

July 2015

FOCUS

a magazine by the Professional Photographers of San Diego County



Rainbow Dew
by Monica Royal

PPSDC 
Professional Photographers of San Diego County

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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by Ken Hofheinz














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by Ken Hofheinz

Monthly Meeting: *Holiday Inn*
3805 Murphy Canyon Road, San Diego, CA 92123
6:30 PM - 2nd Tuesday <http://www.ppsdc.com>



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Love What You Do?

We have heard it said that if you want to be happy you should do what you love. In fact that is probably the reason that most of us became photographers in the first place. I am sure by now if you have given photography a serious try as a business you have realized that to have a viable business you only get to photograph a small portion of your time. Between marketing, client meetings, sales, editing, managing your equipment, and the dreaded bookkeeping, most

So it isn't exactly what you love to photograph, but isn't that better than being stuck...

small business photographers probably shoot 25% of the time or less. So, the theory of “do what you love” may be a recipe for misery.

One method to avoid this would be to contract out all the parts you don't like. While this is a goal for many, generating enough business to support a team of people does require a serious effort (and you may be trading one stress for another). For those who want to remain a small business or if you have trouble releasing control and outsourcing, a change of mindset may do more for your happiness. Instead of trying to make a living doing what you love, make an effort to love what you do. Many photographers love to create beautiful landscapes but I know very few that make a living from it. By contrast I know many people that make a living from portrait photography and a beautiful landscape makes for a wonderful setting for a portrait. So it isn't exactly what you love to photograph, but isn't that better than being stuck in an office all week and only taking your camera out on the weekend?

Learning to love what can sustain you may go farther to making you happy than trying to earn a living on something you love that has no potential for income. Those things get classified by the IRS as a hobby.

Well this is my last article as President. It has been my honor to serve you and PPSDC. I hope this year that you have grown as a photographer and seen your business grow as well. As with most things, you get out of it what you put into it. I hope you have gotten a lot out of being a member of PPSDC. Please remember to renew your membership. Enjoy this next year and get more involved, you will get more out if it.

Welcome Oliver Asis as your new President. If you have thoughts on the group, its direction, and things you would like to see as a member or vendor, please feel free to email Oliver at president@ppsdc.com.

Sean Capshaw
President PPSDC 2014/15





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BEST-IN-SHOW



May Best-In-Illustrative

Rainbow Dew

By Monica Royal

The idea behind this image came to me when a friend gave me some new glass, not the kind of glass photographers are used to talking about. This is a wine glass. I placed the droplets in a pattern at the end of the etching on the glass. The background is this hilarious kids birthday wrapping paper – dogs eating cake!

There is very little post processing in this image. I'm getting tired of being at the computer, I'd much rather get it done in camera. However, all digital images need a little post love. I bumped up the Clarity, Vibrancy and Saturation, cropped the image to a 1:2 crop and added a slight vignette.

Creativity is allowing yourself to make mistakes. Art is ...

People often ask me how I "see" these kinds of images in something so everyday like a wineglass. I used to not be able to previsualize my artwork, but that is changing now that I'm shooting so often. So if someone is struggling with their vision, I would encourage them to practice more and more. A dedicated macro lens and a solid tripod are really the only requirements for macro photography. You can't wait until you have all the answers and feel like you know exactly what kind of art piece you are going to make, you just have to jump in. Cartoonist Scott Adams said, "Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep."

SETTINGS: 1/8 sec @ F3.5

LENS: Tamron 90mm VC

CAMERA: Canon Mark II

EDITING: Adobe Photoshop Lightroom 5

Monica Royal is an acclaimed macro photographer who speaks all over the country. She is a Tamron Image Master with Tamron USA. She is also sponsored by Miller's Professional Imaging and she is a Vanguard Professional. You can see more of her artwork at www.monicaroyal.com

