



October

MON	TUE	WED	THU	FRI	SAT	SUN
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



Save the Dates!

Remember, **beginning in October**, the meeting date for the Austin Shutterbug Club has changed to the **SECOND Thursday of the month**. So the October meeting will be **October 13** at the Northwest Recreation Center.

The year-end Banquet and Awards Presentation is now scheduled for **Thursday, December 8** at Tres Amigos Restaurant on Hwy 360. Make your plans now! Times are 6:00 PM for happy hour and 7:00 PM for fajita buffet.

Reservation details will be forthcoming.

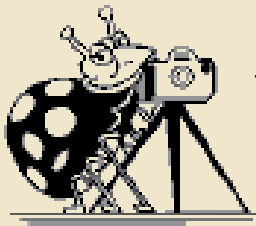
Another date to place on your calendar is the **Month of June 2012**. ASC will have a Member's Exhibit at Northwest Austin United Methodist Gallery throughout the month. This will be a juried exhibit, requiring members to submit images for acceptance. Prior to the exhibit the club will host a matting and framing workshop and will provide a method for members to buy framing materials at a discount through the club. Shirley Loflin will organize a committee to work out details of the exhibit and associated activities. Watch for more information at a later date.

From the Leadership...

The Club is planning a new forum for a private version of Evaluation and Review. This venue is for any member who feels they would like to begin to enter without the competitive stress but would like to test the waters with their images and receive a critique from the judges. The new private forum will be available as a test through e-mail beginning in November for any member who would like to have images evaluated, but not publicly. This is an especially good opportunity for those who have never entered competition and would like to improve their photography and grow in their abilities to learn the nuances of the process. Look for new details to come in October.

The leadership is looking for suggestions for programs that are of interest to you. We will have forms for everyone at the September meeting to use for this purpose. Please be thinking of topics that you would like to see and turn in your ideas at the meeting.

The club will plan a new Scavenger Hunt in 2012 as a competition with another club from the region. Look for more information to come and hone your creative skills in order to win a dinner or more!



September Meeting

Thursday, September 22, 2011 • 7:00 pm

Northwest Recreation Center

2913 Northland Dr. Austin, TX 78757

*Visitors are
always
welcome!*

September is an
Evaluation and Review
month

September's Assignmet
**Rise and Shine!
Sunrises**

ASC Field Trip
Texas Photo Festival
Sunday, October 9th • 1PM - 5 PM
Smithville, Texas

Mark your calendars and plan to attend the third annual Texas Photo Festival in Smithville, Texas. Here is an opportunity to photograph small town Texas on special sets with professional lighting by Wescott and posing by local residents. Last year, these sets included a bride, portraiture in various settings, the Smithville High School marching band, an ice cream parlor plus other sets. Doug Box and Randy Kerr will be giving short seminars at the various sets.

Everyone admitted to the festival area will register, receive a schedule and list of sets and sign a waiver permitting photographers to photograph anyone and everyone within festival limits.

We will meet at 1 PM at the Gazebo for an introduction by Randy and Doug. After the introduction, visit all the sets.

At 4 PM in the Gazebo area there will be an opportunity to shoot models on the runway at the Chic Beat Fall Fashion show.

About 5 PM-ish, we'll meet at Pocket's Grill for dinner.

Check out the website for more information and maps:
<http://texasphotofestival.com/>

Lois Schubert
Events Coordinator



Taken at the Smithville Photo Fest 2010
by Kathy McCall



Taken at the Smithville Photo Fest 2010 by Kathy McCall



Old Barn original shot

Tom Delaney presented August's Member Moment Black and White conversion using Adobe Camera Raw and Photoshop

For the August member moment, the audience first chose one of 4 raw tiffs presented to process. Then:

- 1) I opened the photo in Adobe Camera Raw, noting the color space (ProPhoto RGB) bit rate (16) and dpi (360) at the bottom.
- 2) I then used the recovery slider to retain some detail in high light areas, and boosted the Clarity.
- 3) I then went to the 4th panel where you convert to grayscale. I adjusted the different color sliders to obtain a pleasing contrast.
- 4) Then went back to the first panel and played with the white balance temperature and tint to achieve even more effect in the black and white conversion.

