

FOCUS

SCHENECTADY PHOTOGRAPHIC SOCIETY NEWS

Volume 79
Summer 2010
Number 10

A preview of upcoming programs

We are excited to present renowned photographer, teacher and author **David Middleton** as our kick-off speaker for the year 2010-2011. David has led over 150 nature photography tours and 200 workshops around the world, and produced ten books, including “*Ancient Forests*”, “*The Nature of America*”, “*The Nature of Vermont*”, “*A Photographer’s Guide to the Maine Coast*” and “*A Photographer’s Guide to the Oregon Coast*”. Look for more details in our next issue.

Here are some of the other exciting programs we have in store for you during the coming year:

On Oct.20th Guenter Knop will present his program “The Crafted Photograph.”

On Nov.17th we’ll hear from Mark Andrew, resident photographer at the National Museum of Dance.

On Jan.19th we’ll see the work of freelance photographer Nancy Bruno.

On Feb.16th Akemi Hiatt, Program Associate at the Center of Photography at Woodstock will visit SPS.

On March 30th Ken Deitecher will present his program “OROTONE Revisited” to the fine arts group.

On April 20th we’ll hear from Linda Morrell of Sage Colleges.

Other programs during the year will be presented by Bob Trancho (Saratoga Springs) and Katherine Wright (Photo Center, Troy).



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SPS Board of Directors 2010-2011

Corrigendum:

On page 6 of the May 2010 issue of the FOCUS (Vol.79#9) **Iron Gate**, the 2nd place Monochrome print for April (shown below) by **Bernie Mattus** was printed without acknowledgment or credit. The omission is deeply regretted.



Inter-Club News

On Wed. May 26, the final round of the PSA Photojournalism Interclub competition was judged at our club, in the presence of several members. The panel of judges consisted of **Connie Frisbee Houde, Diane Reiner and Jeff Perkins**. A total of 15 camera clubs (from all over the US and abroad) participated in the competition, with 59 images in the Open category and 31 in the Human Interest category. Three places and six honorable mentions were awarded in each category.

Congratulations to **David Jeffery** for bagging an Honor in the final round of the Nature Interclub competition with **Winter Pine Stand** (below).



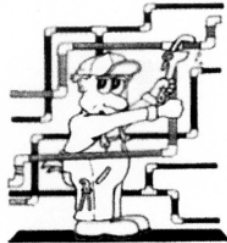
SPS members having fun at the 65th Annual Photographic Conference of the New England Camera Clubs Council (NECCC) at Amherst, MA in July.



© Sue Gersten

(More images on page 4) If you have any interesting photos of club events or activities, post them on our Flickr page:

www.flickr.com/groups/schenectadyphotographicsociety



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Guidelines for Better Photography

What makes a successful photograph? Twelve elements have been identified by the Photographic Exhibitions Committee (PEC) of PPA. Any image, photograph, or work of art will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one.

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. The same goes for the use of transitions in a projected photo essay – *don't overdo 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.

The relative importance of these elements would depend upon the purpose of the image. The color projected and pictorial print divisions of PSA score images on the TICE system: **Technical** (T), **Impact** (I), **Composition** (C), with equal importance (3 points) to all three, plus a bonus point for **Excellence** (E). For nature images, however, the nature division insists that the **story telling value** of a photograph must be weighed more than the pictorial quality. While maintaining a high technical quality, any digital adjustments must appear natural. The travel and photojournalism divisions likewise value the human interest and story telling values of an image higher; ultra close-ups which lose their identity and studio-type model shots would obviously be unacceptable here. Creativity is certainly more important for a fine art image and for creative competitions than for photojournalism or documentary nature photography.

Additional resources and info:

<http://www.ppa.com>

<http://www.capitalchamplain.com>

<http://www.ppsnys.com>

<http://www.psa-photo.org/>

<http://www.nyip.com>

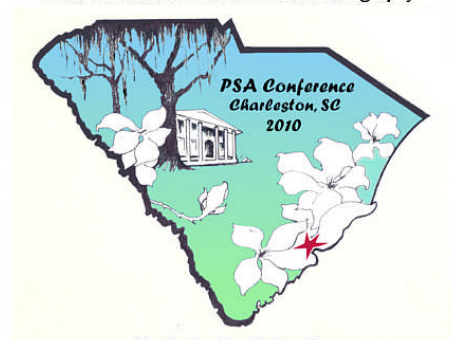
<http://www.apogeephoto.com/>

*[Compiled by Doug Mitchell and Sukumar from PPA and
PSA sources referenced above]*



SPS members at NECCC (above)

Photographic Society of America
72nd International Conference of Photography



Charleston, South Carolina
October 3 - 9, 2010

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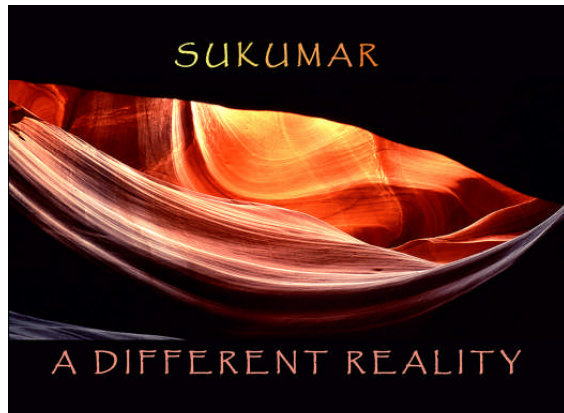
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Member News

A **Different Reality** featuring photographs by Sukumar opens next month at McGreevy Prolab, 376 Broadway, Albany, and runs Aug. 6 - Sept. 24. **Opening Reception: Friday August 6, 2010 from 5 - 9 PM.** Please stop by with family and friends to enjoy the exhibit, live music and refreshments!