BEST-IN-CATEGORY

BEST-IN-CHILDREN

Nested - Gretchen Barros



BEST-IN-NATURE

Fall's Final Days - Monica Royal

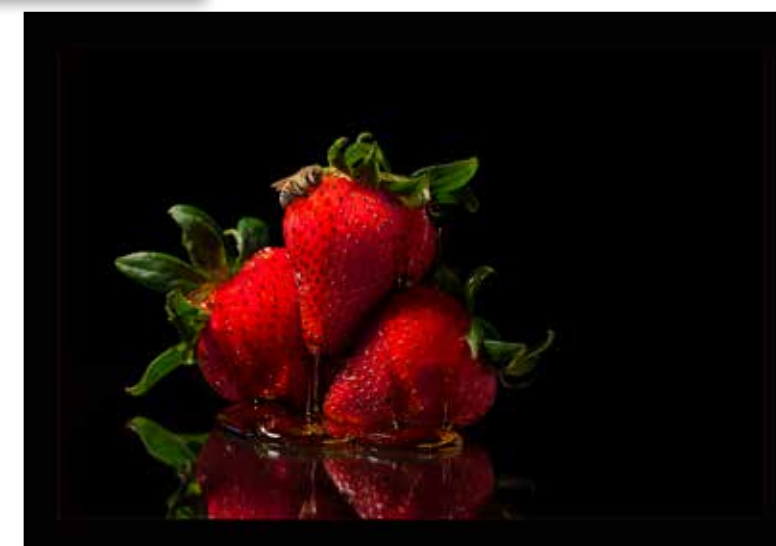


BEST-IN-DIGITAL-IMAGING

Set Free By Hope's Touch, No Longer Invisible - Alex Semel

BEST-IN-COMMERCIAL

Drunk On Honey - Monica Royal



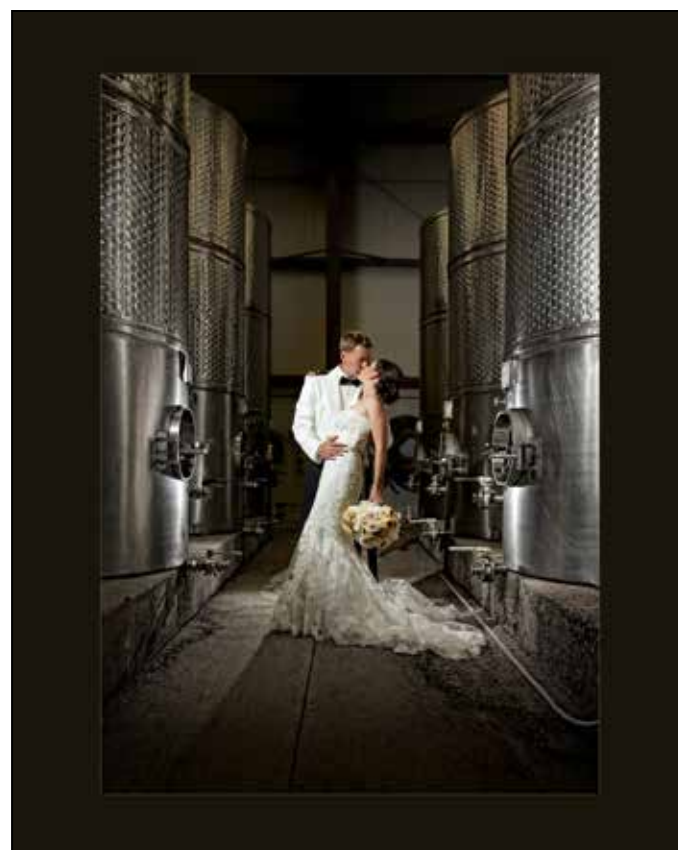
BEST-IN-CATEGORY

BEST-IN-PHOTOJOURNALISM — *Showing Off - Willie Sakai*



BEST-IN-PORTRAITS

3 is the Perfect Number
- Sean Capshaw



BEST-IN-WEDDING — *Industrial Love - Sean Capshaw*

BEST-IN-SENIOR

Contemplating The Future - Willie Sakai



Fill Light á la Photoshop

By Ken Hofheinz, Photoshop Guy



Mac to PC conversion
opt = alt cmd = ctrl

You have captured a nice image with just the right smile. But the darn flash didn't fire or you didn't have one or ... (you can fill in your own excuse). We can add that fill light you wish you had, á la Photoshop.

