

# *the LensPaper*

*The North County Photographic Society...Inspired by Photography,  
Powered by Volunteers!*

**MARCH 2008**

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

## **MARCH PROGRAM** (Mar. 26, 2008)

by Barbara Swanson

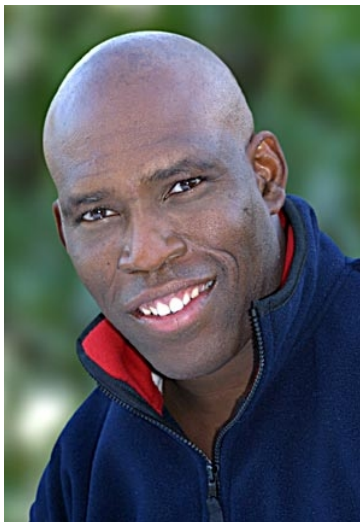
For the March meeting, there will be no membershare but instead we will be having a critique session for the entire meeting. These sessions have been very popular, as they give members a chance to hear comments on their work and everyone else's. As this is before the San Diego fair entries are due, you can also use this as an opportunity to have two possible fair entries critiqued. Sometimes this makes it easier to decide whether or not to enter certain images.

Please submit your images (up to 2) electronically. A 1 or 2 followed by your initials would be very helpful to aid the projectionist in sorting the images. Any subjects are acceptable for this, as there will be no topics. If you absolutely can't submit electronically, you can bring large matted prints in, but we strongly encourage digital submission. If you have any questions, please contact myself or Carrie Barton.

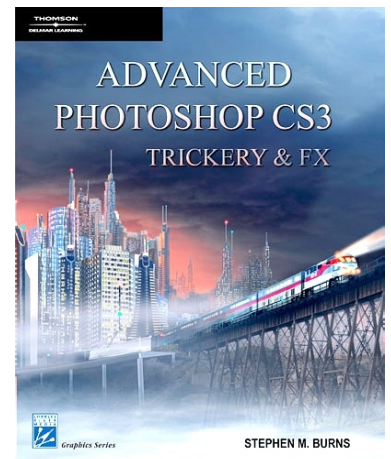
### **So who are the folks doing the critiquing this time?**

by Carrie Barton

Stephen Burns has agreed to be our "outside man." He comes with tremendous experience and is running the San Diego County Fair's photo exhibition again this year! And Sally Reis Vogt will be our "inside gal." As well as being one of our club members, Sally has been very involved with showing her work in various venues around the county. A big thank you to both of these great talents for helping us to hopefully improve our photographic vision! For more on both our critiquers, please read on...



**STEPHEN BURNS** is renowned for his digital expertise. But that has come after a solid grounding in many years of photography. He teaches and works with all things in the realm of digital art and photography. Many of you know him as president of the San Diego Photoshop Users Group (1500+ members!). Stephen also leads workshops for UCSD, the San Diego County Fair, the San Diego Natural History Museum, and Shutterbug Magazine - just to name a few... He has written a whole line of books on "Photoshop FX & Trickery," as well as being a contributing author to many other publications. He continues to be involved with Siggraph, a major player in the digital art world. And he's shown his digital fine art all over the world. And on top of all this, Stephen took on the running of the San Diego County Fair's photo exhibition last year. This year will be his second in overseeing the huge event. Previous to running the show, Stephen helped to judge the exhibit. Because I can't possibly do his extensive background and experience justice in this one paragraph, please visit his website at: <http://www.chromeallusion.com/index.html>.



In addition to helping to critique our images, Stephen will be talking to us about entering the fair and all we need to know to do that as successfully as possible. The fair entry dates are just around the corner so you don't want to miss this meeting!!!!

**SALLY REIS VOGT** is a native San Diegan who picked up her first camera as a college sophomore while living abroad. After a successful interior design career, she now devotes her keen eye for composition, color and design to her first love, photography. She has traveled extensively and had the opportunity to live in Europe on several occasions. Her images are often a glimpse into a moment in time. The frequent inclusion of people in the landscape

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gives her work an accessibility and emotional connection with the viewer. She is also known for her graphic close-



ups of nature and architecture which bring the viewer into contact with the patterns and designs that are all around, but often overlooked. The balance of light, texture and form combine to create evocative, unforgettable imagery.

