

**Redlands
Camera
Club**

Established 1896

PHOTOGRAM



Redlands Camera Club is a group of amateur, serious-amateur, and professional photographers who are interested in sharing experiences and advancing their skills. Anyone with similar interests is encouraged to attend a meeting: no cost or obligation.

We meet at 7:00 pm on the first and third Mondays of every month at
First Presbyterian Church, 100 Cajon St., Redlands, CA.

March, 2014

Annual Spring Dinner & Awards Presentation

*You won't want to miss our second meeting of March;
it's jamb-packed with things to do and people to meet!*

We'll have a sumptuous catered dinner while watching many (if not all) of the entries from our recent digital competition. After dinner, the winners will be announced and presented with their ribbons. Also during the evening, you will be introduced to our club's new officers for the upcoming year.

And if you haven't already paid your dues, be sure to bring your check!

WHEN: March 17th

WHAT: A great Pasta & Salad dinner catered by "The Mug".

There will be vegetarian fare.

HOW MUCH: \$10 per person

Ellen will take reservations & collect money at the March 3rd club meeting

COMING ATTRACTIONS

March 3
Spring
Competition

March 17
Dinner, Awards
& Officers
Bring a guest

April 7
Scavenger
Hunt Results

April 21
Going
PRO
Anthony Feliciano

PHOTOGRAM

Distributed on the 1st of each month.

Deadline for all submissions is the
Last Thursday of each month.

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PREZ SEZ

Steve Oberholtzer

“A man who carries a cat by the tail learns something he can learn in no other way.” Mark Twain

How is your eye? What are you looking at that makes your eye sharper and clearer? I attended the workshop on critiquing photos, and am reminded that ultimately, our eye and our vision is our own. No one else has the vision and imagination that you do. I encourage you to shoot it and share it.

But in order to share that vision most effectively, you have to overcome some technical hurdles. No one wants to look long at an image that is unintentionally blurry or out of focus, or incorrectly exposed. As the visionary/ photographer, you have to communicate through your image. If you are communicating verbally, you don't mumble or mispronounce words. All the elements that are in your image should (ideally) be in there for the purpose of conveying your vision; everything else is a distraction.

A few years ago, I took some pictures of a little waterfall in San Bernardino, trying to get the silk water effect. I was there early in the morning, shooting as the sun was coming up so I could get the long exposure time necessary. When I was looking at the shots later, I found that there was someone's leftover shoes in the shots! I had missed it when shooting, but I absolutely cloned it out later. I could have left the shoes in and the picture would still have told a story; but it wouldn't have been the story I wanted to tell.

What is your vision for the picture you are taking? Is it the right clouds, light, season, framing, exposure, lens, perspective to convey the vision you have? In your editing software, are you removing the distractions and properly emphasizing the center of interest, while de-emphasizing everything else? You can pump up the contrast, increase the saturation, increase the brightness, increase the sharpness, and probably 20 other techniques to draw the eye to where you want it to look to see your vision. Are you using them?

Look at the images in our competition and see the techniques those other visionaries used to try to convey their message, and see the ones that seem to be effective. Make those a part of your photographic toolkit, and make your vision clearer.

Redlands Camera Club P.O. Box 7261 Redlands, CA 92375
www.RedlandsCameraClub.com

CLUB OFFICERS

President: *Steve Oberholtzer* Vice President: *Carl Detrow* Past President: *Jerry Reece*
Secretary: *Lucy McGee* Treasurer: *Rick Strobaugh*

CHAIRS

Color Munki: *Sue Richardson* Competition: *Russ Trozera* Education/Workshops: *Frank Peele*
Facebook & Field Trips: *Bruce Woodcock* Historian: *Bruce Bonnett* Hospitality/Events: *Ellen Rowan*
Librarian: *Mary Ann Ponder* Membership: *Carol Abidin* Mentors/S4C: *Erik Berliner*
Photogram Editor: *Steve Felber* Programs: *Carl Detrow* Publicity: *Alex Woodcock*
Room Setup: *John Giannini* Webmaster: *Wayne (Woody) Wood* Welcome: *Sue Thalasinis*

PROGRAMS

Carl Detrow

MARCH 3RD

Spring Competition

Spring Competition: By now you should have submitted up to 3 images for the competition. Come and enjoy the results of the artistry and hard work of our talented members.

