

January 2017

# FOCUS

a magazine by the Professional Photographers of San Diego County



*Stout*  
*by Kim Kuhlman*

**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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by Ken Hofheinz

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Monthly Meeting:

Hilton Garden Inn SD Mission Valley

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













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Happy New Year!

We are halfway through our fiscal year! We began this New Year with some really big plans to give our members a path to improving their technical skills and boosting creative inspiration, and we hope you’ve enjoyed the workshops with Monica Royal on macro photography, Sean Capshaw on creating big looks with small lights in any situation, Ken Hofheinz on Photoshop, Clay Cook on working with models and portrait lighting.

... Master Photographer Robin Swanson, is “Going Legit.” Coming up next, taught by Master Photographer

Robin Swanson, is “*Going Legit.*” This full-day workshop will key on best business practices regarding licensing, permits, Quickbooks, studio management, FAA rules for drones, and more. Join us on January 21, 2017, at the Hilton Garden Inn to get all the latest information pertinent to running a small business in California, whether you’re working out of your garage or you have a retail studio space.

We’re working on a second day-long workshop for the Spring to fill out the business track with several topics on social media, website design, and marketing to help you stand out in the crowd, and how to set big, achievable, measurable goals to help you grow your business into 2017 and beyond.

Check out the events calendar at [www.ppsdc.com](http://www.ppsdc.com) to reserve your spot!

Diana Aeria  
PPSDC President 2016/17





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**SAN DIEGO BEST**  
2015  
BEST PHOTOGRAPHER



## BEST-IN-SHOW

November Best-In-Pets



### Stout

By Kim Kuhlman

**W**OW! I've only been a member of the Professional Photographers of San Diego County for a few short months, but my image, "Stout," was selected Best of Show out of 46 images entered in a variety of classes at the November PPSDC Image Competition. The story behind the image is pretty simple. While living in Bryan, TX, I volunteered at the Bryan Animal Center, the city's animal control shelter. This image was made on location while I was photographing dogs for their website and social media. I love working with city shelter because they are so very appreciative of the help. The power of a great image to get an animal adopted was really driven home to me the day one of the staff members at the BAC (whom I did not recognize) came up to me in a grocery store and raved about how my images were getting animals into their forever homes.

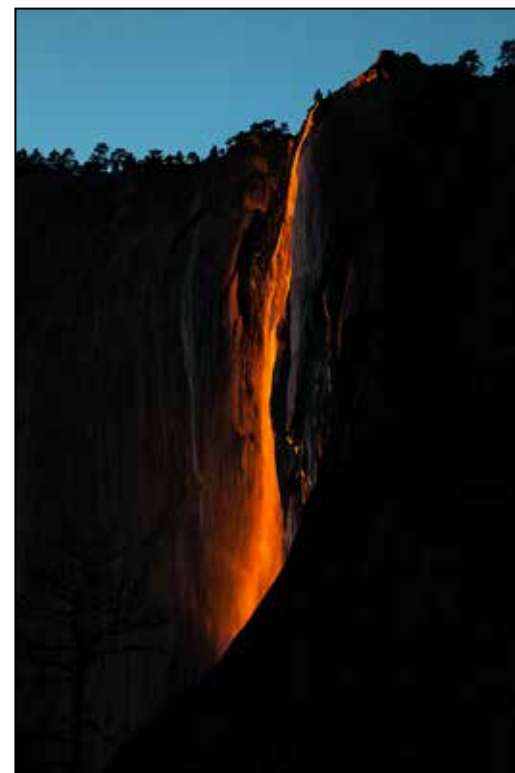
"Stout" was a very challenging dog to photograph. He was quite a handful for the girl assisting me that day. He is a very strong and active dog. Finally, we discovered that he LOVES peanut butter! It was the only thing that would get and keep his attention. **Caution:** If you give peanut butter to dogs, very carefully read the ingredients and make absolutely sure that it doesn't contain the sugar substitute, xylitol. Even in tiny amounts, it can cause hypoglycemia or even death.

I had to "fix" the peanut butter hanging off of Stout's lips in this image. The image was shot with a Canon 1DX and a 24-72mm f2.8 lens at 50mm. The exposure was 1/250 at f/11 and ISO 200, and I used three Canon speedlights. The final image is actually a fairly tight crop of the original. I also flipped the image because the Western eye reads from left to right. Finally, I added the catchlight in his left eye (camera left) because a lot of judges still don't understand that animal faces and eyes are much different than a human's. Their faces are typically not as flat as ours, and the catchlights often depend on the breed you are photographing. For more information on pet photography, check out Angela Lawson's (Photog. Cr., CPP) terrific article in the June, 2016 issue of Professional Photographer (page 40).

Kim Kuhlman, - CPP

All Creatures Photography - [www.allcreatures.photo](http://www.allcreatures.photo)

## BEST-IN-CATEGORY



### BEST-IN-NATURE

Firefall

- Stephen Hough



### BEST-IN-ILLUSTRATIVE

Glowing!

