



The View Finder



Catawba Valley Camera Club

Volume 1, Issue 2

February, 2012

Annual Image*ination Awards Ceremony

The 5th annual Image*ination photo contest awards ceremony, sponsored by the Catawba Valley Camera club and Hickory Museum of Art, was held at the Museum, on January 6th, 2012 at 6:30 p.m.

The event coordinator,

Wink Gaines, deserves our thanks for organizing the event in conjunction with the Art Museum. Also thanks should go out to the museum for giving us such a good venue for the event and for displaying the winning images in the main hallway of the museum.

Also displayed in the same hallway, for the public to view, are the clubs winning images from the year 2011 as judged by an outside independent judge.

Pictures of the event, taken by Robert Dant, can be seen of pages 3 & 4 of this newsletter

Western North Carolina Foto Fest with Bill Lea & Kevin Adams

Special guest speakers for 2012: Les Saucier, Lori Kincaid, Stephanie Thomas

September 7-9, 2012: Registration: \$145 (\$95 for students), Location: Montreat, NC

Wow, are you in for a treat!! Bill Lea and Kevin Adams have organized what has become the MUST-ATTEND photography event for North Carolina and the Southeast. With experience gained from a combined 60 years of photographing and teaching, Bill and Kevin started from the ground up in creating this extraordinary festival. They've combined the best features from other photography events with their own ideas for an exciting and rewarding learning experience.

Persons who attend Foto Fest tell us that what they like most about the event is not only the terrific learning experience and access to a wide range of vendors, but rather the personal touch. At Foto Fest, you are not just another attendee at just another photography convention. You are part of a photographic family.

If you have ever witnessed the passion, dedication, and strive for excellence that Bill and Kevin have for everything they do, then you know that Foto Fest is an event you will not want to miss. For 2012, they have retained everything that made the first and second events such big hits and have also incorporated numerous new ideas to build upon this success. <http://www.wncfotofest.com/>

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The One Question You Should Ask Yourself Before Taking Any Picture **Why am I taking this picture?**

by Peter West



“it helps one improve their technique and artistic eye if conscience thought is given as to why an image is taken.”

The answer to this question often reveals a lot about not only what I’m looking at, but also whether or not I should take up the mega-bytes and time editing this scene later. Taking a look at some of the likely answers to this question, I want to stress that there is no ‘right or wrong’ in this method. It’s simply a technique to help you figure out what’s going on in your head. It is not a law, just a suggestion.

Because It Is Pretty

This is the most common

reason for most images to be taken. The scene in front of us is pretty and we want to capture it, preserve it or share it. The problem here is not every pretty scene makes a great or even good photo. So often the scene in front of us is maybe out of the dynamic range of our camera (a problem solved by using HDR techniques and the march of progress in sensor development). Or maybe it’s a tremendous sunset partially covered by trees. The problem is our mind often interprets the scene in front of us in a way the

camera never can.

These types of shots will often remain on your hard drive and not even make it to Facebook to be shared. You get home and look and sigh. “Men” is often heard when looking at these shots on a computer screen when the magic of the moment has long passed.

It’s my assertion that a scene being labeled as ‘pretty’ alone is not sufficient reason to take a picture. It surely is reason enough to stop for a moment and enjoy the beauty of life. Just

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Calendar of Events



February 1	Projection Competition (2)	Things that are Broken, 7:00 p.m.
February 15	CVCC Student Portfolios Critique	Joe Young, 7:00 p.m.
February 18	Field Trip: Old Salem	Rick Bell
March 7	Instruction: Night Photography	Kevin Adams, 7:00 pm.
March 21	Print Competition (2)	Flowers as Still Life, 7:00 p.m.
March 24	Field Trip: Roanoke, VA Trains	Robert Hambrick
April 4	Instruction: Wildlife Photography	Wink Gaines
April 18	Projection Competition (2)	Rock Stars, 7:00 p.m.
April 21	Field Trip: Weekend, Beaufort/Morehead City, N.C.	Robert Hambrick



Stock Photography presentation by Robert Dant

On Wednesday Robert Dant gave a presentation on Stock Photography. Robert is the owner of Hickory Photography LLC a successful client based business located in Hickory North Carolina. Robert is also a successful stock photographer who is represented by Istockphoto.com (a Getty Company) and Alamy.com. All aspects of stock photography were covered, including, defining stock photography and telling who uses stock images and what are the best selling image categories.

Robert covered the differences between rights managed (RM), and royalty free (RF) licensees offered by agencies and the advantages and disadvantages

of each type as it relates to a stock photography contributor.

The process of how to become a contributor was covered as well as the advantages and disadvantages to submitting to multiple agencies or becoming exclusive at only one agency.

Robert gave strategies for increasing the number of sellable images by working your subjects to include vertical, horizontal, different angles, and images with different combinations of people and multiple outfits.

It is a great idea to shoot people and things that you know to create real looking images while limiting prop and model fees.

Always keep an eye out for items to shoot and if you can't shoot it right then, keep notes on locations, lighting, and times.

