



Photographic Society of Northwest Arkansas

P.O. Box 8837
Fayetteville AR 72703
www.psnwa.org

Current Events

- Feb 1** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: TBA
- Feb 22** - **Photographing Kids in the Studio** **JC 7 to 9 pm
- Mar 1** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: Don Shreve
- Mar 10** - **Trip to the Glory Hole** near Buffalo National River
- Mar 22** - **Basic Studio Lighting** **JC 7 to 9 pm
- April 5** - **Society Meeting** 7:00 pm *Western Sizzlin, Speaker: Steven Foster
- April 26, 28** - **Macro Photography** **JC 7 to 9 pm
- May 3** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: NWA Times
- May 5 & 6** - **Symposium** Eureka Springs Basin Hotel
- June 7** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: CharMaine Beleele
- June 21** - **Exploring Photoshop** **JC 7 to 9 pm
- July 5** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: TBA
- July 26** - **Posing** **JC 7 to 9 pm
- Aug 2** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: Jason Hudson
- Aug 23** - **Time Exposure** **JC 7 to 9 pm
- Sept 6** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: Tom Ewert
- Sept 27** - **Advanced Lighting** **JC 7 to 9 pm
- Oct 4** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: Richard Berquist
- Oct 25, 27** - **Digital Nature Class** **JC 7 to 9 pm
- Nov 1** - **Society Meeting** 7:00 pm *Western Sizzlin , Speaker: Mark Stalling

*PSNWA Meetings held at
Western Sizzlin on Sunset (412 West) in Springdale

** The Jones Center for Families
Located 922 East Emma Avenue, Springdale



Photographic Society of Northwest Arkansas

Bulletin

Spring 2007

Letter from the President

Get out there and volunteer! I can't think of a better way to get known in the community than to give your time and expertise in photography to charities.

There are many charities around NWA area that desperately need your help. Just take for example last year PSNWA was contacted by Debbie Potochnik, one of the Executive Directors of Rebuilding Together Northwest Arkansas. They needed photographers to follow the rebuilding process of 15 homes from Benton and Washington County on Rebuilding Day. Last year they had 435 volunteers and worked 3,338 hours and helped 10 families with ages ranging from 32-83, which is a reminder that people of all ages need the help and support that Rebuilding Together Northwest Arkansas provides. I think it would be an honor for some of us to go take pictures of this life-changing event for these people.

The American Red Cross NWA Chapter has volunteer opportunities, contact Carmen Newberry at 479-442-4291 or 1-866-692-7572.

Habitat for Humanity is a nonprofit Christian housing ministry. They work in partnership with people in need to build decent, affordable housing. Houses are sold at no profit and at zero percent interest. Call Habitat for Humanity of Washington County at 479-575-9696

Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation, Fayetteville at 1-800-I'M-AWARE or 479-750-PINK (7465).

www.psnwa.org

How to take great digital photographs

There are seven main steps to ensuring that you take professional looking digital photographs. These are:

Subject: Pose your subject with care. Even with the best software some faults cannot be totally corrected.

Lighting: Right light is important in digital photography as the appearance of your subject will be affected if lighting is wrong. Too harsh a light will show up wrinkles

ISO calibration: To ensure that your pictures do not come out looking like they were done by a total novice, check to ensure that your camera is properly calibrated. Getting the right camera setting can be the difference between brilliant pictures and blah.

Composition: Good photography is an art form, so your background is as important as your subject. Too much clutter in your picture will make the result look unprofessional.

White balance: If you want to ensure that your photograph has natural looking colors, then make sure to manually set the white balance.

Do not be afraid to experiment: Do creative crazy things with your camera, the results may just surprise you. Remember, with a digital camera you can always delete the images if you do not want to keep them.

Zoom and flash: Practice using these features until you find what works best in different situations.

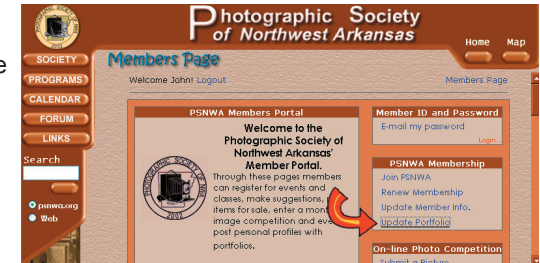
One point to remember about digital photography is that it cannot turn a lousy photography into a professional overnight, but with practice and learning you can become good at photography using a digital camera. And, with enough talent, business savvy, luck, downright determination and love of the craft you might even be able to turn it into a business venture.