A SPECIAL EVENT: Mark your calendars for 7:00 pm Tuesday, **March 4th**. *Redlands Camera Club* will aid the *Coachella Valley Desert Camera Club* in hosting world-famous photographer, Adam Jones. We hope to be well-represented by our membership at this meeting. See the article below for driving and carpooling directions.

Canon Explorer of Light Adam Jones Visits



March 4th at 7:00 pm

The Canon *Explorers of Light* program is a group of 60 of the World's best photographers united in their love and passion for photographic excellence. They share a common desire to contribute back to the industry with a willingness to share their vision and passion with others. *Explorer of Light* Adam Jones will visit the *Desert Camera Club* for a program on March 4, 2014, at 7PM. The location for Adam's presentation is being provided by the *Sun City Palm Desert Camera Club*. *Redlands Camera Club* has been invited to attend as well.

Adam has taught for Canon, Popular Photography & Imaging, Maine Photographic Workshops, Rocky Mountain School of Photography, Great American Photography Workshops and Joe Van Os Photo Safaris. Adam is noted for his enthusiastic down- to-earth approach and his ability to communicate effectively with all skill levels. For this presentation Adam will cover topics such as: Images that Inspire; How to Control Contrast in HDR Images; Focus Stacking; Making Your Images Look Like Paintings; Strategies for Great Landscapes, Macro, and Wildlife; and Demystifying Flash.

The presentation will be at the *Sun City Palm Desert Sunset View Clubhouse* (2nd Clubhouse on the right), 36890 Del Webb Blvd, Palm Desert, CA, in the Speaker's Hall Auditorium. It is a gated community, so you will have to inform the guard at the gate that you are attending the camera club event. The program starts at 7:00 PM, and there will be a pre-program reception at 6:15 across the hall from the auditorium.

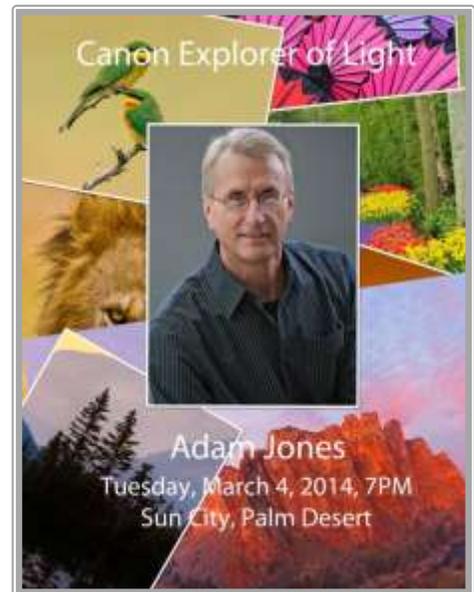
Take the I-10 to Palm Desert and exit at Washington St. Sun City is to the left, on the north side of the freeway. It's about 60 miles from Redlands, so car pools will leave Coco's at 5:00PM to be there for the reception. We should be back in Redlands by 10-10:30.

For more on the *Explorers of Light* program visit http://www.learn.usa.canon.com/explorers_of_light/eol_home.shtml.

MARCH 17TH

Dinner, Competition Awards, & Officer Installations

Annual Dinner, Competition Awards, and Installation of Officers: Everyone seemed to enjoy the Quick Pix loop we did at the holiday dinner, so we'll try it again with the topic, "Spring has Sprung." Bring up to 3 images reflecting your take on the topic and we'll run them during dinner. Same format rules as for competitions and be sure to have only the images you want to show on your memory stick so we don't have to search for them.



FIELD TRIPS

Bruce Woodcock

951-537-4247 wmbwoodcock@gmail.com

Whale Watching Saturday March 22, 2014 or Sunday March 23, 2014

December through April, you can observe part of the amazing 10,000 mile annual migration of the Pacific gray whale from Alaska to Mexico. At 30 to 50 feet in length and weighing up to 40 tons, these whales leave their summer feeding grounds in the Bering Sea and make the trek south to the isolated lagoons of Baja to give birth to their calves.

