

March 2018

FOCUS

a magazine by the Professional Photographers of San Diego County

Claire
by Michelle Pennings

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.

CONTENT

President’s Message 3

January Best-in-Show 4

Best-in-Category 5-6, 8












Matching Color 7

by Ken Hofheinz

Merit Awards 9-16, 18

Brooke Shaden coming soon 17

re/DISCOVER MOPA 20

PPSDC 2017-2018 LIST OF OFFICERS & CHAIRPERSONS	
Chair of the Board Diana Aeria (858) 538-1149 chair@ppsd.com	
President Janet Bark (858) 774-5993 president@ppsd.com	
1st Vice President Monica Royal (858) 449-5424 1stvp@ppsd.com	
2nd Vice President Roxyanne Young (858) 371-1119 printcomp@ppsd.com	
Treasurer David Knoll (619) 933-5320 treasurer@ppsd.com	
Hospitality Chairperson Violet Bowlan (909) 214-9679 hospitality@ppsd.com	
Editor Ken Hofheinz (619) 672-6319 editor@ppsd.com	
Membership Chairperson Kenia Lombard (619) 638-9942 membership@ppsd.com	
Webmaster Willie Sakai (858) 442-1770 webmaster@ppsd.com	
Vendor Liaison Joyce Muscat (619) 957-1970 vendorliaison@ppsd.com	
Marketing/Social Media Antonine Didiennne (702) 338-3138 marketing@ppsd.com	

President’s Message

We’ve had a great start to the new year at PPSDC! We began with Image Competition in January, then the amazing Master Photographer and Photographic Craftsman Judy Host was our February speaker. Judy shared her love and passion for photographing ballet dancers. We learned how her personal project of the last four years has lead to her creative joy as well as paid work. We spent the next day with her at an all-day hands-on workshop in Presidio Park and at the beach where we learned how she looks for the right light and scene to pose her dancers to create the beautiful imagery she is known for. We had so much fun learning and photographing the amazing dancers ourselves. March brings us another Image Competition. We hope you’re entering competition and learning from this experience with our master judges. Remember to take what you’ve learned and enter into PPA International Competition (IPC) where you can work toward earning your Master of Photography degree. (Go to PPA.com for more information on degrees).

We added another all-day, hands-on workshop with our very own Certified Professional Photographer (CPP) Amelia Durham of Banyan Photography on March 27th. She will be teaching us how she photographs pets safely and creatively, and how she achieves her painterly images in Lightroom and Photoshop. You won’t want to miss this! April is our biggest event of the year where we share what PPSDC is all about with the community at our Open House. Invite your friends and colleagues as they won’t want to miss the amazing Brooke Shaden for her evening presentation. Then, sign up for her next day workshop where you can get inspired and learn to create beautiful fine art images like hers. We’re focused on bringing you top notch photographers, speakers, and educators that give you hands-on experience, and the inspiration to help you work toward your photographic goals. Let us know how we can help you get there. Lastly, if you’d like to get more involved with PPSDC, we’d love to have you join a committee or be a part of the board. Let any board member know your interest and we’d love to have you.

Cheers,
Janet Bark, CPP
President PPSDC 2017/18



Monthly Meeting:
Hilton Garden Inn SD Mission Valley
6:30 PM - 2nd Tuesday <http://www.ppsdc.com>



NELSONPHOTO
Where cameras, supplies and good service come together
Point Loma Plaza 3625 Midway Dr. San Diego, CA 92110 (619) 234-6621
M-Fri 9:00-6:30pm Sat 9:00-5:30pm Sunday 12-4:00pm
www.nelsonphotosupplies.com





GEORGE'S CAMERA
PHOTOGRAPHER'S SOURCE SINCE 1965
7475 Clairemont Mesa Blvd SD, CA 92111 (858)633-1510
3837 30th Street San Diego, CA 92104 (619)297-3544
www.georgescamera.com www.georges.camera



BEST-IN-SHOW

Claire

By Michelle Pennings

I am fascinated with Claire and her beauty so she has been my subject many times. Claire's freckles are beautiful so my vision was to create an image that would focus on her raw, natural beauty. I wanted minimal makeup and basic wardrobe so as not to distract. She has bright red hair, but a monochrome image would focus and draw attention to her skin and eyes and not her hair (although it is pretty incredible). My original plan was to use strobes and a beauty dish to create my vision. As I was setting up for the shot, Claire was standing in front of a large window and the light was beautiful. So, I changed my train of thought.

