area.



When the Radial Filter tool is selected, a cross hair will appear when you place the cursor on the image. Click and draw out a circular or elliptical shape on your image as show bellow.



At this point, notice that the selection in your image includes a center black dot with a narrow white circle surrounded by another white circle. The black dot in the circle identifies this Radial Filter as active. The outer selection has four handles which you can click on to change the size and shape of the filter. This example shows the exposure setting of the Radial Filter 2.6 stops darker than the center area where no Radial Filter is affecting the image.

When you position your cursor just outside but close to the handles, you will see a small curved two headed



By Launey LeSage



Where can you find over 20,000 photography related books, magazines, catalogs and encyclopedias? At the Dubois Library at the Museum of Photographic Arts. Visit here: <http://www.mopa.org/visit/library> to find out what is available and how to go visit the library and utilize these resources. Our April Safari brought a group of our PPSDC members to a behind the scenes tour of the MOPA Museum in Balboa Park. Our group was led by one of the docents to a behind the scenes area where they have cold storage, framing areas, gallery collections and work areas prepping for upcoming exhibits, and traveling shows. We asked all sorts of questions regarding their policy of collection and use of photographic images. How they store them, mount them, frame and present the portraits. We discussed how items are shipped to other venues, how they work with other galleries and even other countries to put together new exhibits. They plan out several years in advance for new exhibits to be scheduled and pulled together.. It all takes time to put together thought provoking and culturally diverse shows. We enjoyed our informative visit and even had one member learn how to donate legacy items to the gallery.



**MERIT AWARDS**

**COMMERCIAL**

*To the Bat Cave - Fred Blood III* —



*The Heart of the Matter - Richard Benton* — **DIGITAL**

*Hanging with my Buds at the Beach - Ken Hofheinz* —



*Roses Are RED - Richard Benton*

**NATURE**

*Torrent - Oliver Asis*



**PETS**

*She's Got Flair - Amelia Durham*



PORTRAIT

MERIT AWARDS



*In Love with a Miracle - Amy Dawnelle*



*Imperfectly Beautiful - Sean Capshaw*



*Mr. Hoang - Lisa K Miller*

*Perched on Point - Sean Capshaw*



*Stranded - Sean Capshaw*



*Wild - Fred Young III*



# PHOTO SAFARI

By Robert Olsson

## Photo Safari - A Lot of Hot Air!

What's fifty-five feet wide, seven stories high and as colorful as a rainbow? A hot air balloon!

What's even more colorful? A festival's worth of hot air balloons.

A few adventurous souls from PPSDC made the trek to Lake Skinner in time for Sunday morning's first hot air balloon launches at the 31st annual Temecula Valley Balloon and Wine Festival. For San Diegans, that meant an early start to the day. Hot air balloons require light winds and stable air to fly in, along with cool air temperatures. Because these conditions only occur predictably in the early morning hours around Lake Skinner, the balloon launches started a few minutes after 6:00 a.m.

The festival emcee estimated there were 15 to 20 balloons flying simultaneously between 6:30 and 7:00am.

We found surprisingly few restrictions placed on us as photographers at this event. We were able to get close ups of the labor-intensive process of inflating and deflating a hot air balloon. We watched the three to five person ground crews that each balloon requires to get them up. The intermittent roar of propane burners filled our ears.



© Robert Olsson

Actually getting into the gondola and experiencing a short tethered flight may have been the highlight of the safari for Christi Ransom and Launey LeSage. The heat from the flame that powers the balloon could really be felt in the gondola. "It was quite a thrill to be up in the air seeing the lake and Temecula Valley area from that perspective" replied Launey after being up in the balloon.

By twenty minutes to 8:00 in the morning, the last of the festival's balloons had landed. We then had time to wander through the wide variety of vendors and presenters who had booths set up. It was like an outdoor Del Mar Fair, and, of course, we couldn't let the food court go untested.



Family and work obligations—and a lack of designated drivers—kept us from staying for the afternoon stage shows and for the wine and craft beer tasting events. Maybe next year...

## Dance of the Spring Time Fairy - Ken Hofheinz

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Our neighbor had just given this flower to my daughter. It was such a beautiful flower, it begged me to use it, and having just watched Arthur Rainville light models with an LED, I went out to the garage and grabbed my \$4 Harbor Freight special and got to work. I believe Arthur's lights were \$30, so I just saved you \$26. So back to the flower. I set it in a clamp and then

put my camera on a tripod. It was dark, with just a little dining room light on, not enough to affect the shot, just enough for me to see what I was doing. Camera on Manual, 1/250 at f2.8, ISO 320 focal length 35mm. I used a trigger, while hand-holding the light, and fired off 15 or so shots, changing the position of the light and adjusting the focal point a couple times. My idea was that the fairy would be lighting the flower as she came out of it. This image then became my background.