This is a very simple Photoshop fix, but if you are one of those that are afraid of PS check out the Lightroom article in this addition of Focus - *Fill Light á la Lightroom*.

So let's fix it and make it look "natural." This technique works way better then the "Dodge" tool as far as looking natural.

Here we go - make sure your layers panel is visible. Add a curves adjustment layer. (At the bottom of the layers panel, looks sort of like a "yin and yang" symbol.) You will see the curves display. Click on the middle of the curve and drag straight up. Make it a bit brighter than you would like it.

Now select the mask that comes with the curve. We are going to invert it, making it black. CMD + I (mac) or Ctrl + I (pc). So the image should have just gone back to the way it started out.

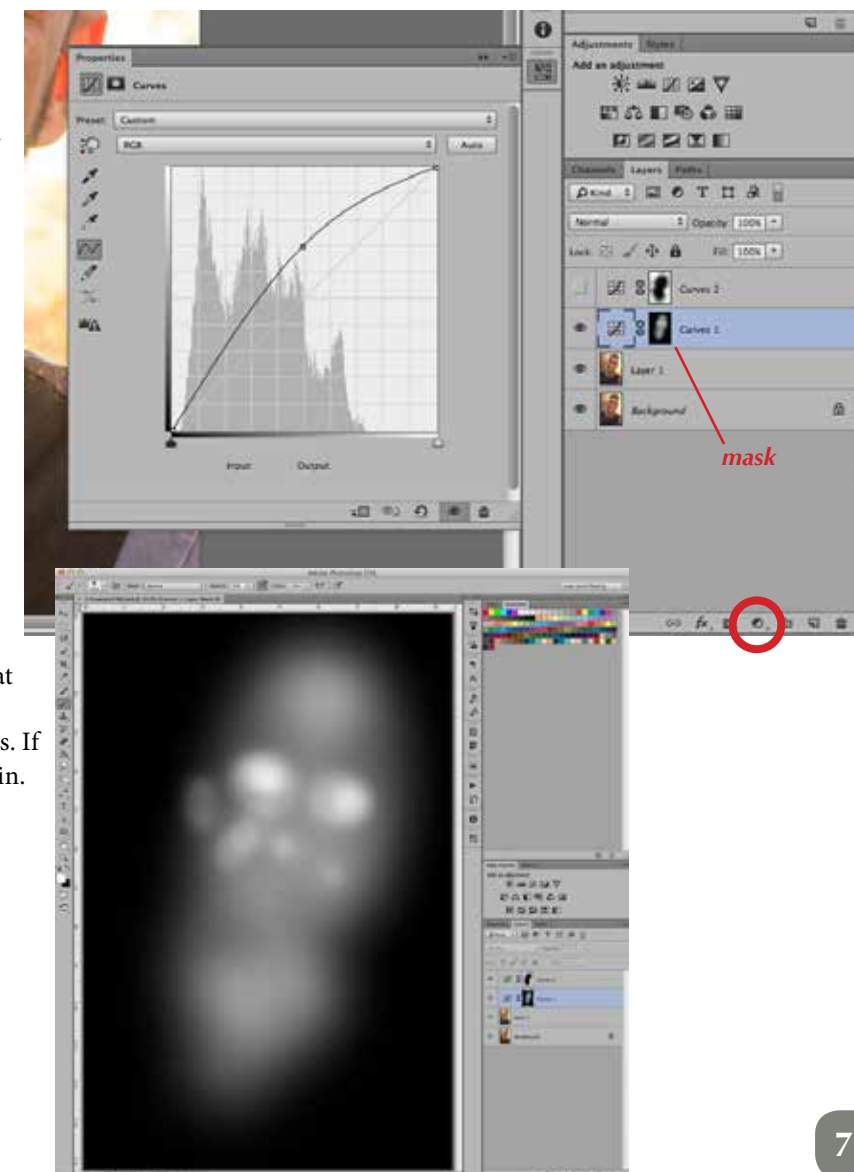
Now we will bring in the "light" where we want it. Select the brush tool, make sure it is soft (hardness set to 0) opacity set to around 20% and the color set to white. I like my brush size just a little smaller than the forehead for a few quick dabs on his face. Then I reduced the brush to the size of one of his eyes. All you are doing is painting in the light you want. As simple as that. Lest you think it isn't that easy I am including the mask I did for this layer. This layer mask took all of 30 seconds. If you want more light just paint some more in.