This image was taken in front of a large window in natural light. I used a sheer curtain to diffuse the light coming in the window to the left of Claire. A black vflat was behind her and wrapped around her right side. We did quite a few different shots of her laughing and smiling. When I directed her to turn, look slightly over her shoulder, to not look mad but relaxed and give me all she had, I knew I had gotten my shot!

I spent quite a long time in post-processing. The trick was to leave the image looking raw and organic but I had some skin blemishes that I had to remove. I needed to do it without taking away her freckles and the texture in her skin. I also debated taking off her tattoo but decided against it. Her tattoos are part of her and again, I felt I needed to leave it as organic as possible. First I brightened her eyes and added some contrast to bring out her freckles. I cloned and patched her blemishes and then converted it to black and white with Topaz Labs BW Effects2, Traditional Collection-Classic. After that, I dodged and burned to create depth and eliminate any hot spots, I did some sharpening and then cropped it and made the frame.

Michelle Pennings is the owner of Designs By Chelle Photography. She is a portrait photographer who loves to shoot contemporary glamour, family, children, pets and pretty much anything.

www.designsbychelle.com



Tech Specs:

Canon 5D Mark III
Sigma Art 50mm 1.4
ISO 640, f2.8, 1/80

January Best-In-Portrait

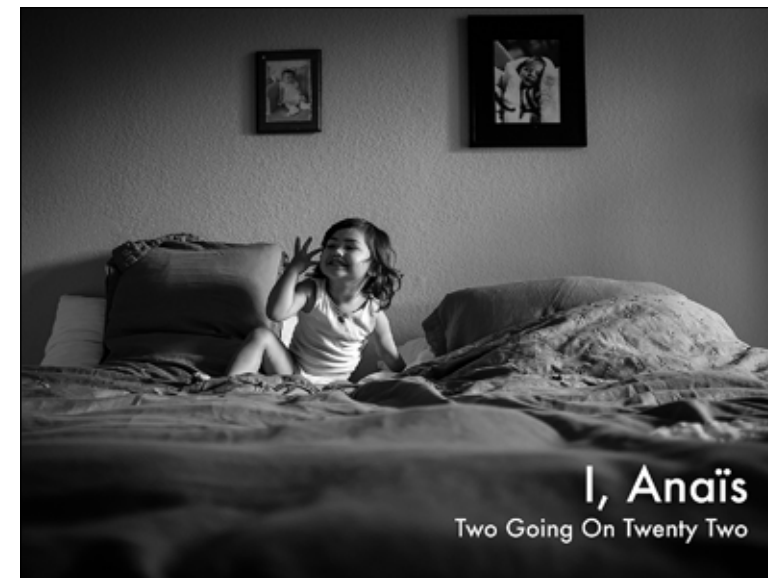


BEST-IN-CATEGORY

BEST-IN-ALBUM

I, Anaïs

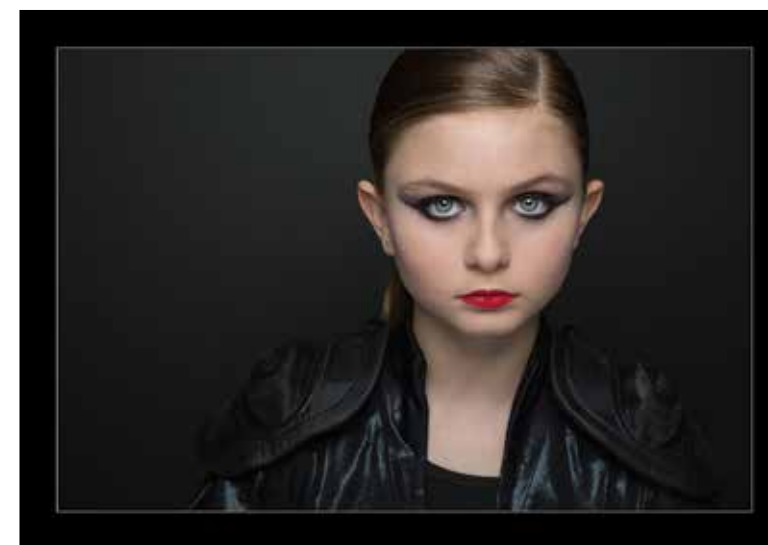
- Antoine Didienne



BEST-IN-CHILDREN

Little Rockstar

- Michelle Pennings



BEST-IN-CATEGORY

BEST-IN-COMMERCIAL

Fueling the Future
- Oliver Asis



BEST-IN-DIGITAL-IMAGING

Flight of the Terrier
- Amelia Durham