Into Photoshop we go: I enlarged the canvas size enough to get everything in with a little extra space so that I could crop it to my liking. The exploding dust in the background is an image I shot of fireworks that I colorized. I used it in a couple of layers to get a little more dimension out of it (soft in the back, sharp and brighter in the front layers, set to lighten and overlay and color dodge). The light streaks are brush strokes on their own layers, some in front of her, some in back. The ones that look like they go in front and wrap around to the back have a layer mask to reveal the fairy.

Some more bokeh and dust, colorized. A few lens flairs colorized and there you have it, a dancing fairy. Oh yeah, and about 20+ hours of trial and error, but with each image you learn something.

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— PORTRAIT —



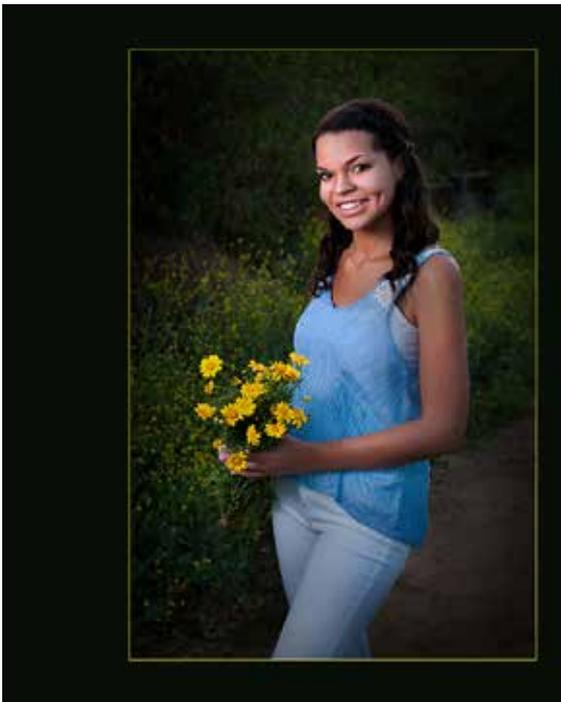
*Alexandra - Janet Bark*

**MERIT AWARDS**

— WEDDING —



*Forever In Your Arms - Derick Le*



*Blue Belle - Launey LeSage*

— SENIOR —



*Casey's Cool and Confident - Janet Bark*

## Have You Earned Your Medal?

By Roxyanne Young

For those who aspire to greatness, or at least want to earn a medal or two, PPSDC rewards active members with Fellowship and Service Awards. These take the form of those big bronze medallions on red ribbons you've seen some of our members wearing at our meetings.

### Fellowship Medals

It takes fifty merit points to earn your Fellowship Medal. When your Image Comp entries get a merit score or higher, you also earn a merit point toward your Fellowship Medal. If you win Best-in-Class or Best-in-Show, that's another merit point. Category Photographer of the Year earns another five merit points, and if you're the PPSDC Photographer of the Year, you earn an additional ten merit points toward your Fellowship Medal.

The Fellowship Medal is truly a badge of honor, earned through technical skill and exemplary artistic expression as judged by some of the best photographers in the industry.

While Webmaster Jeff Davidson keeps track of everyone's merit points when he updates the Image Comp Standings page, it's your responsibility to keep track of the accuracy of your own scores and report any errors to him.

### Service Medallion

Those individuals who volunteer their time, skill, and talent to keep our organization running smoothly earn service merits. It takes forty service merits to earn a Service Medallion, which can be worn at all photographic functions, and a Service Award Certificate to display in their studios or offices. For every additional forty service merits earned, members receive a Service Pin to be worn on the Service Medallion Ribbon and an additional Service Award Certificate.

Every level of service earns service merits, from volunteering on a committee to chairing that committee, to working on the Board to moderating Image Competitions. See the full list on the chapter website.

## So Have You Earned Your Medal?

Treasurer Kim Hales has created an Excel spreadsheet to help our members track their own points. Find it online at <http://ppsd.com/ppsd-medals/>



## Radial Filter in Adobe Lightroom

Continued from page 7



arrow. Click and move the arrow to rotate the shape to a position that suits your desire for each particular composition. The image below illustrates rotating the shape to an angle across the image rather than the original vertical position.

Like the other Lightroom tools, multiple instances can be applied to an image and if the tools are overlapping, the effect will be to add to or subtract from the areas affected by other tools. With multiple radial filters on the image and active, choose the filter you want to adjust by clicking on the small circle in the center of the tool. Inactive filters will be indicated by a small white dot without the black center.

So many useful effects are possible with the Radial Filter, you can only find out how powerful they are by trying them for yourself. Like all other Lightroom adjustments, the Radial Filter is completely non-destructive. When you would like to get rid of a filter, just select the Radial Filter tool, click on the little circle in the center making it selected, notice that the black center is visible and press your delete key, poof gone. •