Her accomplishments include numerous awards in the San Diego International Photography Exhibition as well as a

Best of Show in their Student Exhibition. She has been honored by the California Coastal Commission and her work has been featured in Shutterbug Magazine. She has shown in many gallery exhibits throughout San Diego including the La Jolla Village Gallery, The Photographer's Gallery, The Boehm Gallery, The Escondido Municipal Gallery and Spanish Village Gallery 21.

Sally is a member of The PhotoArts Group and can be seen in various shows around the San Diego area throughout the year. Her work is currently on display at the Escondido Municipal Gallery through March 29 and can be seen in an upcoming exhibition, The Permanent Tourist, which will run from April 29 through May 25 at the Poway Center for the Performing Arts. Please visit [permanent\\_tourist@cox.net](mailto:permanent_tourist@cox.net) for more information. Or you can contact Sally directly at [sallyrvogt@cox.net](mailto:sallyrvogt@cox.net).



## **PRESIDENTS CORNER** by Stan John

**Volunteers.** Last month I discussed the need for volunteers to keep NCPS running. At the February meeting some progress was made in this area. Dan Nougier volunteered to take over the position as our Photo Shoot Coordinator. Al Schlegel has performed this task for some time and has offered to provide Dan with any help he may need. Judy Works has retired as our refreshments coordinator and Diane Goodman has

volunteered for this task for the month of March with Kathy Nash performing the task for April. Each of these volunteers is very much appreciated. We do, however, need someone on a continuing basis. In addition we still need a volunteer for the new position of Historian. Please consider one of these and volunteer to **your** NCPS.

**Critique Night.** The following are some of my observations from previous Critique Nights.

The technical quality of the images shown was quite good so most of the guidance given has centered on composition and lighting with some minor comments on subject matter.

**A Primary Point of Interest.** It has been pointed out that most images need to have a primary point of interest such that your eye is immediately drawn to it. Often a white, or very light, area outside of the primary area distracts the viewer and should be burnt in. In many cases it is possible to use naturally occurring lines in the image to lead the eye to the primary point. Often a little light burning around the edges can be used to hold the eye in the scene. Changing your point of view by moving in or out, up or down can dramatically change the way the point of interest is perceived. As a general rule of thumb, the point of interest should fall near a one-third point in the image.

**Cropping** is important and should be used to reduce an excess of sky or foreground. The old expression 'fill the frame' comes to mind. That is, let the point of interest occupy a major portion of the image. Much of this can be accomplished 'in the camera' by moving a little closer to the subject or zooming in. At the same time we shouldn't forget that we need some area around the point of interest to give the scene context.

**Lighting** is another key to making a prize-winning image. In the studio we can control this by a combination of spots, softboxes, umbrellas, scrims and reflectors. In the outdoor world many of these can be used for close scenes but the primary lighting source is the sun and sky. Here we must carefully choose the time of day and weather. The first two hours starting shortly before sunrise and the last two hours before and shortly after sunset are often called the 'golden hours', or as John Sexton refers to them as the wonders of the 'Quiet Light'. It is in this time period that we get strong angled shadows and heightened colors. Sometimes it is necessary to return to an area several times to get 'just the right light'.

**Subject Matter.** Naturally this is of critical importance in making our prize-winning image. The WOW factor is very important. In still life and portraiture, where the subject is portable, you should select the background first. When you are traveling and something grabs you and makes you say WOW you know you are on the right track.



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The next question is to decide what really makes the scene. Is it the unique lighting or the subject itself? If it's the lighting you must quickly look for the best position to capture the image before the light changes or the clouds are blown away. If it's the subject, it's time to start thinking about the lighting. Should you come back later in the day, or in the morning? Perhaps wait for a day with pretty clouds. Do you want soft overcast lighting or the hard light of direct sun? Check the background in landscapes because the foreground focus of attention needs to be placed exactly where you want it. If you don't have a point of emphasis, you simply have a 'nice view'. Always scan the four borders for intrusive elements and use a tripod whenever practical.

I've always loved the images found on calendars and travel posters. I thought if I could travel and capture such images I would be fulfilled. Well times have changed. Now people use the term 'calendar image' as a derogatory term to describe a beautiful image. Similarly images of popular scenes, e.g. Half Dome, St. Basils, Taj Mahal etc., are considered too commonplace to be considered in most contests. The judges simply say 'ho-hum, I've seen that 1000 times before', and move on to the less photographed scenes. Many people say, "Why should I take a picture of (X) when dozens of photographers have already captured the scene far better than I could ever accomplish?" One of my instructors used to say 'move in close' to get a unique image. Well, that's the way it goes, I guess we all have to grow with the times but a good calendar or travel poster still makes my blood circulate.

