

# *the Lens Paper*

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

**SEPTEMBER 2009**

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

## **SEPTEMBER PROGRAM** (Sept. 23, 2009)

### **Advanced Tonal Control of Digital Images In Photoshop** by Stephen Burns



It's time for us to tackle the more advanced techniques for image manipulation in controlling your texture and luminosity throughout the tonal areas of your digital imagery. This presentation will share a sneak preview into what you will learn in the new "Creative Photoshop Compositing Techniques" workshop.

We will learn how to master the image in LAB using its channels to enhance color and texture. The techniques learned in this presentation can be applied to any digital image from one that is painted to one that is photographed.



I will address:

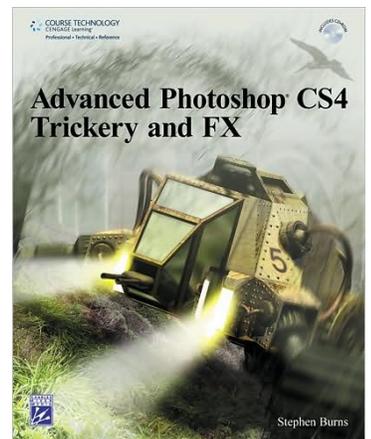
1) Learning how to enhance Color without using the color adjustments.

2) Learning how to sharpen your images without "Unsharp Mask".

3) You will discover the power of "Apply Image" and the "Calculations" command for controlling and enhancing your tonal details.

4) We will discuss why and how to apply the Layer Blend Modes to individual color Channels to assist you in enhancing our digital image.

STEPHEN BURNS is primarily renown 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. On top



of all this, Stephen coordinated the entire San Diego County Fair's photo exhibition in 2007 and 2008. Previous to running the show, Stephen helped judge the exhibit. I can't possibly do his extensive background and experience justice in this one paragraph, please visit his website at: <http://www.chromeallusion.com>

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### **MEMBER SHARE** by Barbara Swanson

The September membershare topic is "Rule of Thirds". Please bring one or two images to share.

The rule of thirds is a basic compositional tool that is often a good place to start when figuring out how to place elements within your picture. Very simply, think of your frame as a rectangle. Divide it horizontally into thirds with two lines, and vertically into thirds. The four points where the lines cross are powerful spots to place a subject. The lines are also powerful, and can be useful in deciding where to put things such as the horizon line. This rule also prevents a common composition error often seen with beginning photographers of placing the subject right in the center of the frame. Many photographs are composed using this basic tool, if you look at them and analyze them.

Because we will be starting the meeting at 7 pm due to the photo take-in for the show, we may have less time for membershare this month.

### **SEPTEMBER PHOTO SHOOT**

Queen Califia's Magical Circle

Date: Sunday September 20, 2009

Time: 7:30am -10:00am

Location: Kit Carson Park, Escondido



Queen Califia's Magical Circle is the only American sculpture garden and the last major international project created by Niki de Saint Phalle. Inspired by California's mythic, historic and cultural roots, the

garden consists of nine large-scale sculptures, a circular "snake wall" and maze entryway, sculpturally integrated bench seating, and native shrubs and trees. The garden bears the brilliant, unique mosaic ornamentation that is an unmistakable part of Saint Phalle's later work.

The Circle is situated within a 12-acre natural habitat in Kit Carson Park. The park's entrance is located five minutes from I-15 (Via Rancho Parkway Exit) at the corner of Bear Valley Parkway and Mary Lane. Turn into the park at Entrance Dr off Bear Valley Pkwy, go past the amphitheater and turn right. We will meet at the small parking lot on the right side of the road. Or you can proceed directly to the sculpture garden just east of the parking lot. For more info & a map, check out their web site.

<http://www.ci.escondido.ca.us/glance/parks/kitcarson/index.html>

Rain will cancel. For questions, contact Dan Nougier at [photoshoots@nc-photo.org](mailto:photoshoots@nc-photo.org) or 619-884-1359.

### **OCTOBER PHOTO SHOOT**

Return to Bumann Ranch

Date: Sunday, October 25, 2009

Time: 2:00 to 4:30 pm

Location: 3666 Bumann Road, Olivenhain, CA 92024

Back by popular demand, once again Richard & Twink have been gracious enough to open their ranch to our cameras. This is an original north county homestead with many wonderful old buildings and barns to explore. So save this date. More info & map in the Oct newsletter. For questions contact Richard or Twink Bumann at 858-756-5121 or email at [bumannranch@sbcglobal.net](mailto:bumannranch@sbcglobal.net)

### **PRESIDENTS CORNER** by Stan John

Our annual All Members Show is on track and Take-in is scheduled for our September general meeting on the 23rd. All entries must be **Registered** by September 15<sup>th</sup>. On the 23<sup>rd</sup>, we will be waiting at the foot of the path to our meeting room from 6:00 to 7:00 pm to log-in your pre-wrapped images. Paul Williamson has volunteered his SUV to house and

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transport the images over the weekend until they are hung at the Encinitas City Hall.