AUGUST 6-SEPT. 24, 2010

OPENING RECEPTION:
FRIDAY AUGUST 6, 2010
5:00PM - 8:00PM



McGreevy Professional Quality Photo Lab & Press Printing Services
PROLAB & ProPress
376 Broadway Albany, NY 12207 518-426-1039
M-TH 8:30am-5:30pm info@mcgreevyprolab.com
Fri 8:30am-5:00pm www.mcgreevyprolab.com

Last chance this week to catch several member exhibits: **Sean Sullivan's Melange Incongru Photographique Redux** at McGreevy Prolab in Albany, and **Louie Powell's** exhibit at the Arkell Museum in Canajoharie. **Visions of Culture** featuring **Diane Reiner** and **Connie Frisbee Houde** continues at the Photography Center of the Capital District, 404 River Street in Troy through August 1, followed by the Annual Members Show.

Three New Artists in the
Arkell Museum and Canajoharie Library
Regional Art Galleries
June 4 - July 30, 2010

Opening Reception
Friday, June 4
5 - 7pm

Louie Powell



SEAN SULLIVAN
MÉLANGE INCONGRU
PHOTOGRAPHIQUE REDUX
JUNE, 4 - JULY 30, 2010
OPENING RECEPTION: FRIDAY JUNE 4, 2010
5:00PM - 8:00PM

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Coming up in early fall: Field trip to Eastern State Penitentiary in Philadelphia, PA



This is a great location for HDR, but you can also do single exposures with deep, mysterious shadows. The cost of admission is \$12.00 (or \$11 with a coupon from their web site). They will allow you to bring in and use a tripod for an additional tripod fee of \$10 (which is good the entire year). For an additional charge, we can also gain access to areas that are normally closed to visitors.



You can see some of the images Rob Near took here. The location is a four-hour drive and we are working on dates and logistics.



-Rob Near

Color Print of the Year 2009-2010



The Bike Shop by David Jeffery
Monochrome Print of the Year



Ancient Hands by Ken Deitcher
Projected Digital Image of the Year



After the Rain by Max Tiller
Film Slide of the Year 2009-2010



Liberty by Ken Deitcher

2010-2011 Assigned Topics

Month	Print	Projected
Oct.	Abandoned and Discarded <i>Images of man's forgotten treasures.</i>	Self Portrait <i>Shoot yourself!</i>
Nov.	But it's BLUE!!! <i>We're talking about colors, not feelings... images where the primary subject is the color blue.</i>	Eyes <i>They are the windows to the soul. Photograph them.</i>
Dec.	Macro Mania <i>Get close... closer... closer... smack... ok... Too close.</i>	Backlit <i>Images where the subject is lit from behind.</i>
Jan.	What's Your Perspective <i>Your best example of an image that illustrates an unusual perspective of your subject.</i>	Emotions <i>Joy, fear, sorrow, frustration, capture them.</i>
Feb.	Apples and Oranges <i>Images of things that simply don't seem to mesh.</i>	Digital Surrealism <i>Photo manipulation run amok.</i>
March	You Just Had To Be There <i>You're best photo-journalistic image.</i>	Lights at Night <i>Electric lights captured in the dark.</i>
April	Round and Round We Go <i>Images where circles are the main subject matter... Try not to get dizzy.</i>	Weather <i>Photos that illustrate rain, snow, wind, etc</i>

Images for the assigned topic competitions must be photographed after May 1, 2010.

The SPS Traveling Exhibit will come down at the Normanside Country Club at the end of July and will go up at the Schenectady Adult Center in September.

**2009-2010 Board of Directors**

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Don Krauter	399-1869

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Blog: schenectadyphotographicsociety.blogspot.com

Member photo album:

www.flickr.com/groups/schenectadyphotographicsociety



SPS on Facebook:

<http://www.facebook.com/group.php?gid=152200768242>

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Summer Calendar

- Saturday, July 24: Scott Kelby World Wide Photo Walk
 at Schenectady Central Park
(contact Sean Sullivan for details)
- Saturday, August 7: Board meeting
- September (TBA): **Field trip to Eastern State Penitentiary**
 (Philadelphia PA)
- Wednesday, September 1: Board meeting
- Wednesday, September 22: **Kick-Off meeting**
- Wednesday, September 29: **New members' orientation**

The *Focus* is published ten times a year by the Schenectady Photographic Society. The organization meets each Wednesday at 7:30 p.m. from October through May to promote and present informative programs, activities and competitions in the photographic arts for photographers throughout the Capital District. Members range from novice to expert. Annual dues are \$40.00 for individuals and families. The *Focus* newsletter is included in the membership dues. SPS meets at the First United Methodist Church, 603 State Street, Schenectady, New York. Parking and entrances are on Chapel Street, a one way street off Nott Terrace. Guests are welcome at all regular meetings. **If you change your email or mailing address, let Bob Riccardo know at briccardo@verizon.net**