Written by: Robert Provencher a professional portrait and wedding photographer for over 25 years.
Visit his website at: www.nobsphotosuccess.com

Update your Portfolio on PSNWA.ORG

A reminder: There is a new feature available on our PSNWA site. You can now post a personal profile, your portrait, and a sampling of your portfolio.

To post your information: Go to www.psnwa.org, and click on the Members page link on the right side of the page.



Click on "Update Portfolio".

When finished, click on "update profile" at the bottom, then "finish".

Once you have added your personal profile and a portrait, you may also post images from your portfolio.

To view member profiles, go to the "Directory" link on the Members Page.

Let's make this page a place that our active members will view and use regularly to share their work!

Wendy Dunn
Membership Chairman

PSNWA Board Members

Patrick Ward (Executive Chair) patrick.ward@psnwa.org

Lee Bruegger (Vice Chair) lee.bruegger@psnwa.org

John Baltz (Secretary / Treasurer) john.baltz@psnwa.org

Wendy Dunn (Chair for Membership) wendy.dunn@psnwa.org

Cheryl Barton (Chair for Publications) cheryl.barton@psnwa.org

Diana Hausam (Chair for Special Events & Tours) diana.hausam@psnwa.org

Randy Odglen (Chair for Programs & Classes) randy.odglen@psnwa.org

Dan Murphy (Competition / Exhibit) dan.murphy@psnwa.org

Article Submission

I would like to invite anyone interested in writing for the Prism newsletter to submit articles along with a corresponding photo. Email me at: cheryl.barton@psnwa.org

Cheryl Barton
(Chair for Publications)

Classes

Photographing Kids in the Studio **Feb 22, 2007**

This class will take you through basic child studio portraiture into a deeper style of image making that captures the essence of a child and evokes a story. Explore studio settings, from formal portrait sessions to more spontaneous and personal photography while developing techniques that helps the child become natural in front of the camera.

Location: Jones Center - Springdale 7:00 pm - 9:00 pm

Basic Studio Lighting **March 22**

This Studio Lighting course provides hands-on instruction on the manipulation and utilization of light for the production of professional quality images. The class will cover different types of studio portrait lighting, studio equipment, and how to create a simple portrait studio at home. Students will have a hands-on opportunity to experience studio photography for themselves in the classroom.

Instructor: Randy Odglen - Host: Patrick Ward

Location: Jones Center - Springdale 7:00 pm - 9:00 pm

Macro (two part class) **April 26 & April 28**

Part 1: Thur 4/26; Learn the basics of great macro photography. This class will show you techniques for great "up close" photography for everything from flowers to still life objects.



Please bring your camera.

Location: Jones Center - Springdale 7:00 pm - 9:00 pm

Part 2: Sat 4/28; Weather permitting, Saturday morning practice what you learned in class on a field trip sponsored by PSNWA.

Instructor: Brian Harris - Host: John Baltz

Location: Botanical Gardens at Lake Fayetteville

Events you will not want to miss

March 10th join PSNWA members as we hike to the Glory Hole. With its pristine turquoise waters, towering sandstone bluffs, majestic overlooks and abundant wildlife, it is no wonder the Buffalo National River has been called one of America's finest free-flowing rivers and is one of PSNWA's favorite photo subjects.

April 26 and 28th learn the basics of great macro photography at the Botanical Gardens at Lake Fayetteville

May 5th and 6th is our annual Symposium in beautiful Eureka Springs Arkansas, on Fashion, Portraiture, and Figure Fine Art Photography. The member led symposium is held in the Basin Park Hotel in the heart of down town Eureka Springs. The Hotel offers great amenities including a class room setting, a ballroom that is transformed for studio sessions, and two large suites for supplies and model preparations.

June 2nd Dinner and Photography all in one package. Meet at 4:00 pm as the Hot Air Balloons land at the Bentonville Airport.

August 11th The Oklahoma Aquarium located in Jenks, Oklahoma, on the Arkansas River is a cultural, scientific, and educational center designed to provide exciting learning experiences for visitors of all ages.