Proper **Labeling and Wrapping** are important elements of the Take-in. Labels need to be on the outside of the wrapping as well as on the back of the image mount. Wrapping is needed to prevent damage, which may occur between the frames while in storage and while in transport.

Our September meeting will begin at 7:00 pm and will follow the customary time allotment for each element of the meeting. Our speaker will be Stephen Burns, who as we all know, is an expert teacher and author on Photoshop.

**Christmas Party.** It's time to start planning our annual Christmas Party. The key to this is finding a Volunteer to Host the Party. Please consider volunteering your home for the party this year. No date has been set for this event and the date selection can be set by the volunteer host in consultation with the NCPS Board, aka VLT. Typically this has been in early to mid December to avoid conflicts with other work or family gatherings. Please contact a VLT member if you can support us in this effort.

**Thank You.** With a little luck we will hear the nomination(s) for our new NCPS President during the opening ceremonies of the meeting and will hold an election. I would like to take this opportunity to thank everyone for your support over the last three years and I know that our new president can count on your support too.

### **Member Show** by Joann Johnson

The North County Photographic Society's annual Member Show will be taking place in the Encinitas City Hall this fall. Show applications were included in last month's newsletter – please be sure to read through it. If you have any questions please feel free to contact me!

Important Dates to Remember:

The show application is due on September 15th. Take-In of photos will be at our September meeting

on September 23rd. The show will be hung on September 30th and the judging will occur on October 5th. The reception is planned for the evening of Tuesday, October 13th.

Take-Down of the images for members to pick them up is on October 29th. If you are not able to bring in your photos or pick them up on the designated dates, please either find another member who can do it for you or ask me for assistance.

There are only a few weeks until the application is due. The rules and categories are the similar to last year; there are to entries per person allowed and no entry fees.

Thank You!

Joann Johnson  
Member Show Chair  
720-839-4244  
johnnynjo@earthlink.net

## **Member Submissions**

### **MOPA Membership Special** by Stan John

The Museum of Photographic Arts is partnering with local photographers and enthusiasts in Southern California; we invite NCPS to discover what we have right here in greater San Diego!

For a special introductory offer, your members can receive a one-year Individual level membership for ONLY \$25! This offer is available through September 30, 2009.

To learn more about this special, please contact the Membership Office at [member@mopa.org](mailto:member@mopa.org) or 619.238.7559 ext 202.

Please visit <http://www.mopa.org> for detailed information. Currently on view: Ansel Adams: A Life's Work (through Oct. 4, 2009) and Jo Whaley's Theater of Insects (through Sept. 29, 2009)

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**The Joy of Seeing in Color** by Stan John

A great illustration of the value of color in our images.

<http://www.greatdanepromilitary.com/Colors>

**SPONSORS**

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

**GOLD LEVEL**

<p><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></p>	<p><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></p>
<p><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></p>	<p><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></p>
<p><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></p>	<p><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></p>
<p><b>Modern Postcard</b> 1675 Faraday Ave Carlsbad, CA 92008 800-959-8365 <a href="http://www.modernpostcard.com">www.modernpostcard.com</a></p>	

**SILVER LEVEL**

<p><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></p>	<p><b>The Ordovery Gallery</b> Studio 172 410 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 <a href="http://www.ordovergallery.com">www.ordovergallery.com</a></p>
<p><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></p>	<p><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></p>
<p><b>Photographic Explorations</b> 197 Woodland Pkwy Ste 104-218 San Marcos, CA 92069 <a href="http://www.photographicexplorations.com">www.photographicexplorations.com</a></p>	<p><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></p>
<p><b>Seewald's 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></p>	<p><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></p>
<p><b>Wayne Richard Photography</b> 8838 La Cartera Street San Diego, CA 92111 (858) 248-5179 <a href="http://wayne-photo.com">wayne-photo.com</a></p>	<p><b>Nelson Photo</b> 1909 India Street San Diego, CA 92101 619-234-6621 <a href="http://www.nelsonphotosupplies.com">www.nelsonphotosupplies.com</a></p>

**SEPTEMBER 2009 Meeting**

Wednesday, September 23, 2009 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**

**6:00 p.m – 7:00p.m Member Show Take-In**

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

**7:00 p.m. - Announcements & Member Greeting**

**7:15 p.m. - Presentation**

**8:15 p.m. - Break & Refreshments**

**8:30 p.m. - Member Share**

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

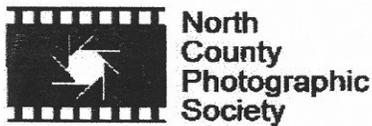
**TO REACH NCPS**

**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	Sonja Longley	
Historian	Sing Baker	
Mailbox	Jack Jennings	
Membership	Al Joseph	
Member Show	Joann Johnson	
Newsletter	Ron Nash	
Photo Shoots	Dan Nougier	
Projectionist	Vern Elmore	
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