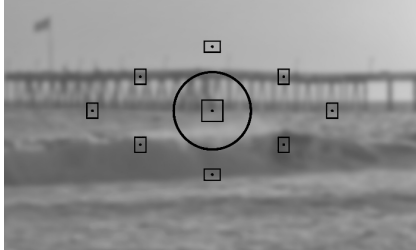


Through the Viewfinder



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From the Prez's Pad

Sal Santangelo

January 2016

Happy New Year! I had wonderful holidays with family and friends and hope you had equally enjoyable holidays.

As you are now aware, our projector crashed just before the year-end judging. Fortunately we got through using Susannah's projector. As a result of generous contributions from, John Ferritto, Ken MacGregor, Hank Stoutz, Joyce and Bruce Schoppe, Les Collier, Phil Knepper, Ed Ruckles, Bernie Goldstein, Albert Huen, and yours truly, we have been able to purchase a new projector without the expenditure of any funds from the club's treasury. We have ordered an **Epson PowerLite Home Cinema 2040 Full HD 3LCD** which, as of this writing, is on its way from B&H Photo and Video (with neither tax nor shipping charges). Looking forward to seeing its increased High Definition (HD) quality at our January meeting. HD is twice the image resolution of our old projector.

As of this date, I am still awaiting the Franchise Tax Board ruling on our request for "tax exempt" status. This will be the final piece of the organizational restructuring and none of us should have to speak or hear about this again for a long while. Exploration of new liability insurance to cover our meetings, the officers/directors actions and most importantly provide liability protection for photo field trips, if affordable, is in progress.

Not much in the way of photography news. I would urge all of you to consider going to Photo LA, an international exposition of photographic art now in its 25th year.



Prez Pad (cont'd)

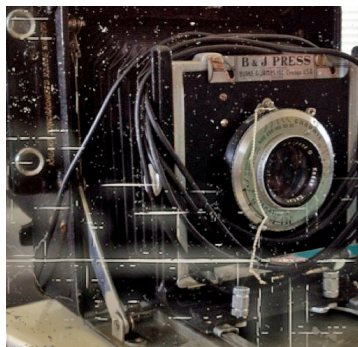
“**photo l.a.** has a long and rich history of bringing the photographic and arts communities together. Each year we expand our uniquely diverse showcase of photographic art, ranging from 19th Century works to contemporary and innovative photo-based art. Galleries, dealers, museums, schools, and non-profit organizations participate to define what photography has been, what it is today, and what it might evolve into.”

The website is www.photola.com and the visit is well worth the cost of the ticket. Plan on staying at least 3-4 hours. I don't think you will be disappointed.

Another great event is our **Annual Banquet**. Ines Roberts will be presenting two multimedia slide shows and of course we will be announcing the Year End competition winners. Please plan on attending. See the invite flyer in the newsletter for all the information.

Our next meeting is Wednesday, January 13, 2016. Our assigned topic is “**Texture**” and our judge will be Sherron Sheppard. Sherron was one of our three *Year End* judges, and she is now starting one of her Digital “Art” Series Courses, details provided within...

- **Sal**



Photographic Musings with Photobakobob

Art and Photography – A Continuing Exploration

My wife, Heidi, and I recently returned from a couple of weeks in Cuba – our second trip there. Cuba is a wonderful place for photographers – colorful, old and interesting buildings, lots of very cool 50's US cars (still running), friendly people who don't mind being part of your photographs (but sometimes a little something helps), and a strong emphasis on the arts of all kinds. Indeed, it was an artist – an actor/dancer – who provided me with what might be termed an epiphany. Readers may recall from some of my previous ramblings that I have struggled with the concept of “art,” how it is defined and, particularly, how we as photographers relate to it. If you look up the definition of art, you will find that they can vary, sometimes quite a bit, whether using a dictionary or asking artists. One Merriam -Webster definition is typical, but not unique: *Something that is created with imagination and skill and that is beautiful or that expresses important ideas or feelings.* But this kind of definition is unsatisfying, at least to me. Why? Because they don't truly define what is, and is not, “art.” Who is to say, for example, whether a work was created with sufficient imagination, or that the ideas expressed by it are important enough? Is there an “art – not-art” scale somewhere? Other definitions come with similar problems.



And that was the epiphany. The actor/dancer said that a dance done alone was nothing more than a dance. In his opinion, for it to be art, it needed performed in front of an audience. If we generalize his idea, we can just state that the interaction among the audience and any work of art is a necessary condition for that work to be called “art.” So I'll run with that.



