

May 2015

FOCUS

a magazine by the Professional Photographers of San Diego County

In the Womb
by Alex Semel

PPSDC 
Professional Photographers of San Diego County

www.ppsdc.com

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- 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**
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 6:30 PM - 2nd Tuesday <http://www.ppsdc.com>



PPSDC 2014-2015

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Our You Responsive?

Ours is an ever changing world. You have to keep up on the changes or get left behind. Not every change is something you have to act on. But it is good to be aware of them.

It goes without saying that most of us access the web from our mobile devices at some point in the day. Be it a tablet, phone, or even a watch, web content is being viewed on smaller and smaller screens. A lot of the

It may be time to start thinking about a website redesign.

internet has content that is less than friendly for some of these mobile devices. So, as of April 21st, Google started dropping page ranking for sites that are not "responsive" (work on desktop and mobile devices), at least if those searches are initiated from a phone. Thus affecting your SEO (search engine optimization), which is why you might want to check your sites to see if they are "responsive." Responsive websites have been around for the better part of five years. But now you have to pay attention or you will lose ranking if you aren't "responsive."

To test your site, use this link:

<https://www.google.com/webmasters/tools/mobile-friendly/>

Type in your URL and see if Google ranks your web site as mobile friendly, if it's not it may be time to start thinking about a website redesign.

I am eager to hear from every member. 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 me at president@ppsd.com.

Sean Capshaw
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BEST-IN-SHOW



March Best In Digital Imaging

In the Womb

Alex Semel

This image is part of a multi-image portfolio entitled *Redemption*. For most women, pregnancy is a joyful time in their lives, a beautiful gift. And although I have not experienced pregnancy, I do have friends who have thrived and enjoyed the season. During my walk in life, though, I have found some women experiencing pregnancy much differently. Not happy, not joyful, not surrounded by love or security. Some have learned how unfair life can be. Some have experienced what might be thought of as a rude awakening, the other side of life, perhaps best characterized as the one we do not want to talk about or see.

This story depicts the time line of the events that took this young lady to the decision of potentially ending her life -- a moment that some of us might relate to, on different levels and during different times in our lives.

This is the beginning of her hard awakening. This image represents how it all began: Her own mother's pregnancy, with her. It was a sad pregnancy for her mother, as the father denied his fatherhood. When this young lady was fifteen years old, the father decided that he would tell her how meaningless she was in his life, how much of an aggravation it was to have to pay for her child support and how he wished that she did not even exist. This terrible conversation launched a series of events that would lead this young lady to experience a number of traumatic situations that would ultimately bring her mind and soul to that dark place where she felt like giving up and attempted to end her life.

Fortunately, she survived, and was able to tell me her story. Sadly, she has not yet found those redeeming aspects of life that we all need to see. But there may now be a tiny little light at the end of the tunnel and she keeps us holding

our breath and hoping she finds Redemption.

The reason I did not use a fetus as the main focus of the image, was that although she was rejected while still in the womb, she only came to find out this truth at the age of fifteen. This hard fact of her life felt like a bolt of lightning, which split her soul into a thousand pieces. Through this experience she learned to hate men, authority figures and her self. That is what the lightning on the side of the image represents, this force of nature, those words that defined her and hurt her beyond words. Her father's love betrayed will haunt her life every day with a deep sense of unworthiness and a broken heart.

“This hard fact of her life felt like a bolt of lightning...”

