

THE FOCAL POINT

July
2004

Volume 1
Issue 5

Sharing Our Passion for Photography

The Newsletter of the Linn Area Photo Club

From the President

The executive committee voted on 6/23/04 to sign an agreement with Linn County Conservation (LCC) that affects all of us in the Linn Area Photo Club (LAPC). Effective immediately, the LAPC will be meeting at Wickiup Hill Outdoor Education Center at 10260 Morris Hill Road, Toddville, instead of in Nelson Electric Company's boardroom. Our meetings will start 2:00pm on the second Sunday of the month.

The agreement has two issues that we (LAPC Executive Committee) feel you need to know about. First, we were required to provide General Liability Insurance; we were able to locate and to purchase the insurance from our existing dues. We feel that this is a very positive move for the club as it is a larger facility for a growing club and a convenient location for photo shoots year round.

The second issue of the agreement requires the **help** of the membership. We agreed to teach four public classes on photography for LCC. All of us can see by the in-house photo contest entries that there are lots of talented photographers in LAPC. The executive committee is asking each member to help with these public classes in any way you can.

Here are just some of the ways you can help:

- If you have taught a photography class before and are willing to teach again, please get in touch with me ASAP.

- If you have ever attended a photography class and have the syllabus, notes, etc. and are willing to share it, please get in touch with me ASAP.
- If you would like to teach, lead a photo field trip, or co-instruct a photography class, please get in touch with me ASAP.

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July Meeting

The next LAPC meeting will be held:

Sunday, July 11th 2:00 PM
Wickiup Hill Outdoor Learning Center

Topic:
PSA and N4C Contest Information

Contest Theme:
Barns

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- If you would like volunteer to be the education committee chairperson, (i.e. coordinate the public classes, help schedule the who, what, where, and when, with LCC), please get in touch with me ASAP.
- If you have any thoughts on what you would like from a LCC photography class, please get in touch with me ASAP.

We believe this long-term agreement with LCC will benefit both parties. We are able to provide a permanent meeting place in the upcoming Cedar Rapids Gazette Discovery section, and in their local meetings section published weekly. We will be able to take better advantage of free PR with the newspaper and from the radio stations. We are going to be able to "*share our passion for photography*" with the public through the classes. We feel that all these benefits will only help the Linn Area Photo Club.

If you have any comments on this decision, please contact an executive committee member.

Bob Lancaster,
President LAPC



Photo Shoot – May Meeting, Wickiup

Monthly In-House Photo Contest Rules

Members of the LAPC will vote to establish a theme for the monthly photo contests. The monthly theme will be established in advance and printed in *The Focal Point* newsletter and posted on the website. Each member is encouraged to bring in **one** image per month based on the theme.

Themes for 2004 have been set. Please refer to www.linnareaphotoclub.org for details.

To provide anonymity, please do not put your name anywhere on the photo. Each photographer will randomly pick a number, which will be attached to the front of the photo.

Any size photo is acceptable, but the longest dimension must be 10 inches or less. Photos are **NOT** to be matted or framed. If necessary, you may mount your photo on mat board the same size as the photo.

Note: Entries for the Storyboard contest do not need to follow the above rules, as the presentation of your storyboard will be evaluated as part of the competition.

Members of the LAPC club will view the photos. After viewing, each member will vote for your favorite **three** (3) photos on a ballot, and sign the ballot. When all ballots are turned in and tallied, the monthly winners will be announced. The monthly winners will then have a few minutes to comment about their photographs; where, what, when, how, etc. The members are encouraged to ask questions at this time.

Each photo should be judged positively;

How does it relate to the monthly theme - 'the content';

What does the image communicate - 'the message'; and

The technical aspects of the image - 'the composition'.

A possible grading scale that you might use would be: 'the content' 50-60%; 'the message' 30-35%; and 'the composition' 10-15%.

First place will be assigned to the person whose photo received the most votes and awarded 5 points.

Second place will be assigned to the person whose photo received the second most votes and awarded 4 points. Third place will be assigned to the person whose photo received the third most votes and awarded 3 points.

All members who participated in the monthly photo contest and did not place will receive 1 point each. We strongly encourage everyone to participate in these monthly theme photo contests.

Entrants in the contest agree to have their photographs placed on the club web site along with the contest results. At the end of the calendar year the club members with the 3 highest point totals will be designated the 1st, 2nd, and 3rd place winners respectively for the year and awarded prizes.

Submitted March 2004 by Karen Hobbs and Bob Lancaster

State Fair Contest

State Fair Photo Contest – Gary Hamer

For those interested in entering the Iowa State Fair contest, there is still (a little) time to get your entries in. I have entered the contest several times and have been fortunate enough to win a few ribbons ranging from Honorable Mention to First Place. In 2002, over 2600 photos were entered and 1226 were selected by the judges to be exhibited. One thing I really like, is that the contest committee publishes a booklet with contest results that they give to each contestant.