Photographic Musings with Photobakobob (cont'd)

Following this, a definition of 'art' would be: **A work created by human skill and imagination which is intended for display or performance.** The creation can be a painting, dance, a photograph, or anything else, and the audience can be a room full of people, a museum gallery, a website, or even a photo club meeting.

Note that the definition says nothing about the quality of the work or the reaction of the potential audience. It might be good art or poor (whatever that means – but that's another subject), and the audience might like it or throw rotten fruit, give it great or poor reviews, and/or comment about it on Twitter. Some might pay large sums of money for it – or not. No matter. It's still art.

There are plenty of ways to illustrate this definition, but I'll start with the dance group that the Cuban actor/dancer was referring to. An image of the group performing is to the right.



Of course, I took a lot of other photos in Cuba, and I like to think they are, potentially, good art. One is above, and + I'll include a couple more, because I can't resist. I might devote a later column to Cuba, too.

When we arrived back in Miami, the art theme was reinforced because one of the largest art shows around, Art Basel, was in town, and we attended. I have never before seen so much 6+ figure art for sale in one location. According to the above definition, it was all art, although I am tempted to make an exception for the crushed car with the boulder on top. It sold, we were told, for just short of a million dollars, however, so what can I say? I must admit, though, that the boulder had eyes and, I guess, a mouth. So that was worth something(?). Then there was the marijuana art. As far as I could tell, it was just some MJ buds in beakers – and they weren't even real because that stuff is not legal in Florida. I didn't get a selling price.



Photographic Musings with Photobakobob (cont'd)

I didn't see much photography there, but I might have missed some. The pieces I did see were excellent. My favorite was an exhibit devoted to Roy DeCarava, the Harlem photographer who died in 2009. I don't like him just because Heidi and I shared a table with him and his wife at a New York jazz club for an evening about 2005, and the next day we saw an exhibit of his work at the New York Museum of Modern Art – but I have to admit that it does help. I like him because he did so well what an outstanding urban photographer should do – make images with verisimilitude. You can almost hear the jazz or Billie Holiday singing, or feel the streets of Harlem. It is interesting – and strange to me – that a DeCarava image of Coltrane doesn't fetch the high prices of an Andreas Gursky's *Chicago Board of Trade* - or a Cindy Sherman's *Untitled #96*. But that's the art market. If you want to see some of DeCarava's work, you can find it online. You can buy some yourself, too. It is not cheap by any means, just not in the 6-figure range – yet. And there are a number of very fine books of his work available.

The New Year is here, and it is time for us photographers to get out there are create some art. Now that we know definitively what art is, we have no excuses.

Happy New Year!

Photobakobob



Marijuana Art



Saxophone Player
Old Havana



Club Announcements

You are invited to attend the Ventura County Camera Club's **ANNUAL AWARDS BANQUET** Wednesday, January 27, 2016 6:30 pm – 9:30 pm, at the Poinsettia Pavilion.

**You are invited to attend
Ventura County Camera Club's
ANNUAL AWARDS BANQUET
Wednesday, January 27, 2016
6:30 pm – 9:30 pm
Poinsettia Pavilion, Santa Paula room
(our regular meeting room)**



Please join us for dinner to socialize with fellow club members and their significant others who encourage and support their photography hobby.

Winners of the year end photo competition will be announced and winning images will be on display throughout the evening.

Events will include a multimedia program presented by Ines Roberts, internationally recognized Santa Barbara photographer.

To guarantee your reservation, send your check for \$30 per person to Joyce Schoppe by January 13 or pay at the January 13 regular meeting. This deadline is needed to provide the caterer with an accurate head count. Joyce's address: 4875 Mascagni Street, Ventura, 93003



(No payments will be accepted at the door the night of the banquet.)

Dinner will include chicken, potatoes, Caesar salad, dessert, ice tea, lemonade and coffee. Feel free to bring your own libations.



Club Announcements (cont'd)

Year End Judging Info - Dec 2015

(data thanks to JP)

84 Merit Prints Judged

63 Merit Digital Images Judged

147 Total Merits presented to the Judges

Dominant Categories (with the most entries):

- Landscape
- Urban/Photojournalism
- Wildlife

We have met our pledge goal of \$700 for the new Club projector.

Many Thanks to:

- 1 John Ferrito
- 2 Ken MacGregor
- 3 Hank Stoutz
- 4 Sal Santangelo
- 5 Joyce & Bruce Schoppe
- 6 Les Collier
- 7 Phil Knepper
- 8 Bernie Goldstein
- 9 Ed Ruckles
- 10 Albert Huen

The projector has been ordered, an Epson PowerLite Home Cinema 2040 Full HD 3 LCD, from B&H Photo. Delivery is expected one week before our January meeting.