Continued on page 12

BEST-IN-CATEGORY

BEST-IN-CHILDREN

Two of a Kind - Gretchen Barros



BEST-IN-COMMERCIAL

Grave Digger Legend Poster - Fred Blood III

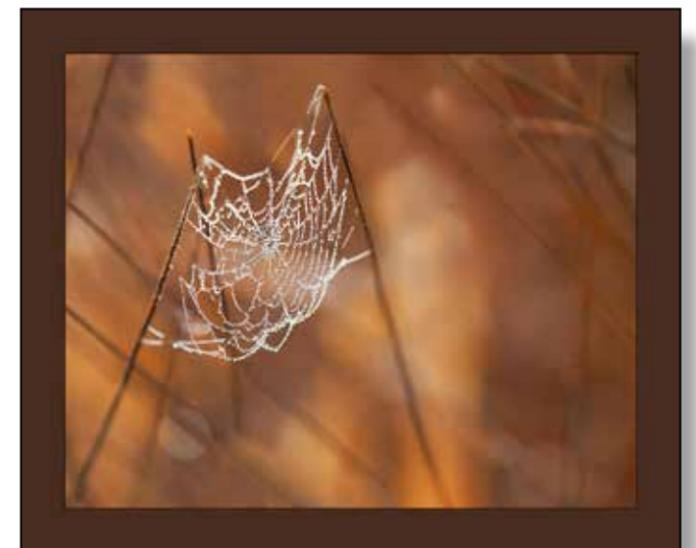


BEST-IN-ILLUSTRATIVE

Suspended - Monica Royal

BEST-IN-NATURE

Hanging By A Thread - Monica Royal



BEST-IN-CATEGORY



BEST-IN-PHOTOJOURNALISM

REO Speedwagon Up Close - Willie Sakai



BEST-IN-PETS

Her Colors at Sunset - Amelia Durham



BEST-IN-WEDDING

Ready to take a husband - Sean Capshaw



BEST-IN-PORTRAITS

Fire Starter - Fred Blood III

Magic in the Layers

By Roxyanne Young

PC Photographer of the Year Kristi Sutton Elias was our guest at our annual Open House on Tuesday, April 14, and then led a full-day workshop on Wednesday. Both events were well-attended. In fact, we had to add fifteen spots to Wednesday's workshop to accommodate everyone who wanted to come.

Tuesday night's crowd of approximately 70 attendees was treated to a presentation about how Elias creates her fine art images. "Creatives create art from internal desire," she said. "It's about knowing what you're good at and following your passion." She encouraged us not to give up just because someone tells you no or doesn't understand our images. "There really are no rules with fine art."

On Wednesday around thirty of us gathered back at the Holiday Inn for a full-day workshop to learn more about Elias's business model. She recommends removing emotion from the business process and to fix problems immediately so that they don't happen again. She regularly amends her contracts and policies to protect herself and her business, but always puts customer service first.

Elias suggested selling Art, not pictures. She produces a display-ready print for every image she sells. "Create an experience for your client and then exceed their expectations," she said, "and you will develop loyal customers."

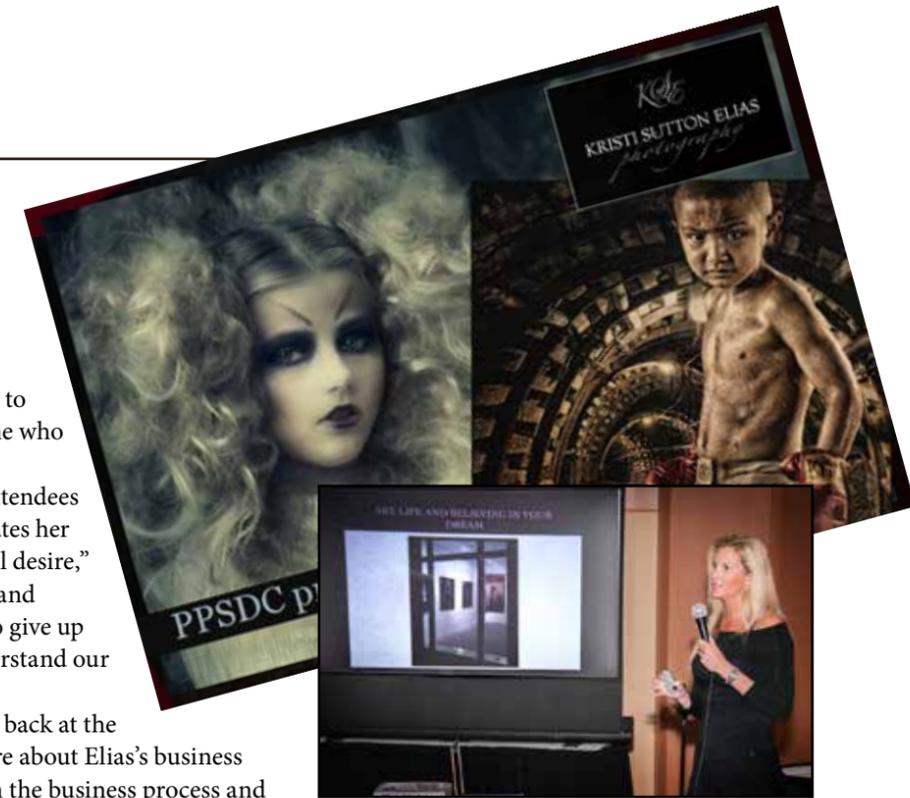
She covered in detail her workflow, from the initial contact to the final delivery of the product. When it comes to editing, "having a vision is what will set you apart. You can start with an idea of what you want to create, or you can start with an image and see where it leads you, but as you keep creating, develop a style based on what you love."

