

Photographic Society of Northwest Arkansas



PRISM

December 2008

The Images of
Capture Arkansas cover
winner Harold Hull

Winners of the
2008 Fall Fair
Competition

White Balance &
Exposure using the
PhotoVision Target

Members Travel to
Photoshop World

Time to Renew your
Membership for 2009

Time to Renew Your Membership for 2009

January is almost here, and that means it's time to renew your PSNWA membership for 2009*. The Photographic Society of Northwest Arkansas Board of Directors has approved maintaining dues at a \$35.00 for 2009—an incredible value when you consider the many benefits available to PSNWA members. These include, among others, a large facility dedicated to PSNWA activities, discounts with local and national retailers, 10 free classes per year, discounts to the Mid-America Photography Symposium, and new webinar events led by nationally known photographers. Membership also entitles you to studio and outdoor photo events, online and print competitions exhibited around Northwest Arkansas, the Prism newsletter, a supportive community of fellow photographers, and an all-volunteer board of directors working hard to grow and improve PSNWA. All that for less than monthly dues to a fitness club!

Renewing your PSNWA membership is now easier than ever! Simply go to www.psnwa.org and click on the Renew Membership link on the menu to the right. After updating your membership information you will be provided a link to paypal. By using PayPal your membership will automatically be reactivated and updated on the PSNWA membership, saving time and eliminating mistakes.

2009 looks to be an exciting year packed with events and opportunities. Make sure you are a part of PSNWA by renewing your membership today.

Feature Member Gallery

Have you set up your portfolio on the PSNWA web site? Each newsletter, will feature a member, using images from their PSNWA portfolio!

The featured member for this issue is **Harold Hull**. Here's a peek at some of the work Harold has posted in his PSNWA Portfolio. And congratulations Harold on making the cover of "Capture Arkansas!"



Using the PhotoVision Target

Article by John Baltz

As a photographer I have amassed quite a large assortment of photographic equipment. Some of the items are used daily, such as my Canon 5D DSLR body, some things are used only occasionally such as the 8mm fisheye lens, while some of the equipment I keep “just in case” such as my Canon EOS 1 35mm film-camera. I routinely travel with at least two DSLR camera bodies and an assortment of canon lenses. So you can imagine the surprise on the faces of fellow photographers when I state the best piece of equipment in my bag cost less than \$100.



fig 1

About a year ago I attended the Ed Pierce photography seminar in Tulsa with many fellow PSNWA members. From that seminar I left with a package that was to change the way I shoot. In that plastic bag was a PhotoVision Calibration Target, a simple folding bounce on one side and the other striped with black, gray, and white. With this one simple folding “target” I can set a custom white balance and check exposure to ensure there is as little correction to do in Photoshop as possible.

White balance targets are not new. Four or five years ago a good friend returned from a PPA conference with a digital file of alternating white and black stripes. For years I routinely printed 8x12 copies of the file and glued them to foam board. This worked OK for setting the white balance, but it was difficult to pack and smudged easily; thus I often

found myself just ignoring it all together. What makes the PhotoVision target so attractive is the portability. A 34” target folds into a 10” round bag that can be strapped to a camera bag, or tucked in a backpack. It also fills three functions; it sets white balance, ensures a correct exposure, and doubles as a bounce.

Today photographers are at home in Photoshop playing the role once filled by the lab for color correcting images. Imagine you go to a basketball game and take 60 pictures. Arriving back at home you open them in Photoshop and find they are all very yellow, so you start correcting each image. However if you had set your white balance before taking the images this correction step could be easily avoided.

It only takes a couple steps to set your white balance with the PhotoVisaion Target. You first need to know you have a correct exposure. Setting a custom white balance with an incorrect exposure will lead to additional color shifts. After selecting your ideal ISO take a picture of the target in manual mode filling the screen (fig1). Look at the histogram for the image, if correctly exposed there should be three distinct peaks (fig2 A), one for black to the far left, one for gray in the middle, and one for white to the far right. Continue taking pictures of the target until you have a good histogram, and then select that image for your custom white balance on your cameras menu (fig2 B). That’s it! You are done! You have set your white balance to correct the color cast of the light so that it renders equivalent to the standard daylight color temperatures. No more time consuming corrections for exposure or color in Photoshop, now you can concentrate on more important adjustments.