In all cases, model releases are needed for individuals appearing in any stock image. The same rules apply for identifiable property but in many cases logos and identifiable features can be removed with Photoshop.

In general, stock photographers get paid based on the size of the image purchased so shoot at low ISO's, high resolution and keep compression low or shoot RAW to keep noise at a minimum while maintaining large image files. Workflow through

Lightroom and Photoshop should incorporate the use of TIFF files to limit compression and maintain the highest quality possible.

A large variety of equipment can be used, but higher quality equipment will produce higher quality images. Make sure additional equipment will add to the types of images you can produce.

Once images are finalized, titles and keywords need to be produced for each image and then the files are uploaded to the stock agency. Once the files are uploaded the photographer awaits acceptance. Many things can cause a file to be rejected including quality, lack of releases, copyright issues, and images being too similar.



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Club members and contest winners take a moment to socialize before the awards are given out.

Photographs by Robert Dant





Image*ination contest winners.

Photographs by Robert Dant





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don't forget that 'beautiful scene' doesn't always equal 'beautiful picture'.

Because It Evokes Emotion

Here now is a great reason to take a photo. If you feel stirred inside with any emotion, chances are the viewers of your image will be too. Emotion is something that connects us as humans and crosses language barriers. If the scene is emotion evoking, I would not hesitate to take a photo at the appropriate moment to try to convey that feeling on a computer screen later. It's important to note you may not like the emotion being displayed, but that does not mean it won't be a good photo.

Because It Tells A Story

Sometimes the space inside a frame has a whole story coming to life. Action, suspense, a life well lived. Any theme is fair game and the greatest photo-journalists of our time have been masters at finding those stories. When they know just one image is going to be used in a newspaper article, it is important to make that image tell as much as it can. Look for these types of images especially while traveling.

Because It Is Instructional

Photography is a wonderful way

to teach. Some of the ugliest photos teach the most important subjects. And not every Pulitzer Prize winning photo is perfectly lined up according to the Rule Of Thirds or with a histogram that is not a pixel overexposed. In fact, taking a photo of something that shows a technique or a different way of doing something will not make the cover of National Geographic, but it will serve a purpose and explain things 1000 times faster than writing about it can.

Because I Want To Remember This Moment

The beach. Hawaii. Umbrella drinks in hand. The love of your life beside you. Toes in the sand. A setting sun.

We've all seen this image shared by friends at one time or another. It's a boring picture. The sun, looking Hawaiian orange, just before it sinks into the bluest ocean you have ever seen. And the sun is centered. So is the horizon. It's boring for most of us.

But it doesn't mean you shouldn't take that shot. It is a great memory for you and every time you look at that sunset image you will be instantly transported back to the warm beach. It also doesn't mean you need to share the image. That's the key for images like this. Blow it up and put it on the wall in your office, but don't force your friends to look at a ho-hum image, because

they don't have that memory come to life when they see it. Share the spectacular images when the lava rolls into the sea while saving for yourself the special, private moments that make you smile.

Conclusion

There are any number of reasons to take a photo. I'm not here to say "Never take a picture because it is just pretty!" But I do think it helps one improve their technique and artistic eye if conscience thought is given as to why an image is taken.

I should also note that about a quarter of the time I simply shoot from a gut feeling and that gut feeling in any photographer should never be ignored.



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Club members at the recent field trip to John Hildebrand's studio.

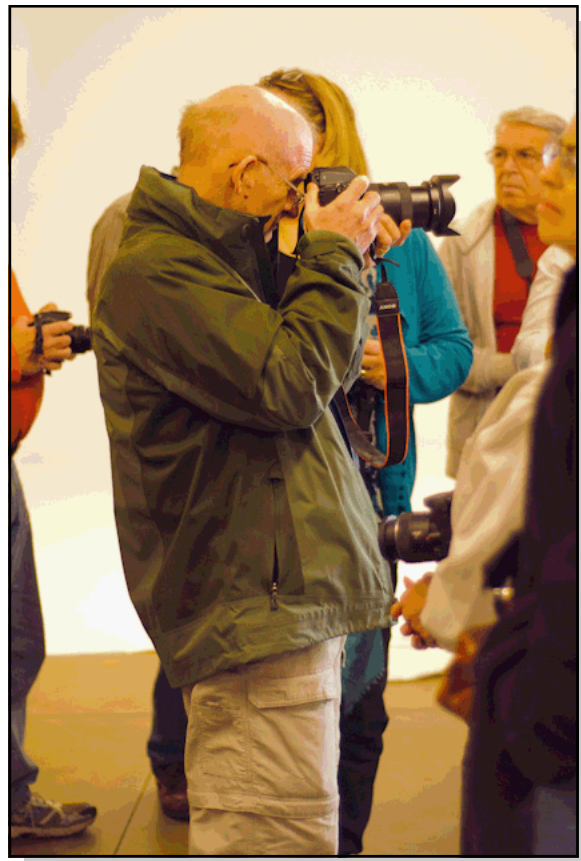
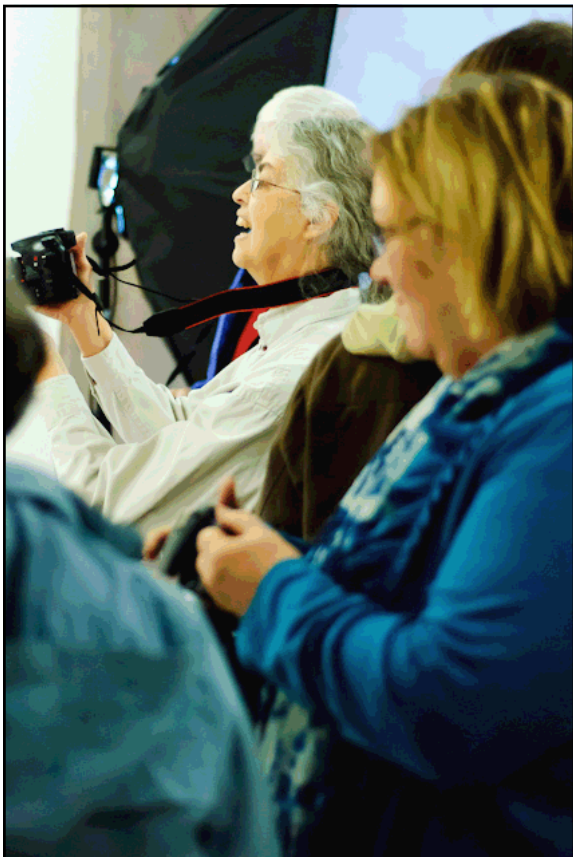
Photographs by Tom Devlin

