

**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 **Redlands United Church of Christ**, 168 Bellevue Avenue, Redlands, CA.

February, 2011

HOPE AND CHANGE

Hope: Your RCC Board is always looking for ways to improve the value we offer its members. Below is a summary of the most recent board meeting regarding changes that are either now in effect or are planned for the near future. We hope you agree they will be of benefit to all.

Change: The goal of some increased revenue is to afford to bring in some high-level presenters next year. As mentioned at our last meeting and elsewhere in this newsletter, annual dues will go from \$20 to \$25 per year. Additional members from the immediate family will continue to pay \$20.

Also explained at the last meeting, each competition costs the club about \$375 (judges, ribbons, website links, etc.). To help defray these costs (but not cover them entirely), members will pay \$4.50 to enter from one to four images. Payment will be via a *PayPal* link on our website. Only *PayPal* will see your credit card number; it will not be visible to RCC. You do not need to set up a *PayPal* account to use it.

The video card in our club laptop prevented images from being projected accurately on our large screen; highlights were blown out, contrast was problematical, etc. So the club purchased a new higher-end laptop. Significant improvements were noticed at our last Members' Night.

Carol Abidin, our Exhibits Chairperson, is still investigating the possibilities of other exhibit venues. Some may be rotating exhibits like the City Hall and hospital, others may be one-time shows. Hopefully, she'll find venues that provide greater public access (and therefore, greater potential for sales).

Woody, our Website Chairperson, is investigating the potential of an Affiliate Marketing program. Members could order merchandise at normal pricing via links on our website; the vendors would pay the club a small commission on the sales. No extra cost to members, but a small revenue source to the club.

COMING ATTRACTIONS



PHOTOGRAM

Distributed on the 1st of each month.
Deadline for all submissions is the
Last Thursday of each month.

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THE VIEW FROM HERE

Bruce Bonnett

Last week my wife, Barbie Jo who is a piano teacher, had me read an article in her January/February 2011 issue of Clavier Companion. The article by Kart Paulnack was titled “*Address to the parents of incoming students at The Boston Conservatory*”. While the article was directed primarily to the musical arts, I want to share a part of it with you.

“... even from the concentration camps, we have poetry, we have music, we have visual art.... Many, many people created art. Why? Well, in a place where people are only focused on survival, on the bare necessities, the obvious conclusion is that art must be, somehow, essential for life. The camps were without money, without hope, without commerce, without recreation, without basic respect, but they were not without art. Art is part of survival. Art is part of the human spirit, an unquenchable expression of who we are. Art is one of the ways in which we say, „I am alive, and my life has meaning.””

Photography, as our part of the visual art spectrum, is our way of making a statement of how we see the world and/or how we want to create beauty or make a statement about something we feel strongly. As we click the shutter and then work with the captured image, we need to ask ourselves: How do I respond to the subject and how do I want the viewer to respond to my interpretation of it? How can I amplify what I’m responding to or wish the viewer feel? Our photos are made up of the what, why, and how. The “what” is our subject. The “how” relates to the technical aspects of both the equipment we use and the processes we use to create the final image. But it’s the “why” that adds the color and the meaning to our images. It’s the art in what we create.

Reducing Color Noise (Photoshop & Elements)

Learning how to reduce color noise can improve a good exposure or save others.

First, do it at time of capture by using the lowest possible ISO setting while avoiding a very long exposure.

Next, use your RAW conversion software to reduce moderate amounts of noise.

Finally, use Photoshop, Elements, or plug-in software.

It's difficult to reduce luminance (light and dark) noise without compromising image sharpness.

But reducing color noise is comparatively easy, with less severe side effects (typically, slight reductions in saturation along contours).

Step 1: Duplicate the Background layer. Change its Blend Mode to Color. Keep this layer active (highlighted).