Club Announcements (cont'd)

Congratulations to John Ferritto for winning the following:

Second Place Color: *John Ferritto "Hang On,"* Photo taken at Ventura Fair Rodeo, VC Reporter Cover

Honorable Mention: *John Ferritto "Flying Horse"* "Photo taken at Ventura Fair Rod



Club Announcements (cont'd)



Sherron Sheppard, Photographer & Artist
www.sheppardphotography.com

Sherron Sheppard's Digital "Art" Series:

Photoshop Fundamentals

This online 4 week class starts Monday January 11, 2016

Now includes...VIDEO tutorials

For more information and registration, go to: <http://www.equinephotographers.org/courses/>

This four week on-line course is geared to the beginner and intermediate Photoshop users who want to learn basic Photoshop fundamental techniques for creating higher end, fine art images. More advanced Photoshop users will benefit from the Photoshop fundamental review and the emphasis on working with composition and design to create better images. If you have taken this course with Sherron in the past and would like continue where you left off, there is a special returning student rate.

The Photoshop program itself is a complex program but you don't need to know all of Photoshop to create great images. In my opinion, if you know the fundamental Photoshop principles and know how to use them well, and also follow basic design concepts, you can create gallery quality art work.

This class is more than just a Photoshop technique class. It is also a digital art course. You will learn Photoshop concepts but the main goal of the class is to push your images beyond what they are right now. The fundamental Photoshop concepts you will learn in this class will give you the skills to achieve that goal. I think of photography and Photoshop as art "tools" so, in addition to learning the Photoshop techniques, composition, design and color concepts are also covered. Creating artistic images are what separate you from everyone else and creating artistic images will make your work more desirable to clients.



Announcements (cont'd)

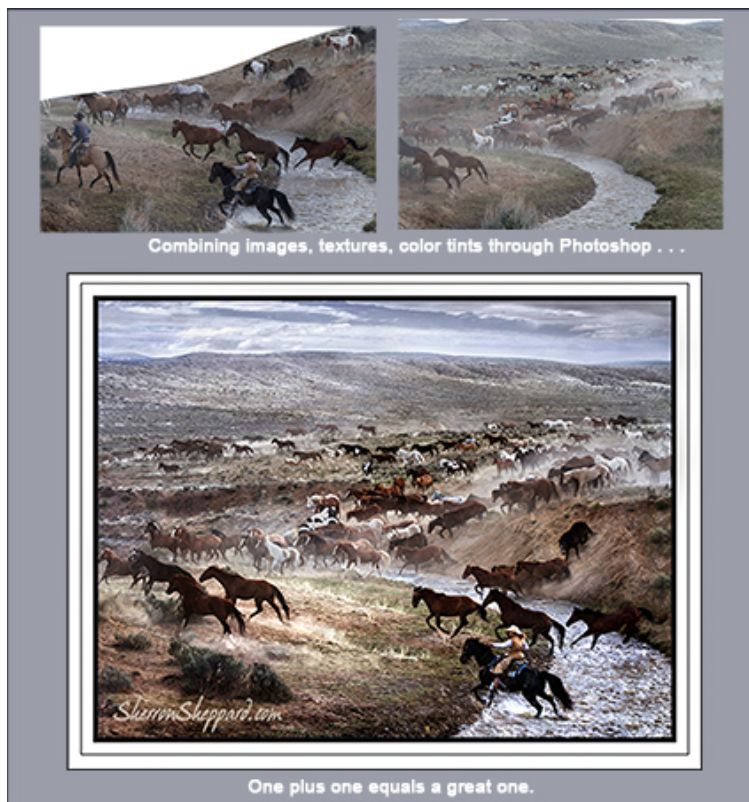
This course is a hands-on, work at your own pace, class. In addition to the download course material, there will be links to video tutorials to help visually explain various key topics in the course material. Each week students will download course material and assignments and work on-line with the instructor, posting images and asking questions. Each participant will be given individual feedback to help them analyze their images with more of an artistic eye. Students are encouraged, but not required, to post "Before and After" images, along with a brief description of their creative process, so, in addition to learning from Sherron, students are exposed to a variety of creative and artistic ideas and learn from each other. Students will gain compositional design knowledge and Photoshop skills that can be applied to any photographic style. Students are not required to post daily assignments. Sherron's work can be seen at www.SherronSheppard.com

This course includes:

- ♦ **Video tutorials** for a visual explanation of the key topics
- ♦ **Printable course materials** which include the topics below and more:

Layers, Reveal All and Hide All Masks, Filters, Combining Layers, Organizing your Photoshop information, Lots of Tips and Shortcuts, Adjustment Layers, Clipping Masks, Custom Burn and Dodge to create fine art images, Sherron's method for using Layers, Masks, Adjustment Layers and multiple images to Create Fine Art, Cropping, Rule of 3rds, Straightening an Image and horizon line, Transforming, Sizing an Image, Reducing and Adding Noise plus a Mega Grainy "Art" Technique, Sherron's Selection and Sharpening Method, Selective Sharpening, Writing, Changing and Loading Actions (Photoshop only), Cloning, Black & White and Sepia Toning, Using Composition and Design Concepts, Student Image critiques, An Elements supplement that covers all of the above is also included.

Prerequisites: Participants should have a very basic beginner knowledge of Photoshop and access to the software.



Software: Photoshop (Versions CS and later) or Elements (Versions 11 and later): Included in the workshop is an Element Supplement that explains the topic for Elements. With a few exceptions, you can do almost everything in Elements as in the full version of Photoshop.

Hardware: A Wacom tablet makes painting on layer masks easier but a tablet is not required for this class. Your computer and Internet connection must be adequate to access the videos.



Announcements (cont'd)

Portraiture: Intro to Studio Lighting

Feb 6, 2016 9AM- 5PM

Ratios, metering, soft lights, hard lights, posing and lighting patterns can all be very confusing and overwhelming. Every consumer can set their camera on auto exposure, auto focus and TTL flash, but to compete in today's photographic marketplace, professional photographers must be able to create a style and craftsmanship that the average consumer cannot duplicate.



This workshop will focus on the fundamentals of quality studio lighting and posing, emphasizing the basic elements of studio portraiture. It is designed with the beginner in mind, or those photographers who need to refresh their essential skills. With style as a consideration, and in a hands-on environment, Tim Meyer will illustrate how your choice of light shaping tools, metering, ratios, facial/body analysis and posing work together to produce dynamic results and consistently high quality images. This experience will provide an opportunity for you to consider, and develop, a professional level of studio portrait lighting and posing skills.

There will be hands on opportunities to photograph professional models in this class and you will leave with a solid understanding of portrait lighting, how to apply it with style, and how to both flatter and creatively interpret your photographic subjects.

Workshop Instructor: Tim Meyer

Time: 9:00am - 5:00pm

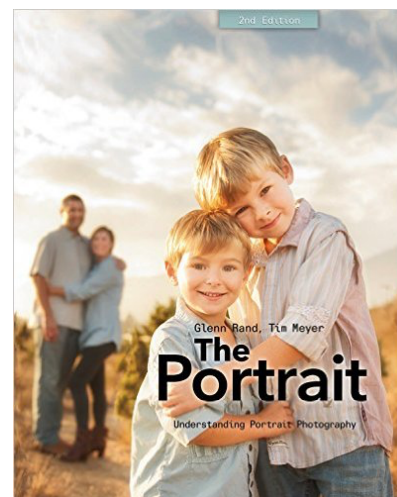
Location: Brooks Institute - 5301 N. Ventura Ave, Ventura, CA 93001

Cost: \$199, (includes catered lunch)

Seats: Limited to 15 participants

*Editor - A few months ago I attended Tim's **Natural Light Portraiture Class** at Brooks and it was one of the best and most informative all day workshops I have ever attended. Tim Meyer literally wrote the textbook on how to do portrait photography....*

If you are interested, be sure to get the 2nd Edition...



Club Announcements (cont'd)



Membership Renewal

Only members in good standing may submit images for judging. If necessary, please talk to **Joyce Schoppe**, our Membership Chairperson, or send an email to Joyce at:

membership@venturacountycameraclub.com

It is requested that you send your 2016 dues, \$60 to Joyce before our 13 January 2016 Club meeting. Mail to:

Joyce Schoppe
4875 Mascagni St.
Ventura, CA 93003

Instructions for Digital Projection Entries

Please **ensure** your files are correctly labelled in accordance with the required format:

Required: **LastnameFirstname_IMAGE TITLE_month-year_category.jpg**

example... **SmithJohn_ENTER AT OWN RISK_03-16_Assigned.jpg**

Images must be emailed to: digitalentries@venturacountycameraclub.com no later than 6:00 pm by the Monday prior to the Club meeting.

Pay Attention! *With our new increased HD projector resolution, the below info has changed!*

All images submitted for projection must be in jpg format with pixel dimensions not to exceed: 1920 width and/or not to exceed 1080 height (1920x1080). This is the industry standard High Definition (HD) format, and is TWICE the resolution of before. Images that exceed either of these dimensions will not be shown.