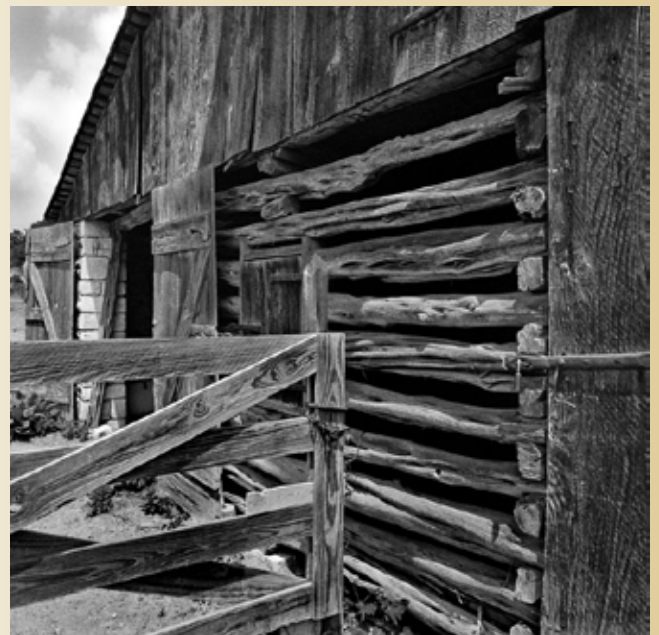
Once I was satisfied with the B&W conversion, I opened the photo in Photoshop and saved the photo as a PSD (photoshop document).

- 1) Under Image/Adjustments, the first thing I did was to check the Levels to make sure I had a full range of grayscale from completely black to white. You do this by holding down the Alt/Option key while dragging the black and white pointers. You can then see when the blacks and whites start to show in the photo.
- 2) The next procedure was some selective dodging of highlights, and then burning of shadows in specific areas, with the brush set to 10% exposure, building up the effect with multiple brush strokes.
- 3) Next I duplicated the background layer for high pass sharpening. Go to Filters/Other and select High Pass. In the grey window that appears, you can see the lines that will be sharpened. You can change the radius to determine how much will be adjusted. I normally use a setting between 3 and 5 pixels. You then put this layer in Overlay mode to see the background layer underneath. You can then adjust the opacity of the layer to vary the sharpening, and also use a layer mask with a black brush to hide any areas that you didn't want to sharpen.
- 4) I then duplicated the background layer again for an equalization effect. Under Image/Adjustments go to Equalize. I then used Soft Light as the mode for this layer. I adjusted the opacity to only about 20%. You can also use a layer mask here for any areas you don't want equalized.
- 5) SAVE. That was it for this photo as a PSD.

Then I showed the procedure I use for saving as a critique entry.

- 1) First under Layer I flattened the image.
- 2) Then I went to Edit/convert to profile and changed the photo from ProPhoto RGB to sRGB.
- 3) Then under Image/Mode I changed the image from 16 to 8 bit, in order to save as a jpeg.
- 4) Then I changed the image to the required size for our critiques; in Image/Image Size the Resolution =72, and the width or height (longest side) =768 pixels.
- 5) Then on to SAVE AS (not just save, or you will change your PSD file), Format = jpeg. You will then get a box asking how high a level jpeg you want, I normally use High between 8 and 10.

There you are.



Old barn converted to black and white

Photography Insights

by Brian Loflin

Achieving good exposure

I have four friends who own professional photography labs. They are all unanimous in stating the single greatest problem experienced in their labs is poor exposure. And of course, they are expected to fix this basic photographer's error. So I wanted to take a moment to review exposure and what to look for in good exposure.

As we understand, good exposure holds detail in the darker or shadow end of the scale and in the lightest or highlight end of the scale as well. What this achieves is a well-balanced image without plugged shadows and blown-out highlights. We must remember two things. First, exposure is dependent upon light intensity, the reflectance of the subject and to a certain degree, the color of the subject. And secondly, exposure measurement systems, whether hand held meters or those in the camera, attempt to make the average of any scene mid-tone.

So, the perfect solution is to measure a mid-tone photographic gray card in the light of our scene. Theory is that if mid-tone gray is accurate, all other tones will fall into their appropriate place on our histogram. Perfect! But in practical applications, we cannot always add a gray card in our scene and fiddle with exposure. Our flea will have flown and be long gone by that time! So now what? First let's be sure our camera is exposing properly. I am surprised that of my students, most of their cameras (75%) do not expose accurately.

To find out where your camera exposes, shoot a photographic standard gray card in even light. Fill the frame with the card. Review the histogram. It should have a single spike directly in the middle of the tone range. If not, the camera over- or under-exposes by a certain degree. Adjust the exposure compensation until the spike is centered. This is your default error. Use that compensation in your subsequent photography and you will be more accurate.

The image to the right is a well-exposed gray card and its histogram. You can see the single spike in the center of the tone range. This is ideal.



Let's look at a more difficult pair of images.