Step 2: View the image at 100% (View > Actual Pixels); only this magnification will accurately display detail. Blur the layer (Filter > Blur > Gaussian Blur), but not too aggressively.

Using this technique, only the color is blurred, not its luminance, so sharpness remains.

If you can't reduce color noise enough while retaining saturation and hues, you may need to use third-party plug-in software.

PROGRAMS

Bruce Woodcock

FEBRUARY 7TH

Showcase Your Photography with a Fine-Art Folio: Jerry Day

This presentation will cover the design and production of a folio to showcase a set of fine-art photographs. The folio, which can be considered sort of a cross-over between a book and portfolio, presents a series of unbound photographs and text signature pages in an attractive folded art paper enclosure. This presentation will introduce the concepts and techniques for producing your own fine-art photography folios. The presentation will feature several case-studies of folios

FEBRUARY 21ST

Camera Workshop, Sensor Cleaning, Lens Testing and general discussions

Charge your camera batteries; prepare an empty memory card; find your camera's manual and bring it, your camera, and lenses to our workshop.

Tonight we can test the focus of your lenses using the club's lens testing equipment; we can show you how to clean your camera's sensor (*a fully charged camera battery is a must*); and we can present a demo of how the club's ColorMunki can be used to calibrate your monitor(s).

As all of the workshop processes but the ColorMunki demo are a one-on-one process, we will also be conducting an informal discussion among members on any photo topic. This is a perfect time to ask for advice regarding photo equipment, to problem-solve photographic issues, or to just share experiences. It is a good way to get to know club members better, and is always a lot of fun.

Does it matter what order I add my Adjustment Layers to an image in Photoshop or Elements?

No, it really doesn't matter what order you add the adjustment layers to an image.

The only issue is that once you've added adjustment layers you shouldn't change the order of those adjustment layers later, as doing so can affect the overall appearance of the image.

This is because each adjustment builds upon prior adjustments, and the effect of adjustment layers is added up, starting with the layer closest to the image layer and working upward on the stack on the Layers panel.

It is recommended that you add adjustment layers in order of priority.

In other words, start with the most important adjustment, and work your way from there. Apply tonal (exposure) adjustments, then color adjustments, followed by cleanup adjustments.

Then move on to adjustments that affect specific areas of the image.

Of course you can remain flexible in this order based on what the image needs most.

Redlands Camera Club P.O. Box 7261 Redlands, CA 92375

www.RedlandsCameraClub.com

CLUB OFFICERS

President: *Bruce Bonnett* **Vice President:** *Bruce Woodcock* **Past President:** *Judith Sparhawk*

Secretary: *Jerry Reece* **Treasurer:** *Rick Strobaugh*

CHAIRS

Circulation: *Karen Fabrizio* **Competition:** *Wayne Wood* **Exhibits:** *Carol Abidin* **Education:** *Frank Peele*

Field Trips: *Judith Sparhawk* **Hospitality:** *Steve Oberholtzer* **Librarian:** *Mike Reid*

Member-At-Large: *Larry Cowles* **Membership:** *Bessie Reece* **Photogram Editor:** *Steve Felber*

Programs: *Bruce Woodcock* **Publicity:** *Nancy Yowell* **Webmaster:** *Wayne Wood*

EXHIBITS

Carol Abidin

Next Hanging: Redlands City Hall

Thursday, February 3rd from 3:00 to 5:00

Currently, if you have a photograph at City Hall, you can hang it again or bring in new ones, for only \$3.00 per image for two months. If you prefer not to hang again this month, be sure to come and pick up your photos so not to be charged another \$3.00 per image.

If you have any questions about how to get a picture hung, please see me at our next meeting and I would be glad to help you get started. It is fun to see your photograph hanging on the wall with others from your club. We have apprentice, intermediate, and advanced photographer members that have taken part in these hangings. Come and join us.

WEBMASTER/COMPETITION

Wayne (Woody) Wood

Our **2011 Spring Digital Competition** will be on March 7, and the awards will be presented on March 21st.