## **March Photo Shoots**

Rain cancels these events.

**Where: Antique Gas and Steam Museum in Vista**

**When: Saturday, March 15<sup>th</sup> 10 am**

The Antique Gas and Steam Museum is located at 2040 North Santa Fe Ave. in Vista. We will meet at the site at 10 AM and rove the grounds enjoying and photographing the many old machines and exhibits. Suggest you bring your favorite walk around lens with a tripod or monopod. Here is the link to the museum's web site. Maps and directions are linked to the web site. Hope to see you on March 15h.

<http://www.agsem.com/>

**Questions to Al Schlegel 858-755-8838**

[<aadelmar@pacbell.net>](mailto:aadelmar@pacbell.net)

**Where: Santa Rosa Plateau Ecological Reserve**

**When: Saturday, March 29<sup>th</sup> 8am-11am**

**Location: Meet at Vernal Pool Trailhead**

The Santa Rosa Plateau Ecological Reserve is home to some of the few remaining vernal pools in Southern California. Plus, given the right conditions, the wildflowers here can be phenomenal. We will meet at the Vernal Pool Trailhead at 8:00. The trail that loops past the old adobe & ranch is only 3.3 miles. However, the "hike" to the pools is under a mile and level in case you care for a more relaxing morning. There is a day use fee of \$2. After our walk we can stop by the Visitor Center or head directly into Temecula for a lunch break.



### **Directions:**

From San Diego County: Take I-15 north past Temecula to the Clinton Keith exit, three exits past the I-15 / I-215 split.

From the I-15 exit: Take the Clinton Keith exit from I-15. Go southwest (left) on Clinton Keith for 7.5 miles. The trailhead will be on your left. Park along side of the road.

**Questions to Dan Nougier 760-434-4619**

[<breachn@pacbell.net>](mailto:breachn@pacbell.net)

For more info: <http://tchester.org/srp/index.html> or <http://www.riversidecountyparks.org/park-directory/all-parks/santa-rosa-plateau/>

## **Welcome to our Newest Members!**

Kathy Chin – Encinitas

Elisabet Harth - Leucadia

Sherry Curry – Ramona

George Sullivan - San Diego

## **A Big Thank You to Diane and Kathy!**

Diane Goodman is providing the refreshments for our March meeting. Kathy Nash volunteered to provide the refreshments for our April meeting.

Wouldn't it be great if we could get someone to sign up for more months after Kathy's month? (Kathy goes to Montana right after our meeting for about 6 months!)

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## MEMBER SUBMISSIONS

### HOW TO LEAD A PHOTO SHOOT

By Carolyn Taylor

It's really simple when you think about it, and we're all hoping you ARE thinking about it. Here are some easy hints to ensure a successful, friendly and effective shoot.

#### BEFORE:

1. Choose location of your choice. Make sure you've already been there.
2. Choose the date and time, checking with the coordinator regarding conflicts
3. Check on details (hours open, restrictions on tripods, costs, facilities, etc.)
4. Write a simple description for the Lenspaper and submit it to editor and the VLT. Include directions, car pool arrangements if any, your cell phone or email address for questions. Will rain cancel?

#### DURING:

1. Introduce everyone.
2. Describe the layout and plan to reconnect at a certain hour to share pointers.
3. Make the rounds, checking on anyone who needs help, advice, etc.
4. (Opt.) Plan to share a meal afterward.

#### AFTER

1. Show the best of the photos at the next meeting under the banner of PSMS (Photo Shooters/Members Share).

#### REPEAT!

Some of the sites suggested at the February meeting include the following:

Quail Garden, Campo train station, Murietta Vernal Pools, Palomar College Glass Blowing site, Agua Hedionda Lagoon, Bumann's Ranch, Bates Nut Farm.

How many sites can you add? Team up with a friend, or lead by yourself. You'll be happy you did, and so will all of us. Email Al Schlegel if you've got questions.

<[www.photoshoots@nc-photo.org](mailto:www.photoshoots@nc-photo.org)>

## SPONSORS

The NCPS thanks the following Annual Photography Exhibition sponsors. Please show your appreciation by visiting them.