BEST-IN-ILLUSTRATIVE

Rock Steady
- Roxyanne Young



Mac to PC conversion
opt = alt cmd = ctrl

Matching Colors

By Ken Hofheinz

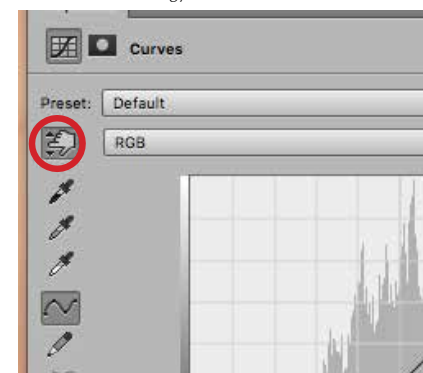
I am here to help. In our last competition one of our judges mentioned "fix it in Photoshop" at least five times. One of those was concerning our image here. Violet Bowlan reached out to me to find out how to *fix it in Photoshop*. We are going to color match the lower leg to the rest of the baby.

First we need to pick our target points. Under the Eyedropper Tool is the Color Sampler Tool. You will also need the Info pallet visible. I suggest you pull it from the fly-out and set it floating so it is visible for this entire procedure. With the Color Sampler we pick the target spot we want to match. A target with a one beside it appears. Now we pick the spot we want to correct and a target with a two beside it appears. Make sure that the targets you are choosing are similarly lit.

Next we grab the Lasso Tool and make a loose selection around the entire area we want to correct. Now create a Curves Adjustment Layer. The selection we made with the Lasso is now a layer mask for the Curves Adjustment we just made, and if you look at the Info pallet, you will see that the targets now have two numbers. The first is the before and the second is the after. They are the same right now because we haven't made a change in the curve. Now we select the little hand selector in the curves window, go hover over target two, holding down cmd + shift, click on target two. (PC folk ctrl + shift) We have just set a point on the red, green and blue curves.

Continued on page 18

The little hand thingy. That is it's technical name



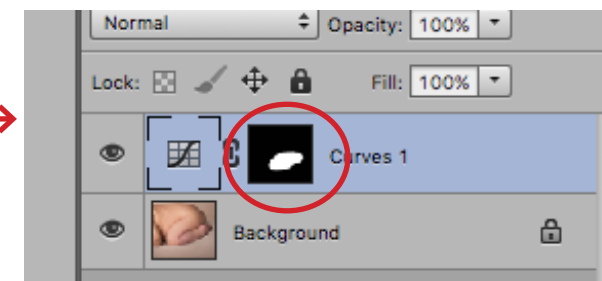
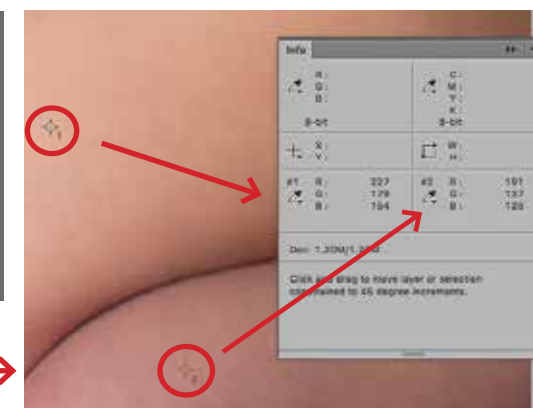
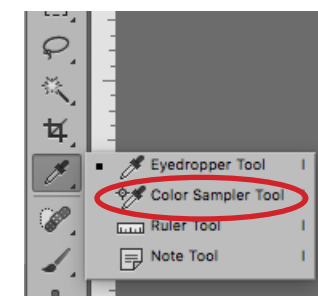
Before