September 15th Altus Winery's enjoy a relaxing day of wine tasting, free tours and photographing the gorgeous scenery of the Ozark Mountains and the Arkansas River valley.

October 12,13 & 14th Tim Ernst's workshops are for anyone with a basic knowledge of how your camera controls work, but who wants to learn the secrets of taking really great nature photographs. He will also concentrate on creating a fast and efficient digital workflow from camera to print.

December 1st and 2nd we are meeting at the Battlefield Park in Prairie Grove for the annual Battle Reenactment, the Battle begins at p.m..

December 6th is our last meeting of the year, which will be held in the square. We are photographing the lights of the Ozarks afterward.

More information on all of these events should be posted on the website soon. Hope you can make it to the events we have planned. If you have any suggestions feel free to email me at diana.hausam@psnwa.org.

Diana Hausam, Chair of Special Programs

Competitions

On-line Monthly Member Competition
Open: 1st through the 15th of each month.

A monthly on-line competition for PSNWA members. Members can submit a single photo per competition. Pictures can be submitted from the 1st through the 15th of each month. Voting will take place From the 16th through the end of the month and everyone will have the opportunity to vote once for their favourite photograph. One winner will be selected based on the total votes recieved and juried by the PSNWA Chairman for Competitions. Two honorable mentions will also be selected based on votes. The member with the winning print will receive a \$20 gift certificate to Bedford Camera and Video.



Winter Competition - BRIDGES

Members only winter competition is titled Bridges. They come in all shapes and colors and just about all them have character and a story to tell. Members can submit 3 photos. All photos must be 8x10 or 8x12 format with a border of no more than 1/4 inch and please include all your contact information on the back of the photo. Photos can be dropped off at the regular monthly meeting of the photo society to Dan Murphy, February 2, 2007. First place winner will win a prize yet to be determined. Participants must be a member in good standing (paid dues) for the 2007 year.

Please turn them in at the new meeting location Western Sizzlin on Sunset (412 west) in Springdale.

Symposium Competition -

This year the winners of this competition will be on display in the Basin Hotel of Eureka Springs in the Sun Room Suite for all the attendees to see as they go into the Chairman's Reception May 5th. Categories are Macro, Fashion, Nature, Wedding, High Key and Low Key. All photos must be 8x10 or 8x12 format with a border of no more than 1/4 inch and please include all your contact information on the back of the photo. If you are chosen as a 1st, 2nd, or 3rd place winner you will be contacted by a Board Member for the negative/digital files so that we can make a 20x30 high quality print to be placed on display. Photos can be dropped off at the regular monthly meeting of the photo society to Dan Murphy, April 5, 2007.

First place winner will win a prize yet to be determined. Second and third place will receive a \$20.00 gift certificate to Bedfords Camera and Video. You must be a member in good standing to participate.

Photoshop Tips

Instant Grabber Hand

Ever been frustrated by having to switch tools to move your image around the canvas? Here's the solution — Press the Spacebar to temporarily activate the Hand Tool. Click to move an image freely inside a canvas area that is smaller than the image. Release the Spacebar and the hand tool will revert back to the current tool you have selected.



Getting Rid Of The Marching Ants

Selecting an object will activate a line of dashes that blink to show you the selection's edge (marching ants), but they can be a visual nuisance at times. To quickly hide the selection marquee, Press Command+H (PC: Control+H). To view them again just repeat the shortcut.

Control Your Color Squares

Press D to reset your color squares to their default of black as the foreground color and white as the background color. Press X to switch your foreground color and your background color. To change the color of one of the color squares Click on a Color Square. This brings up the color picker, where you can select a new color.

Selecting Colors From An Image Quickly

Press I to activate the Eyedropper Tool and then click on any color in your image to turn that color into the foreground color. Press the ALT Key and click on any color in your image to turn that color into the background color.

Change Brush Tip Sizes Quickly

With a brush selected, simply Press the Right Bracket Key "]" to increase the size of your brush tip, or Press the Left Bracket Key "[" to decrease the size of your brush tip.

The Move Tool & The Arrow Keys

Get in the habit of calling up the Move Tool with the keyboard shortcut, which is the letter V. Also, once the Move Tool is active you can use your Keyboard Arrow Keys to nudge a layer or selection in 1 pixel increments. To speed things up, Press Shift along with an arrow key to nudge in 10 pixel increments.