The time saved in Photoshop has more than paid for the purchase of the target. Images are more vibrant, and the exposure calibration ensures confidence that even in the most unique of situations, either in the field or at the studio, the images are not over or under exposed. That is why I say with confidence that my PhotoVision Calibration Target is the best piece of equipment in my camera bag! Learn to use the PhotoVision target at the PSNWA class in June.

You can find more information about the PhotoVision Target online at www.photovisionvideo.com.

(A) Check histogram for perfect exposure.

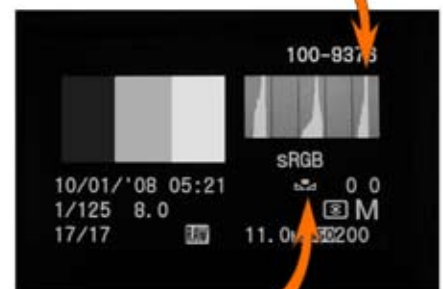


fig 2

(B) Set this image as your custom white balance for that perfect color.

Fall Fair Competition Winners

Each year Photographers from Arkansas and surrounding regions enter pictures in the Fall Fair Photography Competition. The top selected images from each category are displayed in a large custom exhibit at the Benton county fair, and seen by nearly 60,000 attendees. Images are judged on five key elements; Impact , Composition, Creativity, Print Presentation and Technical Quality by a panel of judges assembled by PSNWA Competition Chair, Myra Eichenberger. Each image remains anonymous until judging is completed.



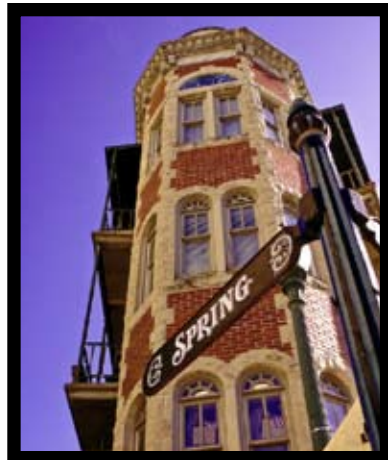
Grand Champion Wedding
John Baltz



Landscape
Joseph Sparks



Time Exposure
Wendy Dunn



Architecture - Mickey Arlow



Child
Amber Lanning



Sports - Dan Murphy



Abstract - Cheryl Barton



Nature - Robert Livesay



Fine Art - Diana Hausam



2008 Fall Fair Photography Competition



Macro
Marc Langille



Portraiture
Marilyn Gottsponer



Still Life
Lorinda Gray



Journalism - Bob King



Black and White
Sean Doyle

Do you have News for the Prism?

Do you have an article or news for the PRISM or PSNWA web site? Then let Wendy Dunn the PSNWA Chair for Publications and Prism Editor know! We are currently accepting articles for the 2009 newsletters and any news related to photography or PSNWA members in our region is greatly appreciated. Email Wendy at wendy.dunn@psnwa.org.

PSNWA Members Travel to Photoshop World

Article by John Baltz

Many of the first students to attend the University of Arkansas in 1872 left their homes in Little Rock, traveling by train to Morrilton, where they boarded a steam boat to Van Buren, and then finally a stage coach to Fayetteville. I tell this short story every time I hear someone say that they don't want to attend a seminar in Eureka Springs, Tulsa, or even Little Rock, because of the drive. The early students to the University of Arkansas were obviously looking for more than a seminar or conference, but they believed in improving their knowledge even if it meant traveling for days.

Photography and the software for modern photography are changing rapidly. The tools I use today owe their origin to the tools I studied in college, but the application has changed dramatically along with current styles and business practices.

Recently Catherine and I were fortunate enough to attend Photoshop World in Las Vegas. A four-day-long, jam-packed conference featuring sessions not only on Photoshop but also on Adobe's InDesign, Illustrator, and Photography by nationally acclaimed photographers. What makes Photoshop World different from so many other national conferences? The instructors! They are the authors of the books you buy on Adobe products, as well as the designers of the software from Adobe. Sessions start early in the morning and continue into the evening, with late evening "bonus" sessions announced when you arrive. In fact it is hard to find time for lunch or dinner with even more "bonus" sessions taught during breaks at large classrooms sponsored by Adobe, NAPP, and Microsoft in the vendor fair.