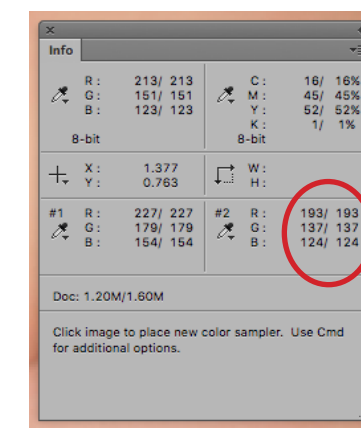
What a cutie.
Thank you Violet

This bluish tint is normal because her leg is bent underneath her and the blood is not flowing as normal causing the discoloration.

© Violet Bowlan



The mask resulting from our loose selection with the Lasso Tool. We do this so we can see the correction compared to the skin we are matching.



BEST-IN-CATEGORY

BEST-IN-NATURE —
As the Morning After
- Kip Cothran

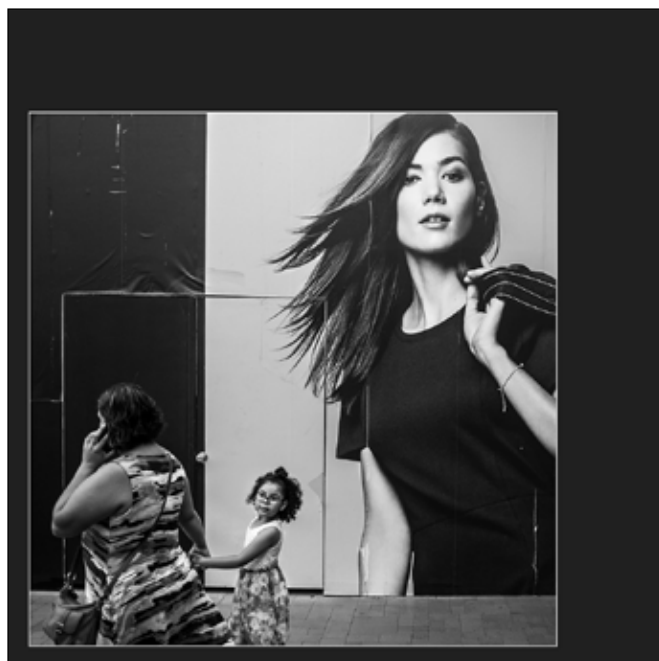


BEST-IN-SENIOR —
Quiet Beauty on the Stair
- Roxyanne Young



BEST-IN-PETS
Serious Looking Dog
- Janet Moyer

BEST-IN-PHOTOJOURNALISM —
In Search of the Perfect Role Model
- Antoine Didienné



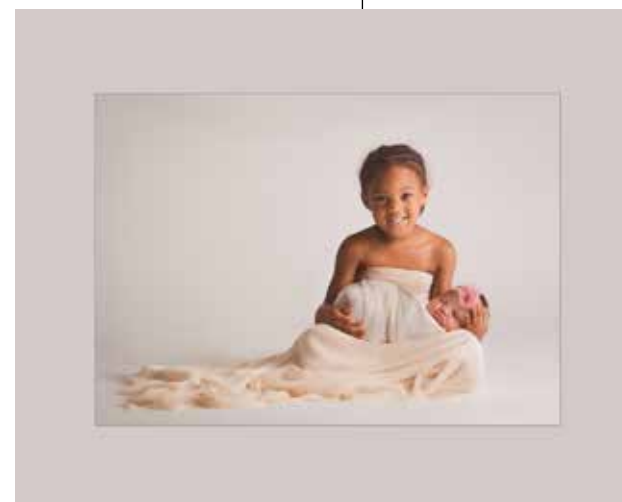
MERIT AWARDS

CHILDREN

— *There She Is*
- Amy Dawnelle



— *I'm a Big Sister*
- Amy Dawnelle



— *Baby Adonis*
- Violet Bowlan



— *Opera Prima Donna*
- Amy Dawnelle



— *Lookin Cute and Dapper*
- Violet Bowlan

MERIT AWARDS

*Rosy Cheeks —
- Violet Bowlan*



*— You Get a Smirk
- Amy Dawnelle*



CHILDREN



*— Sherbert Sunset
- Angie Crompton*

*Continuum —
- Monica Royal*



*Towers of Balance —
- Oliver Asis*



ILLUSTRATIVE

MERIT AWARDS

COMMERCIAL



*— Denver Public Library
- Oliver Asis*



*— Lambs Players Theater
Explorers Club Set
- Roxyanne Young*

I UNDERSTAND [SMALL BUSINESS] BECAUSE I AM ONE.



Howard Burkholz
801-451-8880
877-485-8600
hburkholz@allstate.com
<http://allstateagencies.com/HBurkholz>



Proud Sponsor of PPSDC.

Subject to terms, conditions and availability. Allstate Fire and Casualty Insurance Co., Allstate Indemnity Co. Northbrook, IL. © 2012 Allstate Insurance Co.

My Image Didn't Look Right in Comp

Your file **MUST**:

- Be in sRGB Color Space
- Be saved at 300dpi in .jpg format
- Sized so that the longest side is 4000 pixels
- Not exceed 4MB in size.
- Follow the naming conventions: category_Title_Makerfirstname_Makerlastname.jpg.

Images submitted without following these guidelines may not appear at their best on the judges' monitor, and you may be asked to fix your title and resubmit if it does not follow the naming convention.