Because each of our competitions cost about \$375, and because research has shown that almost all camera clubs charge to enter competitions, the board has decided to charge an entry fee of \$4.50 for up to 4 images. While this amount will not cover the entire \$375 cost, it will significantly ease our treasury throughout the year.

To make entering images easy for you, we have established links with **PayPal**. The online upload form and the **PayPal Entry Fee** link will be online from **9:00am February 7 to 11:00pm February 21**. The information forms and category descriptions are now on the website ready for view or download, and will be available at the February 7 meeting.

Because of the PayPal linkage, you must prepare your files in advance. Please pay attention to the way you title and name your image files! You will get only one chance to do this!

All image files entered in the print and digital competitions, as well as Members' Nights, must be named per the directions in the *Configuring Images for Digital Projection* box" on the right.

Exhibit Schedule for 2011

<u>Where</u>	<u>Hanging Dates</u>	<u>Take-In Times</u>
Redlands Community Hospital	January 8	10 - noon
Redlands City Hall	February 3	3 - 5
Redlands Community Hospital	March 5	10 - noon
Redlands City Hall	April 7	3 - 5
Redlands Community Hospital	May 7	10 - noon
Redlands City Hall	June 2	3 - 5
Redlands Community Hospital	July 9	10 - noon
Redlands City Hall	August 4	3 - 5
Redlands Community Hospital	September 10	10 - noon
Redlands City Hall	October 6	3 - 5
Redlands Community Hospital	November 5	10 - noon
Redlands City Hall	December 1	3 - 5

PRINT EXHIBIT RULES

The work must be yours, a current member of RCC.

It must be ready to hang using wire eyes & wire;

no saw tooth hangers.

You may use a frameless presentation.

Your name, title of the picture, and sale price (if for sale) must be on the back.

There is a \$3.00 fee for each work hung: cash or check.

Work left for another hanging will be charged again.

Work removed but not retrieved after a new hanging will be charged a \$3.00 storage fee.

Work unclaimed within 60 days of removal will be considered abandoned and become the property of Redlands Camera Club for disposal or sale at its sole discretion.

CONFIGURING IMAGES FOR DIGITAL PROJECTION

Color Space: sRGB

Image Size: 1280 pixels on the long side

File Format: .JPG

File Size: Less than 3.5 mb (3500 kb)

Image Title: Stormy Weather (Normal Punctuation)

File Name: stormyweather (nopunctuation)

Saving in the .JPG format will automatically add the ".JPG" to the end

MEMBERSHIP

Bessie Reece

At the second meeting in February, February 21, 2011, the membership applications will be available for you to pick up. Please pick up your application, fill it out completely, and return it with your check as soon as possible. Checks should be made out to Redlands Camera Club. Our calendar year begins April 1st. As announced at the last meeting, the board recently voted to raise the dues for 2011-2012. **Dues will be \$25.00 for a single membership and \$20.00 for each additional immediate family member.**

There are currently 188 members taking advantage of our programs, workshops, members' nights, and competitions. Our membership just continues to grow. Let's make it 200 for 2011-12!

FIELD TRIPS

Judith Sparhawk

Our February field trip will be to *The Living Desert* in Palm Desert, on **Friday, February 25th**. We have done this trip in the past, and it has always been a lot of fun. It gives the opportunity to photograph birds, butterflies, and animals, as well as desert plants and landscapes. There is even an extensive outdoor model train exhibit which is fun to watch in action.

The gates open at 9:00 am, so we should plan to be there at that time. Even in February it can get warm (or hot) in the afternoon, and animals are more active and viewable earlier in the day. The butterfly and hummingbird exhibit opens at 10 am. The cost is \$14.25 general admission, \$12.75 for seniors (62+), military or AAA membership. There are picnic areas if you wish to bring your own lunch, or sandwiches, salads, and other lunch items are available at the Meerkat Café, at fairly reasonable prices. It is fun to meet to eat together after a fun morning of shooting.