Check page 11 for the finished image. And the last quick adjustment I added.

Continued on page 11



Before



MERIT AWARDS

CHILDREN



Little Angel - Gretchen Barros

— *Cinderella After the Ball - Gretchen Barros*



DIGITAL

*Innocence Suspended —
Shackled by Shame
- Alex Semel*



— *Letting Go
Trusting In Redemption
- Alex Semel*



PORTRAIT

MERIT AWARDS

— *Akemi - Fred Blood III*



Flying Grave Digger - Fred Blood III —

COMMERCIAL



— *Wheels Up - Fred Blood III*



PHOTOJOURNALISM

*Married in the Mountains —
- Sean Capshaw*

WEDDING



PHOTO SAFARI

By Ken Hofheinz

A Root'n Toot'n time was had by all in attendance of this Photo Safari. We thank Launey LeSage for yet another great Photo Safari. These Safaris are a great chance to push your photography in arenas you may not usually shoot.

I don't know about you but I never get to go out and shoot as much as I would like. Commit to going on the Photo Safaris, they are a great opportunity to get you out there shooting. And they are always somewhere interesting. You are missing out if you are not taking advantage of the Photo Safaris.

Thank you Launey for the images and thank you for yet another great Photo Safari.

© Launey LeSage



That's got to hurt.

Fill Light á la Photoshop

Continued from page 7

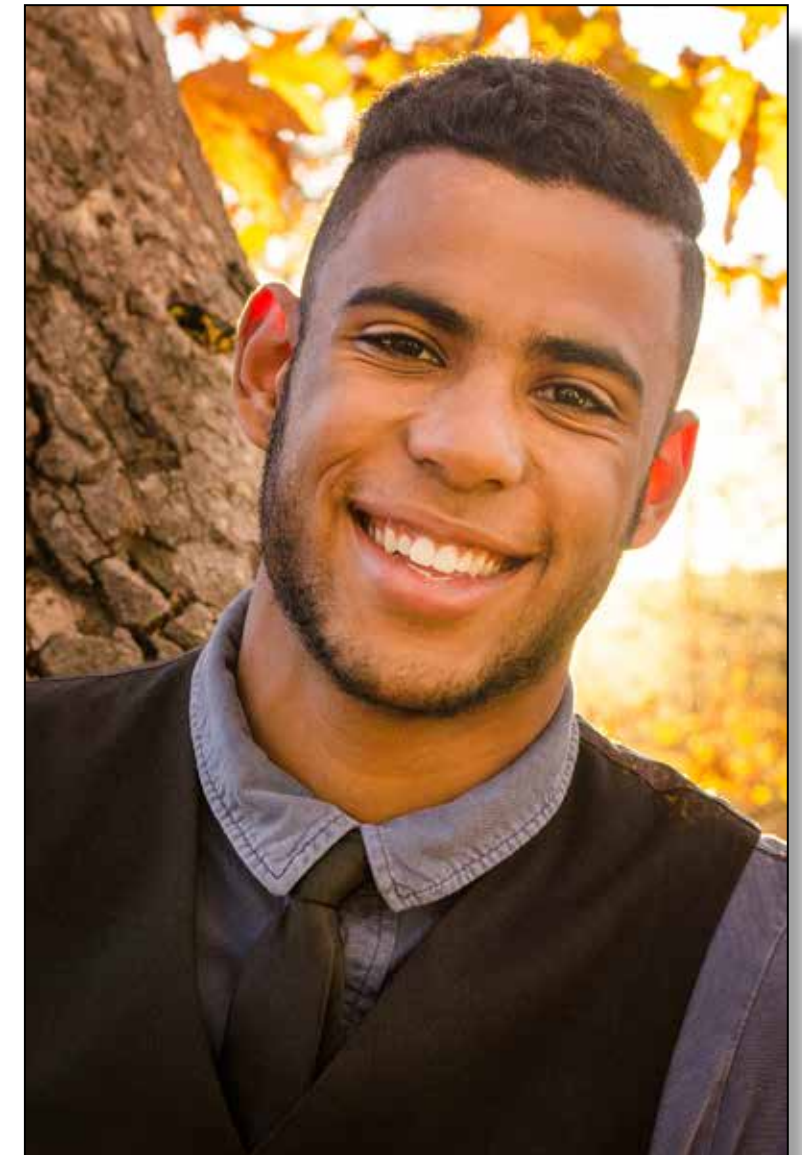
The last adjustment made was to darken up some areas. Add another curves adjustment layer and this time select the middle of the curve and drag down. This makes it darker. Again make it a little darker than you want. Select the mask and invert it. (CMD + I)