You can book your ticket on line at: <http://www.sdwhalewatch.com>

Your Ticket Includes a 3 hour whale watching cruise narrated by a certified marine biologist. A sea adventure of whales, dolphins, sea lions, and birds. Indoor and outdoor seating, snack bar and souvenirs. Kids receive activity pad with crayons. Free and ample parking. All for only \$44.00 for Adults or \$38.00 for Seniors

The Privateer leaves at 1:30 pm and returns at 4:30pm both days.

Please arrive 30 minutes prior to departure.

1717 Quivira Rd San Diego, CA 92109 **Directions:**

I-10 to I-215 S to San Diego. Merge onto I-15 S. Keep right to continue on CA-163 S. Take the exit onto I-8 W. Turn right onto W Mission Bay Dr. Turn left onto Quivira Access. Turn left onto Quivira Rd. Turn right. Turn left. Turn right. Destination will be on the left.

For any question call (619) 839-0128

MEMBERSHIP

Carol Abidin

Renewal Time: The applications are ready for the March 3rd meeting. For your convenience, labels with your information will be available to check to see if current. If you have had no changes in the last year, we will staple a label to application, then turn in the application with your money. If you have changes, please make them on the application form. The final date for renewing is March 31, 2014. Thank you.

Welcome to our newest members: Chuck Larson, Wanda May, Michael Casucci, and Brandon McCormick.

New member bios: Michael Casucci.

Michael, a 20 year old High School Graduate who loves photography, is excited about joining the Redlands Camera Club. He intends to pursue photography as a career and is hoping to find a Mentor for whom he can volunteer full time; who can take him under his or her wing to help him become a better Photographer; and who can teach him the business. He has been taking pictures with his Sony A330 DSLR since he turned sixteen. He also takes pictures with his cell phone.

Last year Michael was awarded the Editor's Pick from *CNN iReport* for a photojournalism story he submitted on a brushfire near his home in Yucaipa. He does a lot of work on Instagram and has collaborated with other photographers around the country through that medium.

Michael is involved in Boy Scouts, enjoys camping and hiking. His portfolio includes landscapes, portraits, and artistic shots of abandoned structures. He is looking forward to being a member of the Redlands Camera Club and developing relationships with the other members.

WEBMASTER

Wayne (Woody) Wood

After several requests, we now have a Search Engine on our web site. It can be found on the far right of the menu bar, which is located at the top of every page. I have modified it so that the Google search engine is the only one that will do the search. Apparently some folks had a hard time deciding which search engine to use? Please give it a try.

As most of you know, the opening page on our website showcases a member of our club each month. This is a great chance to get your photos seen by a lot of people worldwide.

However, at least eight members have turned me down. I've heard excuses from "my photos aren't good enough" to a flat "NO".

Come on, folks. When you are asked to be the **Featured Photographer**, how about just saying "OK". Our club is about sharing and participating in club activities. I've heard nothing but good comments about all the members that have agreed to showcase their photos.

EDUCATION/WORKSHOPS

Frank Peele

EducationWorkshopsRCC@gmail.com

Photography Classes Announced

The Redlands Camera Club School of Photography announces its schedule of classes for the Spring 2014 semester:

Introduction to Photographic Image Editing, IE 101

The basics of using a computer to store, manage and enhance digital images, using Adobe Photoshop Elements 12. Classroom time will consist of discussion and demonstrations; each student will then use the same digital images outside of class time on their own computer to complete assignments. Step-by-step instructions for each assignment are provided in the textbook, *Adobe Photoshop Elements 12 Classroom in a Book*, about \$35.

Tuesdays from Mar. 4 to 18, 6 to 9 p.m. Prerequisites: none. Tuition: \$30. Textbook: see above

Introduction to Adobe Photoshop Lightroom, IE 105

While it is not a complete image editing program, Lightroom offers extensive capabilities to manage, access and optimize digital photographs. It is usually used in conjunction with Adobe Photoshop or other image editing software, and can bring greater efficiency to the user's workflow. Classroom time will consist of discussion and demonstrations; each student will then use the same digital images outside of class time on their own computer to complete assignments. Step-by-step instructions for each assignment are provided in the textbook, *Adobe Photoshop Lightroom 5 Classroom in a Book*, about \$35. Some experience with digital photography and image editing is desirable, but not required.

