

CCPPSNY In Focus

Capital Champlain Professional Photographers Society of New York

January – February 2010

The State of the Section

Address President Dana Shaffer

Happy New Year! I am really looking forward to many of the events lined up already for 2010. Starting out our year, we have plans to go to the PPA National Convention in Nashville. It is another big year for members of our section and we have a lot of celebrating to do.

Ray Paulsen will be receiving the prestigious Master of Photography Degree (M.Photog.) .

Tim and I will both receive our Photographic Craftsman Degrees (Cr.Photog.).

And Ken Bovat and Ray Paulsen will be receiving silver Photographer of the Year awards. This means that each of them had four merited prints and each had one print selected for Loan.

While we are there, of course, we will be attending seminars and programs and checking out the latest and greatest from all the best vendors at the PPA Imaging Expo. I always come back from the convention with a lot of new ideas and a renewed excitement for our business. I'd like to be able to share some of that with all of you who might not be able to attend. Hopefully I will find time to post about it on my [blog](#) or on Facebook or better yet, follow me on Twitter for more minute-to-minute updates. (All things we learned about at last year's convention.)

I also want to make sure that you all enter images in our Digital Print Competition. Remember, this is no money out of your pocket - just time invested to help you learn and grow as a photographer. This is also a great way to help you get ready for the PPA affiliated print competition coming up at the end of March at our state convention.

That leads to my reminder that the [Regional Convention](#) is quickly approaching. Even quicker than originally planned, as it now starts on Thursday, March 25 and it goes through Sunday, March 28. The convention should be amazing this year with our neighbors to the south (New Jersey)

joining forces with us to make it even bigger and better!

Check it out - and while you're there, check out the links for our speakers. You won't want to miss a minute. Wow! As you can see I am excited about the upcoming year's events.

And I never even mentioned Workshop so...stay tuned! Dana

NEED GEAR???

What could be better than FREE? Camera bag maker [Kata](#) has launched the 'Dream Bag Challenge' with the opportunity to win **your** perfect camera bag **PLUS** \$5000 worth of photographic gear, including a Canon EOS 5D Mark II body and two lenses, a Gitzo tripod kit, and a Metz flash.

Winners of the second and third prize categories will win a Kata bag packed with gear worth \$4000 and \$3000 respectively.

Entries close on March 1st, 2010.

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The 12 Elements of a Merit Print

The Photographic Exhibitions Committee (PEC) of PPA uses the 12 elements below as the “gold standard” to define a merit image. PEC trains judges to be mindful of these elements when judging images to the PPA merit level and to be placed in the International Print Exhibit at Imaging USA, the annual convention. The use of these 12 elements connects the modern practice of photography and its photographers to the historical practice of photography begun nearly two centuries ago.

Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece, or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one

The 12 elements listed below are in accordance to their importance.

Impact is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.

Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.

Technical excellence is the print quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the physical print.

Composition is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.

Lighting—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

Style is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

Print Presentation affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.

Center of Interest is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.

Subject Matter should always be appropriate to the story being told in an image.

Color Balance supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.

Technique is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

Story Telling refers to the image’s ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

PLANNING AHEAD

PPSNYS 2010 Photo Imaging Summer Workshop is scheduled for July 18-23. Once again, it will be held in Hobart, NY – and it's open to all. You don't have to be a PPSNYS member!

However, if you ARE a member, you are eligible for several impressive discounts. In the past, these discounts have reduced the rate of this weeklong intensive study workshop by close to 50%!

Courses offered for 2010 include:

- **The Fine Art of Digital – Dan Burkholder**
- **Think Big – Michael Barton**
- **Layers, Layers, Layers – for Creativity and Efficiency – Al Audleman**
- **Classical Portraiture Using Multiple Lights – Barry Rankin**
- **Survival Guide for the Struggling Photographer – Tammy Wolfe and Tamar London**
- **Introduction to Photography & Photoshop – Craig Hutchings**

For less than \$1000 (non-member – no discounts), summer workshop includes:

- Four and a half days of instruction in the course of your choice
- Lodging
- All meals
- Golf shirt
- Diploma
- Degree merits (PPA members)

[More information on each of these courses](#) – as well as online registration.

If you like what some of the presenters at Conference have to say, LOOK at how many you could study with for a WEEK!