### GOLD LEVEL

<b>George's Photo &amp; Video Exchange</b> 3837 30 <sup>th</sup> Street San Diego, CA 92104 619-297-3544 <a href="http://www.georgescamera.com">www.georgescamera.com</a>	<b>Nelson Photo</b> 1909 India Street San Diego, CA 92101 619-234-6621 <a href="http://www.nelsonphotosupplies.com">www.nelsonphotosupplies.com</a>
<b>Jim Cline Photo Tours</b> 11223-5 Carmel Creek Road San Diego, CA 92130 858-350-1314 <a href="http://www.jimcline.com">www.jimcline.com</a>	<b>North Coast Photographic Services</b> 5451 Avenida Encinas, Suite D Carlsbad, CA 92008 760-931-6809 <a href="http://www.northcoastphoto.com">www.northcoastphoto.com</a>
<b>Kurt's Camera Repair</b> 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 <a href="http://www.kurtscamerarepair.com">www.kurtscamerarepair.com</a>	<b>Oceanside Photo and Telescope</b> 918 Mission Ave Oceanside, CA 92054 760-722-3348 <a href="http://www.optcorp.com">www.optcorp.com</a>
<b>Modern Postcard</b> 1675 Faraday Ave Carlsbad, CA 92008 800-959-8365 <a href="http://www.modernpostcard.com">www.modernpostcard.com</a>	<b>Photo Art of Carlsbad</b> 2744 Carlsbad Blvd Suite 116 Carlsbad, CA 92008 760-729-1960 <a href="http://www.photoartofcarlsbad.com">www.photoartofcarlsbad.com</a>

### SILVER LEVEL

<b>Calumet San Diego</b> 830 West Valley Parkway Suite 330 Escondido, CA 92025 800-451-6650 <a href="http://www.calumetphoto.com">www.calumetphoto.com</a>	<b>The Ordovery Gallery</b> Studio 172 444 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 <a href="http://www.ordovergallery.com">www.ordovergallery.com</a>
<b>Encinitas Photo Center</b> 967 S. Coast Highway 101 #107B Encinitas, CA 92024 760-436-0562 <a href="http://www.encinitas101.com/encinitasphoto.htm">www.encinitas101.com/encinitasphoto.htm</a>	<b>PC Photo &amp; Imaging</b> 127 N. El Camino Real Encinitas, CA 92024 760-632-1790 <a href="http://www.pc-photo.net">www.pc-photo.net</a>
<b>Green Flash Photography</b> 4966 Lamont Street Pacific Beach, CA 92109 858-272-1926 <a href="http://www.greenflashphotography.com">www.greenflashphotography.com</a>	<b>Professional Photographic Repair</b> 7910 Raytheon Road San Diego, CA 92111 858-277-3700 <a href="http://www.procamerarepair.com">www.procamerarepair.com</a>
<b>Michael Seewald Photo Workshops</b> 835 N. Vulcan Ave. Suite B Encinitas, CA 92024 760-633-1351 <a href="http://www.seewald.com">www.seewald.com</a>	<b>Pictology, Inc.</b> 6370 El Cajon Blvd San Diego, CA 92115 800.930.4087 <a href="http://go.pictology.com">go.pictology.com</a>

## MARCH 2008 Meeting

Wednesday, March 26, 2008 Quail Botanical  
Garden, Encinitas

Ecke Building Meeting Room

Enter Front Gate - **Exit Rear Gate**

Front Gate is Locked at 7:00 p.m.

**6:00 p.m. - Front Gate Opens**

**6:15 p.m. - Sign-in & Refreshments**

**6:30 p.m. - Announcements & Member Greeting**

**6:45 p.m. - Presentation**

**7:45 p.m. - Break & Refreshments**

**8:00 p.m. - Member Share**

**Donations: First-time guests free/returning guests \$3.00**

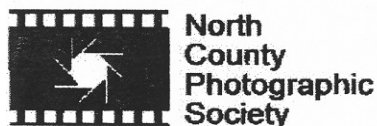
## TO REACH NCPS

**Web Site: [www.nc-photo.org](http://www.nc-photo.org)**

## VOLUNTEER LEADERSHIP TEAM

President	Stan John	To contact an individual Team Member go to our Web Site and click on CONTACTS and then on the person you wish to contact.
Vice Pres.	Barbara Swanson	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality		
Mailbox	Jack Jennings	
Membership	Al Joseph	
Member Show	Richard Vestyck	
Newsletter	Ron Nash	
Photo Shoots		
Programs	Carrie Barton	
Reception	Darlene Ashley	
Web Site	Fred Heinzmann	

**NOTE:** Please place NCPS in the Subject line of all correspondence.



PO Box 231881  
Encinitas, CA 92024-1881