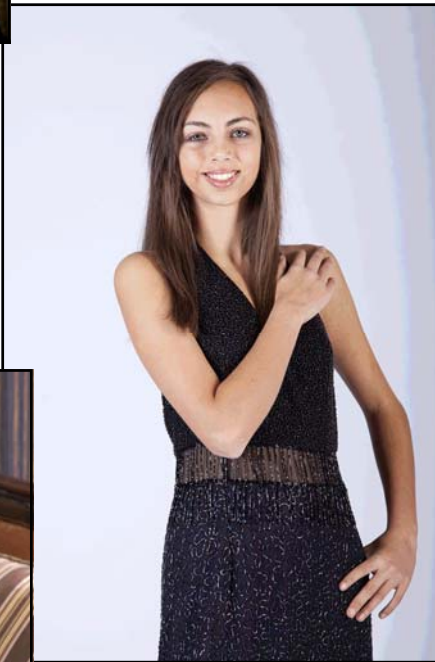




More pictures from the filed trip.

Photographs by Tom Devlin





These models were available for club members to practice shooting in a studio setting.

Photographs by Donny Teague



From the Editor

This newsletter needs a name! I chose “The View Finder” for the first newsletter for lack of a better name. Naming of the newsletter is something that should be done by club members. Perhaps we could have a naming contest or at least a club vote on what name to use for this publication.

Bring your name suggestion to the club meeting on February 1st. so we can finalize this decision.

One other thing that we need to address is content for the newsletter. One member has already volunteered to write some articles for the newsletter but we need other club members to come forward and take part in writing some articles or supplying content for future newsletters.

With input from club members we can make this newsletter informative and helpful to our club and others who will read it.

Donny Teague

donnyt@huntingtonhouse.com

Club Officers

President:	Rick Bell
Vice President:	Donny Teague
Secretary:	Richard Griffin
Treasurer:	Robert Dant
Image Coordinator:	Ed Lane
Webmaster:	Scott M. Powell

We're on the Web

<http://cvclub.wordpress.com>

Presidents Report

For years we have talked about the craft and the art of photography without trying to differentiate between these two aspects of our hobby. Everyone generally understands and agrees on what the craft of photography entails. Craft is focused on the technical aspects of photography: shutter speed, f-stop, exposure, composition and so on. This part of photography is an essential prerequisite for everything else and many excellent images have been produced based just on the craft of photography.

The art of photography, on the other hand, is much like beauty; it is of-

ten in the eye of the beholder. Let me go a little farther, art is always in the eye of the beholder. Art happens when something evokes an emotional reaction in the “audience”. Our recent speaker who said, “You can no longer just take the picture, you must make the picture” was, I think, speaking to this idea. Much of his “making” happened in post processing but his objective was to evoke an emotional response in his “audience”.

Many times I have seen images evoke an audible emotional response in our club members but fall short of excellence because of a flaw in the craft of

photography. However, all too often, we reward lifeless / emotionless images that are merely well crafted without any emotional impact.

I've used a new word here, “impact”. I believe that an image we see as having impact is one that has evoked an emotional reaction in us and that if our images don't have impact on the one who took it, it is unlikely to create an emotional response in the “audience” that views it.



Application for Membership

NAME _____ **DATE** _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

E-MAIL _____

Please print clearly as our club correspondence is conducted via e-mail.

PHONE: HOME _____ **WORK** _____ **CELL** _____

Dues are \$35 per year. Meetings are the first and third Wednesday of each month.

Students: \$15 per year

CLUB USE ONLY: Date Received _____ **Cash** _____ **Check** _____