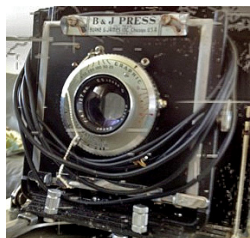
Images submitted using the old resolution max format of 1024x768 will still work, but will appear *smaller* on the HD projector's screen.

Note that the new standard HD format is a slightly wider 16:9 ratio, versus the old standard 4:3 ratio (which was the equivalent of 12:9).

Club Announcements (cont'd)

2016 Assigned Topics List:

January:	Textures
February:	Eyes
March:	Macro (of anything)
April:	Bridges
May:	<i>No Assignment - Print Competition</i>
June:	Landscapes
July:	Night Lights
August:	Shadows
September:	<i>No Assignment - Print Competition</i>
October:	Black and White
November:	Architecture
December:	<i>No Assignment - No Meeting - Year End Competition</i>



2015 Suggested Photo Opportunities

Individuals can use this information as suggested ideas/destinations for doing their own photography. There are people in the club that have been to most of these destinations in the past few years, and can advise you on what you should expect to see and do if you go there...

Within 45 miles:

Loons Beach (Summerland)
El Matador Beach (Malibu)
Ventura Mission
Local Ventura Beach - Sunset
Local Ventura Surfers (waterfront promenade)
Local Downtown Ventura Architecture

Nite Shooting Downtown Ventura Main Street area
Ventura City Hall
Butterfly Grove - Santa Barbara (Nov-Feb)
Santa Barbara Zoo
Getty Museum/Center
Anacapa Island (Island Packers Ventura Marina)
Topanga Park
Santa Barbara Mission
Santa Barbara Botanical Garden

Less than 100 miles:

Hollywood at Night
Griffith Observatory at Sunset
Morrow Bay

More than 100 miles:

Pt Lobos State Beach (Monterey/Carmel)
Mono Lake
Huntington Beach
Yosemite National Park
Kings Canyon
Sequoia Park
Big Sur!



Professional Support

Below are some of the local professional photographers that have been gracious in providing their free time as judges to attend and critique member's images at our recent Club meetings. Thank you all for supporting our Club!

Sherron Sheppard:

<http://www.sherronsheppard.com> <http://www.sheppardphotography.com>

Dan Holmes Photography Workshops, Tours, and Photo Adventures:

<http://www.danholmesphoto.com/Danholmesphoto.com/Workshops.html>

Robert Fields Fine Art Travel Photography

<http://www.robertfields.com>

Mark Jansen (& Holly Higbee-Janzen) Photography and Expedition Workshops:

<http://www.jansenphotoexpeditions.com/Pages/default.aspx>

Sam and Patricia Gardner - Medici Portraiture Studio

<http://www.mediciportraiture.com/about-medici-portraiture/meet-the-artists-sam-patricia-gardner-fine-art-photographer>

Gary Moss Photography - (Gary is Photo Editor of 805 Living Magazine)

<http://www.garymossphotography.com>

Chris Zsarnay - Z Studios

<http://www.zstudios.com>

Greg Cooper - Brooks Institute

email: gcooper@brooks.edu

Bill Hendricks - Ventura College

<http://www.hendricks-studios.com>

Matt Haines

<http://matthainesphotography.com>

Ines Roberts

<https://sites.google.com/site/cccccangle/bios/ines-roberts>



For Sale by Member -

Sekonic Flash Digi Master L-718 / Ambient Light Meter - Like New Condition

A multi-function digital ambient and flash meter for on location or in the studio use. Can be used to measure ambient light incident or reflected. Can be used to measure flash incident or reflected using wireless or cable - 2 modes. Features 1/10 step digital and 1/2 step analog readout, multi-directional dual pivot light receptor, memory functions, and rubberized covering. This unit is in excellent condition like new - it works.

Includes case, manual, strap - takes 2 AA battery

Price \$160

Call John Ferritto 805 647-2539 after 9 am and before 9 PM



2016 Club Officials

President:

Sal Santangelo

Vice President:

Ken MacGregor

Treasurer:

Susannah Kramer

Secretary:

Bruce Schoppe

Judge Coordinator:

Bernie Goldstein

Memberships:

Joyce Schoppe

Website:

Cassie Silva

Newsletter:

Ken MacGregor

Digital Image Entries:

JP Watson/Susannah Kramer

Workshops: TBD

Photo Opportunities:

JP Watson