Telescopic lenses will be useful for shooting animals in enclosures. Macro lenses may be good for plants and butterflies. Tripods are allowed.

The Living Desert is about 60 miles from Redlands. Take I-10 east to Palm Desert, exit Monterey Avenue. Travel south (right from the freeway) to Fred Waring Drive, turn left and travel to Portola Avenue; right on Portola and continue to the entrance on the left, 47900 Portola Avenue. For additional information, call 760-346-8694. It will take a little over an hour to get to the entrance. Carpoolers should meet at Coco's at 7:20 to leave about 7:30 am. We can meet in the parking lot before 9:00 and go in at opening.

Zoom Scroll

Rather than using a keyboard shortcut to zoom in and out (CNTRL + and CNTRL -), use your mouse's scroll wheel. Most mice have a center scroll wheel on them.

Based on how your mouse is configured, you may need to simply turn the wheel, or depress and turn the wheel, or press and hold the ALT (MAC = Option) key while turning the wheel. One of these ways should allow you to zoom in and out easily.

Redlands Camera Club solicits sponsorship only from reputable businesses who sell high quality products and services at reasonable prices, and whose business philosophies and customer service actions reflect fair decisions from the customer point of view.

Redlands Camera Club recommends its members consider the financial investment made by these sponsors to our club, and give serious consideration to them when making buying decisions.



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WORKSHOPS

Frank Peele

Thanks to your feedback from previous workshops, we have a lineup for 2011 that I think you're going to appreciate. Also based on feedback, some of the sessions will be held at the *Redlands United Church of Christ*, our regular club meeting place. This means more members can participate in workshops, although I'm sure you understand that we have to strike a balance between including everyone and giving individual attention as it's needed.

<u>WHAT</u>	<u>WHERE</u>	<u>WHEN</u>
ADVANCED PORTABLE FLASH TECHNIQUES <i>This follow-on to the 2010 On-Camera Flash workshop will have you on the road to turning your flash photographs into works of art.</i>	TO BE ANNOUNCED	JANUARY
DIGITAL SENSOR CLEANING & CAMERA/LENS FOCUS TESTING <i>Check your gear to make sure it's performing at its best.</i>	TO BE ANNOUNCED	MARCH
INTRODUCTION TO STUDIO LIGHTING <i>The basics of using hot lights and strobes in a controlled setting.</i>	TO BE ANNOUNCED	MAY
LIGHTING AND POSING PEOPLE <i>Whether an individual portrait or a family group, show people at their best.</i>	TO BE ANNOUNCED	JULY
LIGHTING AND SHOOTING THE STILL LIFE <i>From single blossoms to complex compositions, create winning images in a studio setting.</i>	TO BE ANNOUNCED	SEPTEMBER
GET THE MOST FROM YOUR DIGITAL CAMERA <i>From point-and-shoot to sophisticated DSLR, set your camera to work the way you want it to for the best results.</i>	TO BE ANNOUNCED	NOVEMBER

Bulletin Board

On a space-available basis, any RCC member can place photography-related ads on our Bulletin Board. Just send an email to the Editor with the pertinent information and an ad will be created. Or create your own ads (.JPG format, please) and email them as attachments. See bottom of Page 1 for due dates.



*Photographs by
Caroline McAllister & Penny Schwartz*
January/February 2011

Artists' Reception
Friday, January 28, 3:00 – 6:00 pm

*University of Redlands
Alumni House
625 Grove St.
Redlands, CA*

RSVP
Panache616@earthlink.net
Caroline.McAllister1@yahoo.com

WANTED

I'm looking for a good used **fixed focal length lens** for a **Canon Rebel Xi**.

I would like a focal length of something between **100 - 250**.

It does not need to be autofocus or IS.