Elias recommends cross-training in other areas of photography and art, such as painting and sculpting, going to art galleries, watching movies, and other imagination-stimulating adventures. "See possibility everywhere, get lost in the moment, and let yourself daydream as you work. What story are you telling?"

With this in mind, we went outside to shoot around the hotel grounds in three locations that Elias had picked out: a shaded stairway with ivy-covered walls, an empty lot full of wild mustard and scrub, and the parking garage. Our model, Chelsea, was dressed in wardrobe from Elias's own collection and at each spot, Elias showed us how she would direct Chelsea to pose in order to capture the base images that go into the dark mysterious works of art she creates, and then she let us loose to do our own thing.

After lunch we returned to the meeting room and got a crash course in Photoshop editing, layer by layer, and this, really, is where the magic in Kristi Elias's images comes together. Where the portrait of a pretty model against a plain gray background turns into a storybook heroine making her way through a shadowy-foggy-misty fairytale forest. And do check out those dark corners because there are secrets there in the shadow layers, waiting to be discovered.

Make Art, not pictures, and think in terms of creating Heirloom Portraiture, a beautiful legacy image that will be passed down for generations. •



© Launey LeSage



© Sean Capshaw



© Sean Capshaw

CHILDREN

MERIT AWARDS



Natural Sleeper - Gretchen Barros

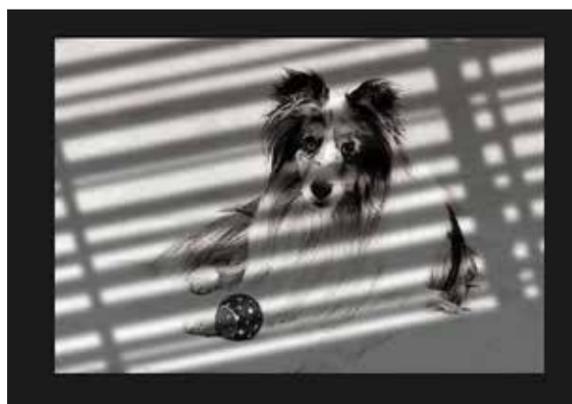
Wrapped Love - Kim Ogden



Lilly and Friends - Sean Capshaw

PETS

Light and Shadows - Janet Moyer



DIGITAL



Breaking Free - Alex Semel



Cry Me a River - Alex Semel



Stuck - Alex Semel

ILLUSTRATIVE

MERIT AWARDS

Hope in a Tank-top - Jon Campbell



Heading In - Lois Fong Sakai



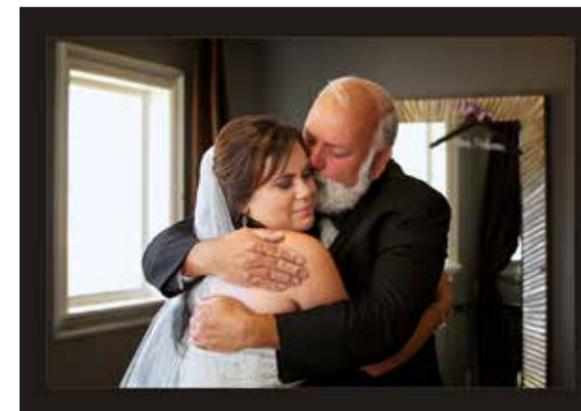
Modeling Mackenzie - Launey LeSage

The Night Sky is Lit - Oliver Asis



Facing the Loss - Launey LeSage

WEDDING



She Will Always be His Little Girl - Sean Capshaw



NATURE

↳ Storm Clearing At White Pocket - Fred Blood III

↳ Foggy Bottom - Bruce Heimbach



↳ All Alone - Monica Royal

PHOTOJOURNALISM



↳ Indy Car Pit Stop Exit - Fred Blood III



↳ How to Become National Champions - Lois Fong Sakai



↳ The Spin Game - Milan Kovacevic

PORTRAIT



↳ Triumph of the Ginger - Sean Capshaw



Color Adjust Panel

By Ken Seals, Adobe Certified Expert Lightroom



In this article we will look at the Color Adjust panel in the Develop module. You will not see a Color Adjust panel in the group of panels on the right side of the screen in the Develop module. Instead, you will see a panel labeled by its functions “HSL/Color/B&W”. That is where we find color adjustment. If you like the color adjustments in Photoshop, you will find them all here to use non-destructively.

The functions in this panel control color within Lightroom. Below the panel label, notice four tabs, Hue, Saturation, Luminance and All. To see all the control sliders, click All. To minimize the screen space the panel takes, click on one of the individual control tabs. We will start with the “Hue” tab for our example.