- Ivy Gordon



### BEST-IN-PHOTOJOURNALISM

I just want to be sure of you

- Ivy Gordon

### BEST-IN-PORTRAITS

Hey - I know the answer to that one!

- Ivy Gordon

## MERIT AWARDS

### ILLUSTRATIVE



└ Cold Horses Huddled Together for Warmth  
- Janet Moyer



└ Meeting Point  
- Jean Eichenlaub



└ Smoke Woman  
- Jean Eichenlaub



└ All She Wants to Do is Dance  
- Willie Sakai



## Bye, Bye Double Chin

By Ken Hofheinz



Mac to PC conversion  
opt = alt    cmd = ctrl

This fellow had the misfortune of taking a bad “selfie” and now he comes up in Google under “double chin.” This is how to remove a double chin. My friend Sean Capshaw shared this with me a few years back. It works best with a straight on face shot. But this is so fast you can give it a try on just about anyone. If it doesn’t look good you haven’t lost much time.

First, duplicate your background layer. Now go to the Liquify filter. We don’t want his shirt to get stretched out so we are going to “freeze” it in place, so grab the Freeze Mask tool and color over the shirt. This should be fast. Don’t worry about being really precise. It should look something like this.

Now grab the Forward Warp Tool (looks like a finger pushing - should be the top tool). Make it large enough to cover most all of his chin. Now push his chin up not to far. Try this a few times and you will figure out how far to push it. You don’t want to stretch the pixels too much. This is what it looks like now. Press OK.

Now you are going to make a layer mask and hide this layer. Conceal it - make the mask all black. And now we are going to reveal the correction with a paint brush set to white, 0 hardness at 50% opacity or so. Now paint right under the hard line of his chin. Smooth it out. You want to make it look natural. Watch that neck lines don’t show twice and that you didn’t stretch out some unshaved hairs. There you go. Thank you, Sean. I have used this many times. Thankfully my clients never knew or even suspected. They just think I am a great photographer. •

Before



Freeze



Push up



After





## MERIT AWARDS

### PETS



└ A Whirling Dervish  
- Kim Kuhlman



└ Eyes Are the Windows to the Soul  
- Janet\_Moyer

### PHOTOJOURNALISM



└ Rip it!  
- Ken Hofheinz

## Big Look, Little Lights

by Ken Hofheinz

Our very own Sean Capshaw led a Workshop on the use of small flashes as additive light to your outdoor photography. We met at Balboa Park with four models Roxyanne Young provided for us. Sean suggested we bring the following equipment: camera, one or two flashes, stands for the flashes, radio triggers and the largest modifier (softbox, umbrella, etc.) you have.

In a nutshell, get your flash off your camera. Decide how you're going to use your available light: back light, side light, or move all the way into the shade and hide from the light, then use your flash as a fill light or as your main light. Sean's favorite set up is a 50" softbox with a Canon flash and a Pocket Wizard on a voice activated stand. (I was the voice activated part for the day) Here are some of the images Sean created, followed by some that were captured by folk that attended the workshop. He shares so much information, just in passing, that you could take this workshop three or four times and still get something new each time. We will see when he could do it again. I promise you won't want to miss it. •

F 4.5, 1/160  
focal length 110  
with a 50"  
softbox just  
outside the  
frame.



© Sean Capshaw



© Sean Capshaw



Natural light  
photographer  
verses flash  
photographer.  
You be the  
judge.

© Cindie Wolf



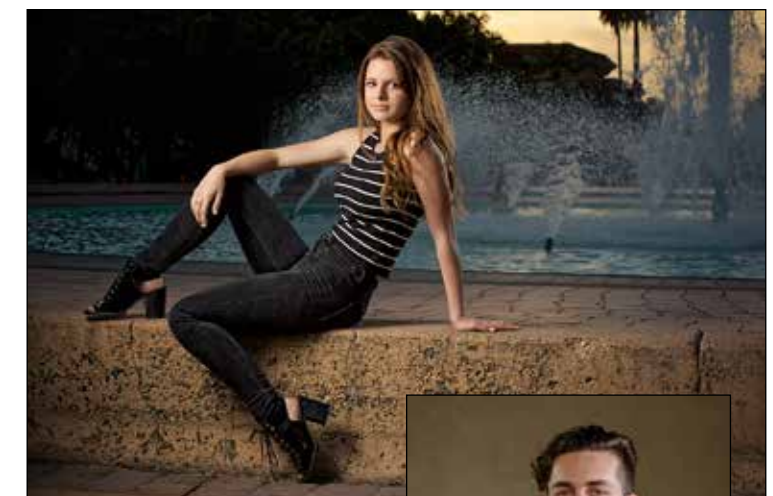
VS



We lost a few before this was shot, but here is the gang.



Back light by the sun, two bare flashes in the front. F11 1/250



© Sean Capshaw





We Had an Unexpected Guest at Our Christmas Party

We enjoyed good food at La Piñata in Old Town and even better company. Santa even paid us a visit. We also had a gift exchange. Everyone had a great time, naughty and the nice.



*"Don't believe the elves, I am on the good list."*



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