Please call **George Johnson**

951-797-3539

gjohnson23@dc.rr.com

For Sale

\$425.00

**Nikon D-200
10.2 megapixel
Camera Body**

**Includes
strap, battery & charger,
all cords,
4 GB Lexar Compact Flash card**
























**Steve Felber
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MEMBERS' GALLERY

2010 Fall Digital Competition: 2nd Place Ribbons

<p>Visiting Critter</p>  <p>Apprentice Animal - Second Place Windy Menley</p>	<p>Peacock Feathers</p>  <p>Apprentice Close-Up - Second Place Debra Dorothy</p>	<p>Sally Ann</p>  <p>Apprentice People - Second Place Benjamin Delgado</p>	<p>Learning From The Masters</p>  <p>Apprentice Photojournalism - Second Place Susie Woodford</p>	<p>Chihuly Ceiling Bellagio</p>  <p>Apprentice Places - Second Place Mary Grossman</p>
<p>Reflecting On Summer Days</p>  <p>Apprentice Open/Misc - Second Place Susie Woodford</p>	<p>Looking Through Time</p>  <p>Apprentice Land/Seascape - Second Place Susie Woodford</p>	<p>Fresh Fish Flown In Daily</p>  <p>Intermediate Animal - Second Place Nick Koller</p>	<p>Lilly White</p>  <p>Intermediate Close-Up - Second Place Rich Asman</p>	<p>Back In Time</p>  <p>Intermediate People - Second Place Larry Huddleston</p>
<p>Broadway Bound</p>  <p>Intermediate Photojournalism - Second Place Sandy Woodcock</p>	<p>Slots Wave</p>  <p>Intermediate Places - Second Place Joel Block</p>	<p>Going Down In Flames</p>  <p>Intermediate Open/Misc - Second Place Forest Shipp</p>	<p>Fly Away Home</p>  <p>Intermediate Land/Seascape - Second Place Owen Owens</p>	<p>Angry Avian</p>  <p>Advanced Animal - Second Place Les Coombes</p>
<p>Blue Land Crab</p>  <p>Advanced Close-up - Second Place Larry Cowles</p>	<p>Cutie Pie</p>  <p>Advanced People - Second Place Wayne (Woody) Wood</p>	<p>Jen In Veil</p>  <p>Advanced People - Second Place Larry Cowles</p>	<p>In The Turbulence</p>  <p>Advanced Photojournalism - Second Place Larry Cowles</p>	<p>Quick Off The Line</p>  <p>Advanced Photojournalism - Second Place Rick Strobaugh</p>
<p>The Old Homestead</p>  <p>Advanced Places - Second Place Rick Strobaugh</p>	<p>Old Plymouth And Friend</p>  <p>Advanced Open/Misc - Second Place Dennis Taylor</p>	<p>Aspendell</p>  <p>Advanced Land/Seascape - Second Place Jerry Reece</p>		

Precision control for Quick Selections

For better results and more precise control with the Quick Selection tool (keyboard shortcut is "W"), zoom in close and use a small brush size with very short strokes. The tool automatically adds to the selection every time you click -- no need to held down the Shift key. To subtract from the selection, just hold down the Alt key (MAC = Option) and click on those areas.

Want to join or renew your membership?

- *Complete this form and bring it to a meeting, along with \$20 annual dues,*
- Or **Mail to:** P.O. Box 7261 Redlands, CA 92375 (make check payable to: *Redlands Camera Club*)

**WHERE
WE MEET...**

Name: _____ Phone: (____) ____ - _____

Street Address: _____

City: _____ ST: _____ ZIP: _____

E-Mail: _____

New Member Annual Renewal



Redlands Camera Club
Redlands United Church of Christ
7:00 p.m. -- 1st & 3rd Mondays
168 Bellevue, Redlands, CA

PHOTOGRAM
 Redlands Camera Club
 P.O. Box 7261
 Redlands, CA 92375