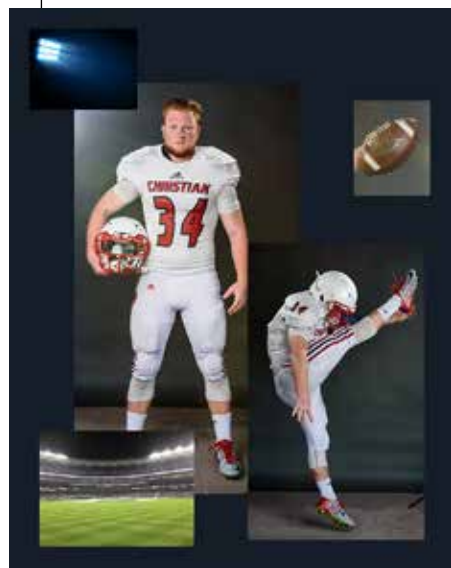
MERIT AWARDS

DIGITAL-IMAGING

A Moment of Silence —
- Angie Crompton



— *Ready to Rock*
- Ken Hofheinz



— *Eternal Struggle*
- Judy MacLean

MERIT AWARDS

NATURE/LANDSCAPE



— *Other Worldly*
- Oliver Asis



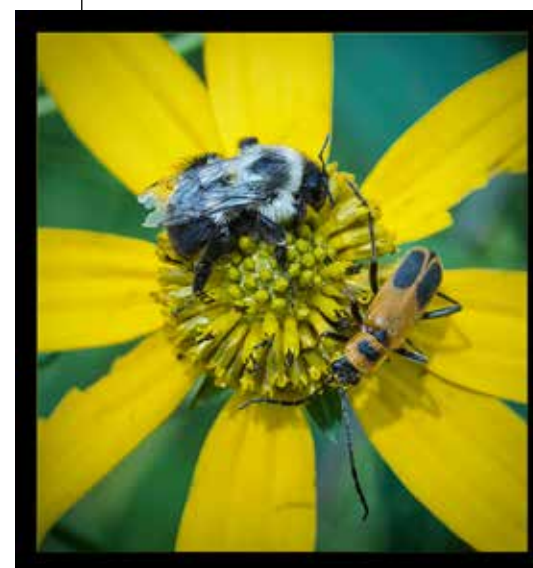
— *Serenity Stack*
- MonicaRoyal



— *San Diego Lights*
- Morgan Maiani



— *What's so Funny?*
- Roxyanne Young



— *Life's Merry-go-Round*
- Jean Eichenlaub



— *A New Day*
- Kip Cothran

MERIT AWARDS

PORTRAIT



└ Siblings
- Michelle Pennings



└ An Artist and His Work
- Janet Bark

Miracle for a Scarred Survivor –
- Violet Bowlan



└ Untitled 2 └
- Yaneck Wasiek



└ An Artist and His Work
- Janet Bark



MERIT AWARDS

PORTRAIT

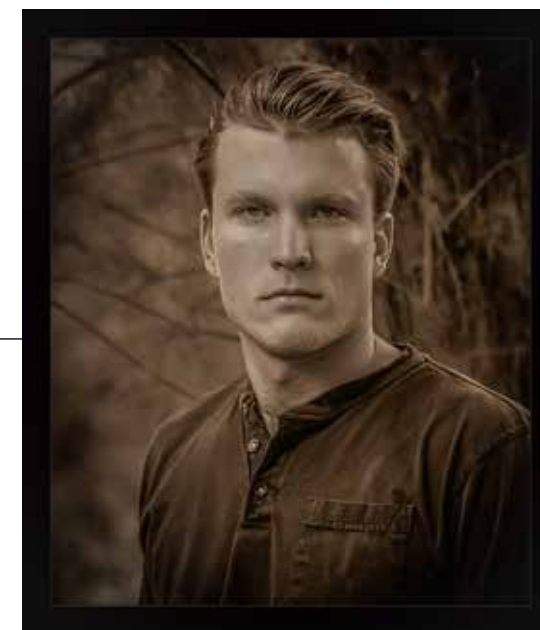


└ Sweet Sydney
- Janet Bark

Every Scar Says I Survived –
- Cindie Wolf



– Dario
- Morgan Maiani



└ Strong Minded
- Dean Curry

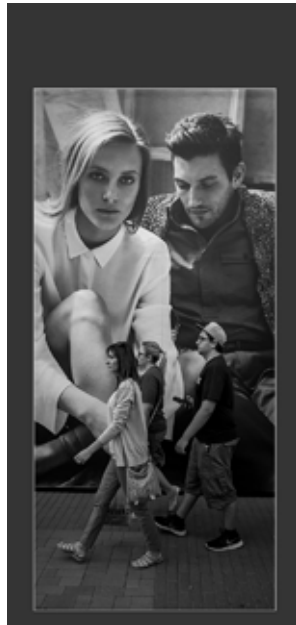


SENIOR

– Just Hanging at the Corral
- Janet_Bark

MERIT AWARDS

PHOTOJOURNALISM



— Yes, We Are Silently Judging You
- A. Didienne



— An Example of Extreme Exuberance
- Jean Eichenlaub



— San Diego Apt
- Richard Benton

— Fresh from the Oven
- Jim Tomcik



Life on Mars: Remembering Bowie —
- Jim Tomcik



MARK YOUR CALENDARS

PPSDC
presents

Brooke Shaden

SONY
whcc
x-rite

APRIL 13 & 14

Open House

APRIL 13th

This year's Open House features award-winning fine art photographer Brooke Shaden. Best known for dramatic storytelling and elaborate, gallery-style works of art, Shaden joins us for our Friday evening program to talk about how she conceives and executes her creative vision.

Through her use of creative set and costume design, Shaden creates dream-like images that evoke a panoply of emotions and wonder at the meaning behind her shapes, colors, props, and posing. We're expecting a big turnout for this program, so arrive early, and be sure to invite your photographer friends!

On Saturday, Shaden will teach a full-day workshop that will explore her process in depth, from concept to image capture to post-processing. Come learn how to transform your own work with a deeper understanding of the story behind the image, and the techniques required to produce your own bold vision. This workshop will walk you through everything you need to create amazing fine art portraits of your own. This workshop is sure to sell out quickly, so sign up early to reserve your spot.