Tuesdays from Apr. 1 to 15, 6 to 9 p.m. Prerequisites: none. Tuition: \$30. Textbook: see above

Intermediate Digital Photography, PH 102

The follow-on class to Introduction to Digital Photography, this course covers the fundamentals of lenses; modifying light through exposure and filters; understanding color; why tripods can be important; and more advanced camera techniques.

Tuesdays from May 6 to 20, 6 to 9 p.m. Prerequisites: *PH 101* (or equivalent). Tuition: \$30. Textbook: none

EDUCATION/WORKSHOPS (CONTINUED)

Frank Peele

EducationWorkshopsRCC@gmail.com

Field Photographic Techniques, PH 201

This course consists of an introductory classroom meeting and 3 field shooting sessions, each of which is followed by a classroom critique of that week's student photographs. Field sessions will be in photogenic locations in and around Redlands, on days and at times arrived at by mutual agreement of the class members. Students will photograph a variety of subject matter in differing lighting conditions, putting into practice the principles learned in earlier lecture and discussion courses. Because of the extensive one-on-one coaching involved, enrollment is limited to 15 students.

Tuesdays from May 27 to Jun. 17, 6 to 9 p.m., and 3 field shooting sessions at times and dates by mutual arrangement. Prerequisites: *PH 101* and *PH 102* (or equivalent, with instructor's permission). Tuition: \$70. Textbook: none

All classes will be taught by Certified Professional Photographer Frank Peele. Redlands Camera Club (RCC) membership is required for registration; dues are \$25 per year and allow taking multiple courses. In addition, free programs, classes and workshops are offered to RCC members throughout the year. For more about member benefits, see www.redlandscameraclub.com. Registration for these classes is accomplished through the website. Click on "About RCC", then on "Education/Workshops".

Classroom sessions will meet in the Education building of Redlands First United Methodist Church, 1 East Olive Ave. For more information about these classes or the Redlands Camera Club, call (909) 798-7999.

Noise Reduction: Photoshop filter, RAW, Lightroom

(excerpted from Ask Tim Grey eNewsletter January 29, 2014)

Question: I'm using Photoshop to process of my images. I notice there are noise reduction options in Adobe Camera Raw as well as through a filter in Photoshop.

Does it matter which of these two options I use?

Answer: There is a significant difference. In the case of Photoshop, I highly recommend applying noise reduction in Adobe Camera Raw during the RAW conversion process, rather than after the conversion using the Reduce Noise filter.

The reason for this has to do with the quality of the its noise reduction.