CCPPSNY NOMINATIONS FOR 2010 OFFICERS

Deb DeFazio, Nominating Committee Chair

The following have accepted nomination to serve as CCPPSNY officers for 2010:

President-Barb Bovat
Treasurer-Tom Mack
Secretary-Bernie Herman

Election will take place at our February 8th meeting. 2010 officers will be installed at the May 10th meeting.

We appreciate the committed service of our president, Dana Shaffer, and secretary, Sandra Conlin, both of whom have served for two years. They have really been outstanding in their positions.

Our section of PPSNYS has always been successful because of the officers' dedication and hard work. We thank each one of them for their service.

LEARN MORE TO EARN MORE!

Make sense? This is the theme of the 2010 PPSNYS/PPANJ Regional Conference. Whet your appetite! Check out the slate of presenters!!!

Friday evening keynote speaker:

Matthew Jordan Smith "Face to Face"

Ken Sklute "Seeing"

Michael Barton & Kalen Henderson "Right Brain, Left Brain"

Eric Wessman "Light Room"

Dave Swoboda - Photo Safari Around the Desmond

Dori Arnold "Children"

Al Audelman "Layers, Layers, Layers"

Michael & Tina Timmons "Making the Most of Your Photographic Talents"

Barry Rankin "Classical Portraiture Inside and Out"

Dan Burkholder "High Dynamic Range Imaging"

Storey Wilkins "Powerful Wedding Day Storytelling"

Steve Bedell "High School Seniors"

Tammy Wolfe & Tamar London "Smooth Operation"

DIGITAL COMPETITION TOPIC

November's Digital Competition (topic: **Unique Animals**) was won by Ken Bovat's "Push Ups".



For the next couple of months, we will all be concentrating on Print Competition, but keep an eye out – the April topic will be announced in the March/April newsletter!

January's meeting focus will offer members who intend to enter images in print competition an opportunity to have 'candidates' reviewed by a few of our extremely competent members who will act as judges. **I'm sure they will also discuss the [NEW RULES](#) applicable to 2010 Print Competition.** It's no wonder CCPPSNY has consistently done so well in regional and international competition – our images are refined for months ahead of regional competition, under the masterful eye of qualified judges.

I can attest to the generosity – in time and experience – that CCPPSNY offers. As a rookie, one of my prints merited in 2009 and two others qualified to be entered at international.

To participate in the digital prep for Print Competition, submit up to four TITLED images to [Mark Sweeney](#) by **midnight, January 14:** sized to 16x20 inches in sRGB at 72 pixels/inch saved as a "10" quality JPEG

Deb DeFazio reports having sent packets to the following prospective members:

Joe Angermeir, Albany
James DiPerna, Catskill
Michele Calderon, Scotia
Christopher Rines, Albany

All have been invited to attend our January 18 meeting. Let's be sure to introduce ourselves to any new faces we see!

PHOTOSHOP TIP OF THE MONTH

By Chris Paulsen

Sometimes when setting up a composite or working on a custom size image, you try to find the center, or divide the image into equal parts.

Instead of guessing, or trying to do the math, just go to Preferences/Units & Rulers and then click on the Rulers drop down menu and change to percent.

When you go back to your image, it's real easy to set up those guides. Just don't forget to go back and change to inches when you are through.

WHAT MEMBERS ARE DOING

Bob Riccardo & Carol Donato have shows:

January: Normanside Country Club

February: Guilderland Public Library

March: Bethlehem Public Library

May: East Greenbush Community Library

Carol Coronios is taking Creating and Marketing Fine Art Photography online through Equine Photographers' Network.

MANY are heading to Nashville, for Imaging USA! I'm so envious!!

CALENDAR OF EVENTS

JANUARY CCPPSNY MEETING - JANUARY 18

PLACE MOSCIATELLO'S, ROUTE 4, NORTH GREENBUSH

TIME 6 PM

TOPIC DIGITAL PRINT COMPETITION (PREP FOR PRINT COMPETITION AT REGIONAL CONFERENCE)

FEBRUARY CCPPSNY MEETING - FEBRUARY 8

PLACE MOSCIATELLO'S, ROUTE 4, NORTH GREENBUSH

TIME 6 PM

TOPIC ELECTION OF 2010 OFFICERS
PRINT COMPETITION PREP FOR REGIONAL CONFERENCE

PPSNYS CONFERENCE

PLACE DESMOND INN, ALBANY

TIME MARCH 26-29, 2010

PHOTO IMAGING WORKSHOP

PLACE HOBART-WILLIAM SMITH COLLEGE, GENEVA

TIME JULY 18-23, 2010