In the past, the judges have had some general comments and observations about the photos entered. I will list a few here:

- Ø Crop your picture to a size and shape that best fits your subject. That is, if you have an 8x12 printed, don't be afraid to trim an inch from one side to get rid of a distracting element.
- Ø Make sure the main elements of your photo are in sharp focus. This sounds pretty basic, but they repeat the suggestion each year.
- Ø Make sure the color tones are correct on your print. Don't be afraid to return the print to the printer until they get it right.
- Ø Black and white - make sure contrast and detail are good in the highlights and darker areas of the print.
- Ø Keep mounting and mats simple and sturdy – don't add any colors or shapes that distract from your photograph.
- Ø Don't submit photos with date or other data printed on the image
- Ø Read and re-read the entry form and instructions.

I won't try to repeat everything listed in the entry form but here a few highlights: Deadline by mail is Friday, July 9. Be sure to include the \$10 entry fee. All prints must be mounted on 11x14 foam core or art board – the photo itself can be any size up to and including 11x14. Each photographer may enter 4 photos total.

To obtain an entry form: Jim Zelle had the following contact information in the June newsletter... You may request an entry form by phoning the Entry Dept. at (515) 262-3111, ext. 243. I don't think I would try requesting an entry form by mail at this late date.

One thing I should warn you about. Your photos will almost certainly show some wear and tear when you get them back. Many of mine had some scratches and fingerprints on them when they were returned by mail.

The best part of entering the contest for me, is seeing the display that they put together. You can either go to the Fair and walk through the exhibit with the rest of the fair-goers. Or attend the Photography Reception in the Cultural Center on the fair grounds Tuesday, August 10th – 6:30 p.m. – 9:00 p.m. This is when the awards are presented and it is great opportunity to rub shoulders with other photographers.

I highly encourage everyone to give it a try. Good luck to all!

Industry News

Nikon Announcement

Nikon announced early in June that they were increasing their production of their successful new Nikon D70 Digital SLR. They also announced, that because of a lack in demand, they may drop production of compact film cameras next year.

See full coverage of the announcement at

<http://www.reuters.com/newsArticle.jhtml?type=topNews&storyID=5438031>

See a full review for the Nikon D70 at <http://www.dpreview.com/reviews/nikond70>

Learn more about the Nikon D70 at

<http://www.nikonusa.com/template.php?cat=1&grp=2&productNr=25214>

Pentax Digital SLR Line

On June 8th, Pentax announced their plans to expand their entry-level digital SLR camera line.

June 8, 2004 (GOLDEN, CO) – PENTAX Imaging Company, a division of PENTAX of America, Inc. has announced it is developing cameras for the entry level digital SLR category. The first introduction is slated for Fall of 2004.

PENTAX entered the digital SLR market in the Fall of 2003 with the popular *ist D digital SLR that offers 6.1 megapixels, interchangeable lens compatibility, and one of the world's smallest, lightest camera bodies in the digital SLR category.

See the full announcement at: http://www.pentaxusa.com/news/news_display.cfm?pressid=196

Bob Murphy
Newsletter Editor
LAPC

Club Officers

| <i>Executive Board</i> | <i>Committee Chairs</i> |
|--|---|
| President Bob Lancaster 390-4231 president@linnareaphotoclub.org | Membership Bev Witmer |
| Vice-President Jim Zelle 373-8749 vice-president@linnareaphotoclub.org | Public Relations Pat Birkett-Roby 365-9273 public-relations@linnareaphotoclub.org |
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| Web Master Jim Zelle 373-8749 webmaster@linnareaphotoclub.org | |

Upcoming Events

July

Cedar Rapids Freedom Festival

June 24th - July 4th, Cedar Rapids, Iowa

[Freedom Festival Balloon Glow](#)

Thursday July 1st , 7 PM

Brucemore Mansion, 2160 Linden Dr. SE, Cedar Rapids

Watch a kaleidoscope of color unfold as balloonists inflate their tethered, lighted hot air balloons on the beautiful lawns of historic [Bruceemore](#). Freedom Festival button required for admission.

["Celebration of Freedom" Fireworks](#)

Sunday July 4th, 9:40 - 10:50 PM

May's Island, Cedar Rapids

The largest fireworks show in the Cedar Rapids area.

August

Iowa State Fair Photo Contest

August 12-22, Des Moines, Iowa

Each year a photo contest is held in conjunction with the [Iowa State Fair](#). This subject this year is [Iowa Barns](#). Note that the entries for this contest are typically due in July. Check the Fair's web site for more information.

September

PSA 66th Annual International Conference of Photography

September 6-11, Bloomington, Minnesota

Open to anyone with an interest in photography, the Photographic Society of America's [Annual Conference](#) consists of presentations, meetings, photo tours, workshops, and exhibitions.