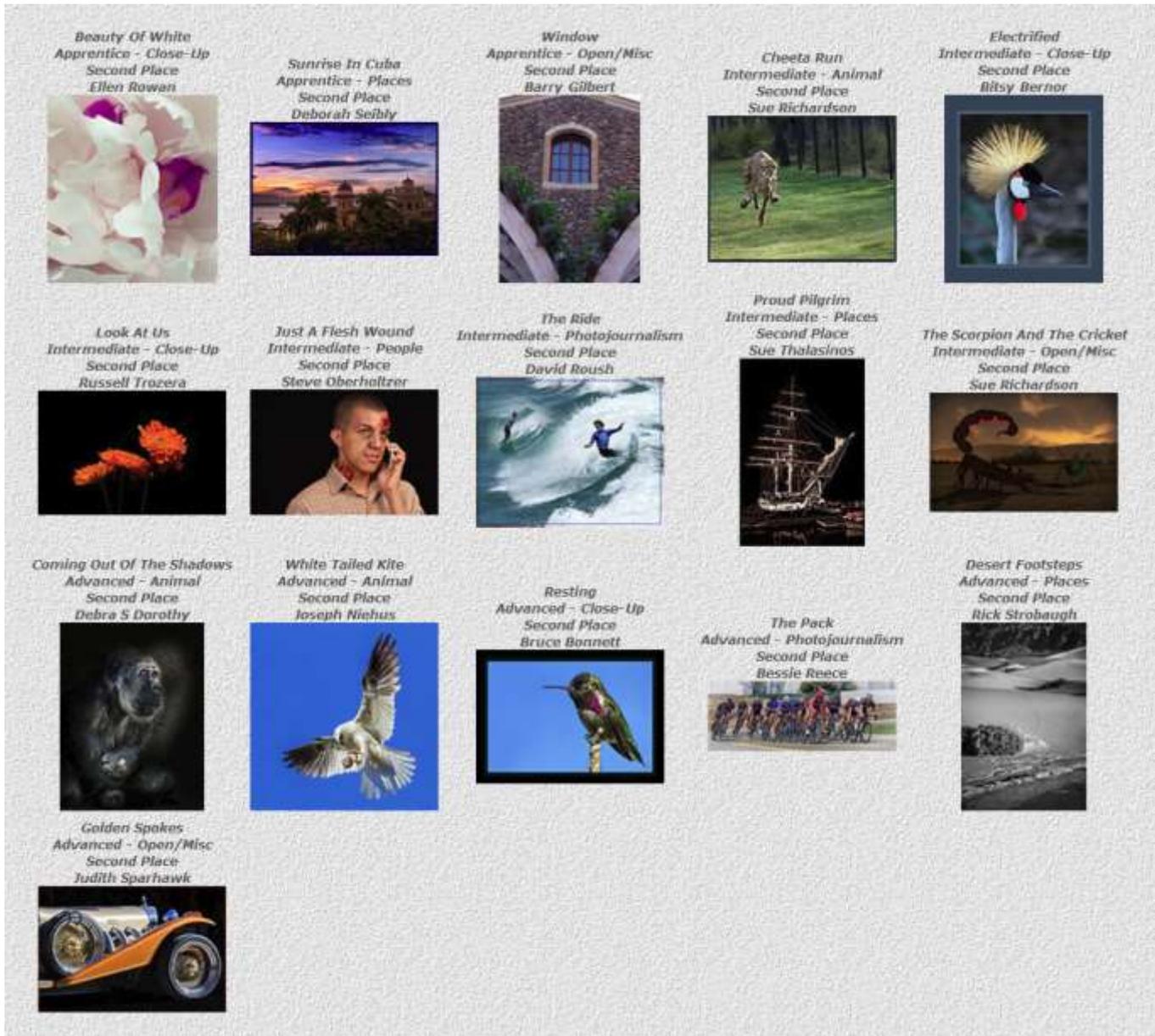
The Lightroom Develop module and Adobe Camera Raw are essentially the same. There are differences in the interface, but the actual adjustments available and the math behind those adjustments are the same.

Also, with recent versions of Lightroom, I've become increasingly happy with the noise reduction available in the Develop module. In early versions of Lightroom, I still prefer the use of third-party plug-ins for noise reduction. Now, as far as I'm concerned Lightroom is as good as (or in some respects perhaps better than) those third-party plug-ins. The recent addition of the Smoothness slider raises the value of noise reduction in Lightroom or Adobe Camera Raw.

For images where noise is only a minor concern, I wouldn't worry too much about where you fit noise reduction into your workflow. But for images that require attention to noise reduction, I recommend using the powerful capabilities of Lightroom or Adobe Camera Raw rather than later in my image-optimization workflow.

MEMBERS' GALLERY

2013 Fall Digital Competition: 2nd Place Ribbons



Printing at Costco (excerpted from Ask Tim Grey eNewsletter January 3, 2014)

Question: I use Lightroom's *Export to JPEG* to print at Costco. Instead, I used Photoshop's *Save As*, and when I picked up the prints, I noticed a drastic muting of the colors. I went back to Lightroom, *Exported to JPEG* and had Costco print again; this time the colors came out as they should have.

My Lightroom *External Edit for Photoshop Color Space* is set to ProPhotoRGB.

PhotoShop is set to sRGB IEC61966. Would this have caused the loss/shift of color?

Answer: Yes, indeed, the color space would certainly create this issue. The core problem is that the ProPhoto RGB color space is a huge color space, so when the values of ProPhoto RGB get mapped without proper conversion to sRGB, the saturation will be reduced significantly.

There is no problem with using Photoshop to process an image for printing at Costco.

You simply need to convert the image to a more appropriate color space before saving.

It is generally safe to convert to the sRGB color space for this type of printing by choosing *Edit > Convert to Profile* from the menu, and selecting sRGB as the destination profile.