MERIT AWARDS

PETS



— They Say We Look Alike
- Janet Moyer



Painting Benson
- Michelle Pennings

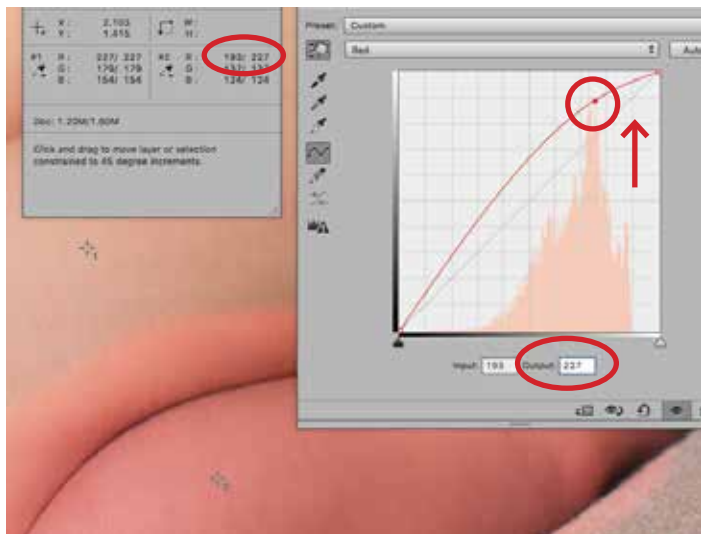
Matching Colors with PS

By Ken Hofheinz

Continued from page 7

Almost there. We want to match target two to target one. Go to the red channel you will see the point just made. It should be black indicating that it is selected. Now with your keyboard click your up arrow until the number matches target one. (227 in our example) That is for the visual people. The quicker way is to just type 227 in the Output box in the Curves window. Now do the same for the Green and Blue channels. (Match the target one numbers for each channel, G 179 B 154) The second set of numbers for target two should now match target one. All that is left is to fix the layer mask.

For the layer mask just select it and use a soft brush in black and white to blend the edges in. Remember black conceals and white reveals. You can use this technique for many different needs. You can pick multiple points - think highlights and shadows, or matching a clients color request. The sky is the limit. Have fun. •



The point was pushed up to match the target point one. Red moved up to 227. Green will move to 179. Blue will move to 154.



Before



After



WEST COAST SCHOOL

PROFESSIONAL PHOTOGRAPHERS OF CALIFORNIA

June 10 - 15, 2018

5 Day Session Instructors



Carl Caylor

Before-After and How to Get There

Carl will train you to walk into a scene; visualize composition, lighting and a finished product; then make it happen. This class will also take you through post process, print enhancements and lab-ready. When this class is over you will have several new-finished displays for your gallery.



Sandra Pearce

The Art of Painting in Photoshop (Intermediate)
Sandra teaches how to use the tool that Adobe has in Photoshop to be used for painting. You will learn to use the mixer brush to create and blend backgrounds to take your image to the next level.



Michael Collins

Photoshop, Zero to Sixty in a Week

Join Michael and learn the basics of Photoshop. In this immersive, hands-on workshop, you will gain enough Photoshop knowledge in just one week to enhance your abilities as you grow to truly understand Photoshop.



Arica Dorff

The Art and Business of Pet Photography

Arica will explain pet psychology to make your portrait sessions with pets more controlled and less chaotic. Get the behind-the-scenes scoop on Arica's workflow, editing techniques, and her most productive avenues for low-cost high-return marketing.



Tim Meyer

Fundamentals of Lighting and Posing

Tim will show you how to work in studio and outdoors with basic to creative lighting equipment and natural light. This class provides the opportunity for learning the posing and lighting techniques that are the backbone of a successful professional portrait or wedding studio.