In the image to the left, a common facial tissue is photographed with diffused lighting using my camera's exposure error default. (Plus 2/3 F stop.) And knowing the tissue is lighter than mid tone in reflectance, I also opened up another 2/3 F stop. This was done to place the values of the tissue correctly in the highlight side of the histogram. (Not a mid-tone gray tissue.)

Then I added the stink bug, a dark gray insect with lots of detail. With the previous corrections, this insect and the tissue on the background photographed with appropriate tone values for all components of the image.



Now the key is to standardize your own system. Know where your camera exposes. Make appropriate corrections to this built-in error. Use the default corrections when you shoot and be aware of the reflectance of the subject, making appropriate adjustments where required. All cameras and metering systems are different. And remember that metering modes, like 3D-Matrix or Evaluative, meter differently than spot or center weighted.

Austin Shutterbug Club Meeting Minutes August 25, 2011

President, Brian Loflin, called the meeting to order at 7:00 p.m. Visitors were introduced and welcomed.

Tonight's refreshments were provided by Ken Zeigler, Marc Perry, and Teresa Divine.

Treasurer, Paul Munch, announced that there is \$4643.30 in the club bank account. He then explained the dues paying process and passed the envelope. Dues are half price the remainder of the year.

Brian announced that there will be a leadership meeting possibly Thursday, Sept. 8th. There will be a discussion at the meeting regarding moving the monthly meeting date to the second Thursday of each month, making our October meeting Thursday, Oct. 13th. Details to follow.

Brian also announced that the Annual Awards and Christmas Banquet will be December 8th. More details to be announced.

Brian reminded the group to bring used photography related books or magazines to each meeting and participate

in the book exchange.

Brian told the group that member Phil Charlton is a finalist in the Austin Art Board competition with his Stevie Ray Vaughn Skyline image. Congratulations and best of luck to Phil!

The speaker/presenter for this evening, John C. Abbott, Ph.D., Curator of Entomology, Texas Natural Science Center at Univ. of Texas, is an innovator in photography, especially with his macro images of dragonflies and damselflies. Brian announced that John will be having a bug workshop to be announced. Visit his website at www.abbottnaturephotography.com.

Tonight's Member Moment will be presented by Tom Delaney. Tom will be demonstrating his workflow from camera to black & white conversion, using Photoshop only.

Brian reminded the group that next month's assignment is "Rise and Shine" (sunrise photos.)

Next month's meeting will be at the Northwest Rec. Center, September 22, 2011.

Meeting adjourned 9:18 p.m.

Call for Entries and Photography Events

A. Smith Gallery
Alterations

Juried by Jill and Dan Burkholder
Entry deadline: September 25, 2011
Exhibition dates:

November 11 to December 18, 2011

Opening reception:

November 26, 4 to 7 PM

<https://asmithgallery.com/Alterations>

The Icons of Photography No.11 lecture series
An Evening with Linda Connor

• Thursday, September 29th • 7pm

The Icons of Photography No.12 lecture series
An Evening with Henry Horenstein

• Friday, November 18th • 7pm

Blanton Museum Auditorium | University of Texas
• \$5 student/senior/military in advance | \$10 at the door
• \$15 general admission in advance | \$20 at the door
• ACP Members FREE
<http://www.visitacp.org/events/>

For more "Call for Entries" see www.texasphoto.org/NatNewsCompetitions.html, The website of the Texas Photographic Society

Texas Highways Magazine Want List
Deadline: January 1, 2012

We will feature four drives next year,
we have three selected as of now.

- Chalk Mountain: Stephenville-Granbury-Glen Rose-Stephenville
- Brownwood-Cross Plains-Rising Star-Comanche-Brownwood
- Del Rio-Past Devils River State Park up to Sonora Ozona-Juno-Comstock-Del Rio.

See: <http://www.texasphoto.org/NatNewsCompetitions.html>

Club Leadership for 2011

President	Brian Loflin	331-2820
Vice President/Programs	Pete Holland	689-5939
Secretary	Jane Guerin	261-3572
Treasurer	Paul Munch	836-6379
Competition Co-Chairman	Fred Peebles	441-7913
Competition Co-Chairman	Tom Delaney	266-6490
Competition Committee	Dolph McCranie	394-9031
Events Coordinator	Lois Schubert	947-4864
Events Coordinator	Linda Sheppard	306-1516
Hospitality Chairman	Phyllis Rummel	264-1412
Newsletter Editor	Kathy McCall	264-9602
Refreshments Chairman	Charlaine Matthews	418-9405
Refreshments Chairman	Bev McCranie	394-9031
Webmaster	Barbara Hunley	250-1144
Electronic Communication	Rose Epps	502-0608
Roster and Name tags	Rose Epps	502-0608