Civil War Re-Enactment

September 18-19, [Ushers Ferry Historical Village](#), Cedar Rapids, Iowa

The streets of [Ushers Ferry](#) will be bustling with nearly 300 reenactors - soldiers, civilians, professional people and malcontents. Talk with the soldiers about weapons and camp life or simply tour the camps for a look at what life would have been like in the days of the Civil War. Admission prices are, Adults: \$5 Children 5-14: \$2 Children under 5: Free

N4C 2004 Convention

The Iowa City Camera Club invites you to the 48th Annual Convention of the North Central Camera Club Council
September 24, 25, 26 2004

Holiday Inn Amana Colonies

I-80 Exit 225

319 668-1175

800 633-9244 or email : hiamana@cedar-rapids.net

Sleepy Hollow RV Park and Campground is nearby (319) 828-4900

Website: <http://www.mark-ila.com/ic002.htm>

November

LAPC Nature Photo Exhibit

Indian Creek Nature Center

The Minutes

June 23rd, 2004

Natural Settings Photography

Speaker (host): Rosemary Dreismeier

Portrait Lighting

Model lighting

½ lighting – main light is placed so that ½ the face is lit, the other half is in complete shadow. Good for portraits of men.

¾ lighting (or **Rembrandt lighting**) – main light is placed such that shadow of the nose comes down to lip. Good for portraits of both men and women.

Butterfly – Main light is placed directly overhead to create a ‘butterfly’ shadow directly under nose. Good for portraits of women.

for additional information, see

http://www.tpub.com/content/photography/14209/css/14209_199.htm

Metering and White Balance

Rosemary’s preference is to shoot at 1/60 sec, at a F8 f-stop. She uses a white/grey/black card to meter. She uses a reflective meter, and meters off the grey section of the card. She recommends the difference between the white-grey and black-grey should not be more than 1 f-stop for digital, and 1 ½ - 2 f-stops for film.

She uses 3 lights: Main light, fill light, and hair light. The main light acts as the main light source. The fill light provides fill lighting, and the hair light illuminates hair on the subject (used especially if models hair is close to same color as background). Other lights can be used (such as ones with color and patterns) to obtain different effects.

Rosemary does not use the camera’s presets for white balance. Instead, she uses the customs setting and the white/grey/black card to set the white balance.

If set correctly, the histogram on her camera displays 3 distinct peaks (black, grey, white). Rosemary recommends using the histogram feature on digital cameras that have this feature. Using the histogram will provide you information on well you photograph is exposed. If the histogram is running off the table to the left, the photo is underexposed, and may (or may not) be able to corrected for in programs such a Photoshop. If the histogram is running off the table to the right, the photograph is overexposed, and the image will more than likely not be able to be corrected using Photoshop.

For more on reading histograms, see

<http://www.luminous-landscape.com/tutorials/understanding-series/understanding-histograms.shtml>

Subject Positioning and Posture

Rosemary recommends using the “S-Curve” for women, and the “C-Curve” for men.

The S-curve positions the subjects body parallel to the main light, with the subject's face positioned for the desired lighting effect (i.e. rembrandt). This position gives the appearance of a larger bust line, and a smaller waist line.

The C-Curve positions the subjects body direct to the main light, with the subject's face positioned for the desires lighting effect.

Lastly, obtaining good posture means the foundation must be good (on the seat). By repositioning the subject on the seat, the photographer can obtain good posture in their subject.

Q & A.

Q. What do you do when you have 2 persons with different skin tones (light/dark) ?

A. Place the subject with the darker tone closest to the main light and meter from the darker toned subject. As the light dissipates (over distance), the lighter toned subject will meter OK, and the correct skin tones will be obtained.

Q. How do you shoot weddings?

A. With two people. One typically does the during the wedding shots (i.e. down the aisle walk), and the other (Rosemary) does the portrait shots. Rosemary uses 2 main lights and 1 fill light for weddings. She uses a remote to switch between the two main lights.

Q. What do you do about people with glasses?

A. Have them remove the lenses for the shoot. These days, it's one screw on each side of the frames. Otherwise, the photo-processor charges \$8 per pose to remove lens glare.

Q. What type of lights do you use ?

A. All are Photogenic lights. The fill light uses a radio receiver. My camera has a radio transmitter. The other lights have a "slave" feature, which when the fill light is fired, sees the flash, and fires the light. Note: The slave feature will trigger the light to fire if it sees any flash. Important to remember during weddings.

Q. How do use lighting in outdoor situations?

A. Same as indoor. For example, place a subject under a tree, just inside the shade. Shoot into the direction of the sun. The hair of the subject will be lit by the sunlight just as a hair light would. The main light would come from the reflection of the surrounding object. Not recommended to shoot with subject between buildings or with sun directly overhead to avoid shadows of eyes (and squinting). In this case, use of fill flash is recommended, or use of 2 sided reflectors (one dark, the other silver) to either provide shade or additional lighting. The use of reflectors requires a 2nd person to assist.

Q. How did you get started as a Professional Photographer?

A. Started as part time during nights and weekends shooting friends and relatives.

- Listed in Yellow Pages
- Attended 1 week courses with Master (MAIPP).
- Direct Mail Advertising (Student List, Mailers using Marathon Press)
- Weddings (business really took off with weddings. 1st wedding was done for \$100, which husband said no one would ever pay \$100 for wedding photos).

Brian Mishmash
Secretary
LAPC

Membership Application

Please visit www.linnareaphotoclub/about/2004app.pdf for the Linn Area Club Membership Application.

**Linn Area Photo Club
P.O. Box 8660
Cedar Rapids, IA 52408**