Thom Rouse

After the Camera, Before the Print - Fine art techniques in Photoshop (Intermediate)

We'll discuss how pre-visualization and Discoveries are two sides of the same creative coin and how we can use both in image creation. We'll also talk about enhancing our visual knowledge. Everyone is creative! Creativity is a learned skill available to all of us (not just a few lucky souls)



Randy Van Duinen

The Art of Architectural and Landscape Photography

From Seascapes to skyscrapers! Randy will lead you out into the field and help you capture stunning images. You will learn about light painting nature and how to capture stars and the galaxy. In the classroom Randy will teach you how to process your images in Adobe Lightroom and Photoshop.



Jim Chagares

Backcountry Journey

Jim will share his camera settings and shooting techniques for creating perfect exposures with ever changing lighting conditions and a fast moving subject. He will share his undocumented techniques for creating the sharpest images imaginable and will raise your Photoshop skill level to new heights.

1 1/2 Day June 9 & 10, 2018



Kathy & Robert Norwood

FAA Part 107 Test Prep Course

This course will teach photographers the rules and regulations required by the FAA to successfully pass the Part 107 FAA exam for sUAS's. Robert & Kathy will cover regulations, airspace classifications and operating requirements, weather, loading and performance, and drone operations. A sample test will be administered to prepare the participants to take the Part 107 exam upon completion of this course.

Thank you to our Sponsor:

bayphoto

If you would like to enroll in our payment plan please call the office at 800-439-5839 EXT. 3

www.westcoastschool.com



MUSEUM OF PHOTOGRAPHIC ARTS
Becky Moores Center for Visual Learning



Members of the Photo Forum enjoy one-on-one time with photography master, Flor Garduño. Andrew Burns Photo, February 9, 2016, MOPA VIP Opening Reception.



Members of the Photo Forum enjoy a private hosted Salon Reception with Sebastião Salgado and partner, Lélia Wanick Salgado. Frank Rogozienski Photography, June 3, 2017, MOPA Salon.



Members of the Photo Forum and Collectors' Salon enjoy a full course, traditional meal while on their travel program to Kyoto, Japan in November 2017. Gary Payne Photography, November 2017, MOPA Collecting Group Japan Travel Program.

Re/DISCOVER MOPA

By Maryam Anbari & Rachel Demler

When MOPA opened its doors to the public in 1983, its purpose was funneled into three principles— art is for all, learning is possible across generations, and pushing boundaries is essential to growth. It is crucial that MOPA abide by these principles in order to develop in ways that effectively reach a diverse and comprehensive audience.

As the Museum of Photographic Arts (MOPA) approaches a milestone 2018, celebrating its 35th year in Balboa Park - as well as its 45th anniversary as an institution dedicated to photography, greater initiatives to re/DISCOVER the opportunities, friendships and benefits of Photo Forum membership are possible.

A Photo Forum member at MOPA is an art advocate and an active participant in the social and artistic networks of contemporary photography. Photo Forum members support MOPA's mission to inspire - educate - engage by participating in specially curated travel opportunities hosted by MOPA, in the United States and abroad. Photo Forum members are also immersed in the exclusive VIP opening exhibitions, lectures and artist salons which allow unprecedented access to contemporary masters and leaders in the photography field.

Photo Forum members will re/DISCOVER MOPA through expert-guided print viewing sessions to see inside MOPA's permanent collection vaults. Housed in our vaults are significant works from such masters as, Brett Weston, David Leventhal, Ansel Adams, and more.

Photo Forum members are also invited to attend the domestic travel program to New York City with access to The Photography Show presented by AIPAD. The Photography Show is the longest-running exhibition dedicated to the photographic medium featuring a wide-range of 19th century and contemporary masterworks. Other highlights include a private Sony Photo Walk hosted by a Sony Artisan in the heart of Manhattan. Travelers will be able to use the latest and greatest SONY equipment and learn techniques from their master photographers.

Additionally, Photo Forum members have unlimited access to the 20,000+ photography-related publications housed in MOPA's Edmund L. and Nancy Dubois photography research library. With new extended hours, this serene space, with quietly reflective views of Balboa Park, is a welcome reprieve for the photography enthusiast.

MOPA brings photography to audiences on a local, national, and international scale. 2018 is a milestone year. Take advantage of Photo Forum membership at MOPA and re/DISCOVER your passion for photography. •

www.MOPA.org