

# *the Lens Paper*

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

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JULY 2010

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

## JULY PROGRAM (July 28, 2010)

### Jack Davis' how to: Adobe Camera Raw 6 and Lightroom 3 for Digital Photographers

With Photoshop CS5's new ACR 6, and Lightroom 3, Adobe has introduced tools that have the power to completely change the way we shape our photography. Instead of working one image at a time, one step at a time, now the vast majority of our photographic finishing can be done quickly, elegantly and nondestructively in one place without even opening Photoshop!

This includes such universal tasks as instant enhancing and dodging & burning, to background blurring, glamour retouching and even hand tinting! That's what ACR 6's and LR 3's Localized Correction tools and new processing engine have brought to yield this highly increased workflow. You will have to see these techniques in action to understand just how powerful they are. See the **Before and After Sample Gallery** at <http://tinyurl.com/2f6rq5b> for examples.

#### **Biography**

Jack Davis is one of the world's leading experts on Photoshop, with over a million award-winning "Wow!" books in print, in over a dozen languages. Jack was one of the first inductees into the Photoshop Hall of Fame for his lifetime contributions to the industry, has an MFA in Digital Imagery, and is one of the most passionate shooters and teachers you'll ever enjoy meeting!



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### **PRESIDENTS CORNER** by Barbara Swanson

I was recently reminded again of the power that photography can have on people. Like many of us, I've read stories about the huge oil leak in the Gulf of Mexico. However, the devastating effect that this spill is having on wildlife was hard to truly imagine until I saw photos of birds and other animals coated in oil. The feelings that those pictures stirred in me also made me think about how powerful imagery is.

Part of how to make a photograph powerful is to know your audience and how you want them to react. That knowledge influences your choice of subject and how you present it. If you were doing a photo essay on the oil spill, might you take different pictures depending on whether you were targeting an environmental group or an oil company to use your pictures, and why?

There can be all sorts of reasons behind taking a picture. Sometimes it is to remember an event or to share pictures of a child with relatives and friends. Other times an artistic urge is behind the photograph, or a desire to sell, or to help an organization or a cause. Whatever the reason is, next time you are out photographing, think about it and who your audience is, and see if it helps improve your photographs.

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**MEMBER SHARE** by Gesa Cowell

Framing is one of the most critical choices that a photographer makes when shooting an image. The framing of a scene has implications on the resulting photograph. A photo may be entirely resolved by the frame, its impact defined by the resulting relationships of lines and shapes, positive/negative space and narrative. Or, the image may be framed less assertively, suggesting a world that extends beyond the depicted scene. Sometimes the image we are looking for may be found not through the viewfinder but through cropping: by narrowing down the picture we improve composition and emphasize the main subject. This was demonstrated last month when Lisa Ross presented an overview of her process – dramatically raising the impact through cropping to the essential. For this month’s membershare take a picture that is more of an overview of a scene and crop it down, then submit both the original and cropped version.

**MEMBER NEWS**

**Welcome to our newest members!**

David Allen - Encinitas  
Cynthia Maley - Santee

**NCPS donates Creative Youth Awards by Nancy Jennings**

For the seventh year, North County Photographic Society donated two awards to the Creative Youth photography exhibit at the San Diego County Fair. Two NCPS members, Sing Baker and Nancy Jennings, helped judge the show and awarded prizes to **Ryan Brown** of Poway (11-17 age group) and **Courtney Reiter** of Lakeside (5-10 age group). Both of these students also received Best in Show ribbons in their age groups. We hope our members had a chance to visit the big white Creative Youth tent on the infield.

**Exhibition opportunity by Carol Bonomo**

Take in is July 31-August 1 for the COAL Gallery's annual Open show, which runs from August 3 through Labor Day Weekend in Carlsbad Village. Juried show with money prizes, judged by Richard Hawk and Michael Seewald. All fine art media. See <http://www.coalartgallery.com/> for prospectus and details.

**NCPS members are winners at the fair by Nancy Jennings**

The 2010 Exhibition of Photography at the San Diego County Fair had its share of entries from North County Photographic Society. The following is a list of NCPS members who were awarded ribbons. Congratulations to everyone!

<u>Name</u>	<u>Award/s</u>
<b>International Competition</b>	
Lewis Abulafia	4 <sup>th</sup> , 6 HM
Carrie Barton	HM
Robert Bennett	4 <sup>th</sup>
Travis Burke	2 <sup>nd</sup>
Gesa Cowell	HM
Mark Drawbridge	1 <sup>st</sup> , HM
LauraLee Humes	3 HM
Dominick Lemarie	2 HM
Sonja Longley	3 <sup>rd</sup> , HM
Joyce Mate	1 <sup>st</sup>
Kathleen Nash	3 <sup>rd</sup> , 2 4ths, 2 HM
Garrie Lynn Rhodes	3 <sup>rd</sup>
Wayne Richard	3 HM
Andrew Szikla	HM
Janet Wytrych	2 <sup>nd</sup> , HM
<b>Student Competition</b>	
Andrew Szikla	1 <sup>st</sup> – Best of Category, 1 <sup>st</sup> – Best of Show

**>>>NO JULY PHOTO SHOOT<<<**

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### **LENS PAPER DELIVERY**

Opt for e-mail delivery of your *Lens Paper*! You get color images, the club saves printing and postage costs. Set up e-delivery through the member login link at the top of our website. Once you have logged in, look at the bottom of the page under the contact information tab and check the appropriate box.

### **SPONSORS**

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

#### **GOLD LEVEL**

<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>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>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>	

#### **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 172 410 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 #C Encinitas, CA 92024 760-632-1790 <a href="http://www.pc-photo.net">www.pc-photo.net</a>
<b>Photographic Explorations</b> 197 Woodland Pkwy Ste 104-218 San Marcos, CA 92069 <a href="http://www.photographicexplorations.com">www.photographicexplorations.com</a>	<b>Pro Photo Repair</b> 7910 Raytheon Road San Diego, CA 92111 858-277-3700 <a href="http://www.procamerarepair.com">www.procamerarepair.com</a>
<b>Photo Art of Carlsbad</b> 2551 State Street Suite 106 Carlsbad, CA 92008 760-729-1960 <a href="http://www.photoartofcarlsbad.com">www.photoartofcarlsbad.com</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>Wayne Richard Photography</b> 8838 La Cartera Street San Diego, CA 92129 (858) 248-5179 <a href="http://wayne-photo.com">wayne-photo.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>Photo Art People</b> 11752 Mira Lago Way San Diego, CA 92121 858-204-6064 <a href="http://www.PhotoArtPeople.com">www.PhotoArtPeople.com</a>	

**JULY 2010 Meeting**

Wednesday, July 28, 2010 San Diego Botanic Garden (formerly Quail Gardens), 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**

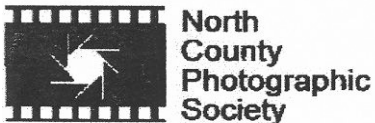
**TO REACH NCPS**

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

**VOLUNTEER LEADERSHIP TEAM**

President	Barbara Swanson	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.	Gesa Cowell	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Sonja Longley	
Historian	Sing Baker	
Mailbox	Nancy Jennings	
Membership	Nancy Jennings	
Member Show	Joann Johnson	
Newsletter	Rich Stephens	
Photo Shoots	Dan Nougier	
Projectionist	Vern Elmore	
Programs	Andrew Szikla	
Reception	Nancy Jennings	
Web Site	Fred Heinzmann	

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



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