Select the brush tool with the same settings as before and paint in the areas you would like to darken.

One thing about darkening an image this way is that it can change your color. If you like the look keep it, but if you don't want any shift in color change the adjustment layers' blending mode to Luminosity.



Before



After

My Image Didn't Look Right in Comp

So if your image didn't "look" right in the last image competition, you might want to check and make sure you are following our guide lines.

Files MUST be in **sRGB Color Space**. Files need to be sized with the longest dimension at 4000 pixels at 300dpi. It must be saved as JPG format and may not exceed 3.5MB in size. Naming must be as follows: category_titleofphoto_firstname_lastname.jpg

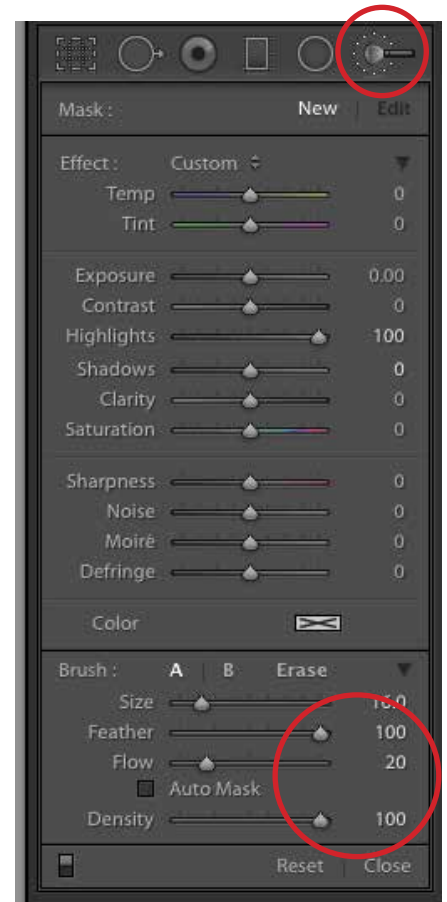


Fill Light á la Lightroom

By Ken Hofheinz



Before



Fill light á la Lightroom, as promised. I am somewhat of a Photoshop geek, I guess you could say, but I would use Lightroom for this over Photoshop, especially if I was in a hurry.

This is the same image that was used in the PS example. Open your image in the Develop mode (Shortcut “D”). Now pick the Adjustment Brush (Shortcut “K”). I set the Highlights at 100, the Feather at 100, the Flow at 20 and Density at 100. Now start painting in your light. Work with the brush large and then get smaller, building up the light as you go. (Older versions of Lightroom have Brighter instead of Highlights) If you wanted to you could push up the Exposure just a little bit. Building up the effect slower gives you better results.

Then just to finish it a bit I added a Post-Crop Vignetting (found under Effects).

In theory you should be able to make the Lightroom and Photoshop images match. I have included the Photoshop version just for comparison.



After Lightroom



After Photoshop