The slider controls in this tab will allow you to control the hue of any of the colors listed in the panel. You can tell from the background hues in the slider how colors will be affected. If you imagine a spot on a color wheel, moving a slider will move the hue of that color in one direction or the other on the wheel without affecting the saturation (intensity) or luminance (brightness). All areas of the same color in an image will be affected.

Here’s an example of Hue adjustment on an image. This is the unadjusted image, all sliders neutral.



This is the image when the red slider has been pushed to the far right side in the orange direction.

Minimal change has happened in the background because it contains only minimal red. All the sliders will affect their labeled colors similarly.

Moving to the Saturation tab, here is an example of the Orange slider moving to the left (zero saturation). I chose the orange slider because the predominant color in the example is now orange.

There is still a hint of color in the image due to the low red component in the orange not being affected by the orange slider.

The Luminance tab similarly will give you control over the Luminance (brightness) of the colors identifying the sliders.

Here is an example of the Red slider luminance being moved to the left, darkening only the reds in the image.

Only the red colors in the image have become darker. The overall tonality has not changed with the exception of the reds.

In each of the Hue/Saturation/Luminance sub panels, you will see at the upper left, a small dot. Click this dot and you will enable the Targeted Adjustment tool.

When this tool is active click on a color in the image you want to adjust and move the cursor up and down to see the change. Here is an example in the Luminance tab of moving the cursor up in the original image resulting lighter shades of red without changing the other colors in the image.

The Color tab in the HSL/Color/B&W panel combines all the functions above into one display giving you the opportunity to work on Hue Saturation and Luminance together on the individual colors. Use whichever choice of display you like.

A future column will discuss the B&W controls. •



In the Womb

Continued from page 4

The white fabric and the clouds have a dual purpose. They symbolize the layers of situations that were part of her decision to attempt to take her life, while also representing her mother's womb, where for a little while she was loved and felt safe.

The color blue and teal on the image is just a creative decision. It is intended to

impart some kind of soft feeling to the image.

The image is upside down, with her hair going in the direction of the fabric, representing the birth canal, which, to me, is the beginning of our journey towards the light of life, and our future. This is the moment of birth, and as I see it, by finding this light again, we can be reborn and thus may find redemption in this world.

This image was made using multiple layers, of clouds, and fabric, plus the model. All work was done in Photoshop. •



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