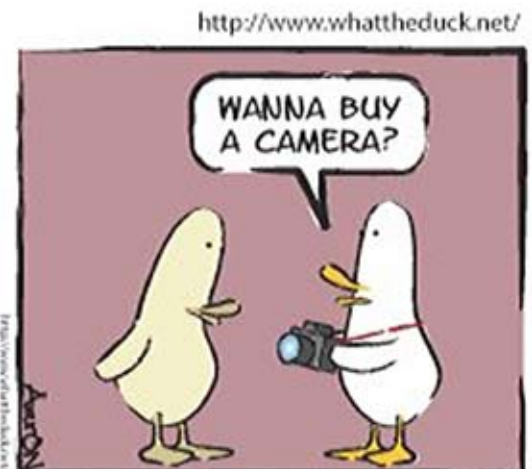
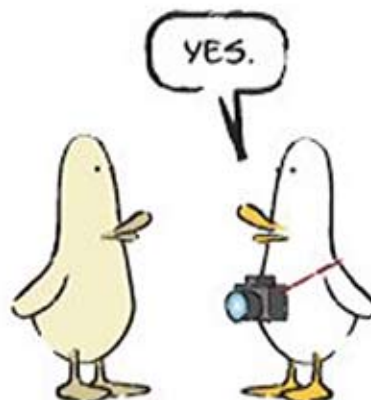
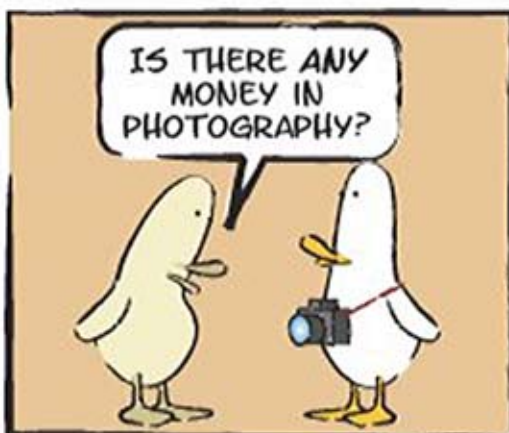
Though I was never on a train, boat, or horse on my relatively short trip (by plane) to Las Vegas I still feel the same drive to learn as the early students at the University of Arkansas; even if it means traveling long distances. Conferences like Photoshop World provide something I can't find close to home, and they make me appreciate even more the opportunities I do have to learn when seminars or symposiums are offered within driving range.

You can find more information about NAPP at www.photoshouser.com.



John and Catherine Baltz with Photoshop Publication Author Scott Kelby at Photoshop World in Las Vegas.

What The Duck



Winter Members Only Competition

This year our winter competition theme is "Traditions." Whether it's a father & son sitting around a campfire or child topping a Christmas tree with a star that's been in the family for generations we're sure to have some interesting submissions. It's a great time to reflect and think of your traditions or perhaps create a new one.

Photos will be judged on Impact, Subject Matter / Creativity, Composition, Technical Quality, and Print Presentation. Black and White and Color photographs, from Film or Digital will be accepted. Up to 3 prints can be submitted in an 8 x 10 or 8 x 12 format at Bedford Camera & Video or in person at PSNWA meetings by **February 5, 2009**. Include Name, e-mail, phone, and competition theme on the back of each print. Photos with incomplete information will be disqualified.



Photo by Dan Murphy

Please, ensure you have a duplicate print or negative, as photographs will not be returned. PSNWA nor Bedford's Camera and Video will not be responsible for damaged or misplaced photographs. Images may be displayed at participating Business sponsors around Northwest Arkansas post competition. Competition is open only to PSNWA members. Submissions are ranked by a panel of judges chaired by Myra Eichenberger, PSNWA Competition Chairman. All panel decisions are final. For more information e-mail info@psnwa.org.

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For more information about the Photographic Society of Northwest Arkansas' Board of Directors go online to www.psnwa.org/board.html

On Exhibit



Cheryl Barton

14th Annual - Artists of NWA
Fall Exhibit
Nov 10 - Dec 19, 2008
Arts Center of the Ozarks
214 S. Main Street,
Springdale



Do you have a portfolio you wish to exhibit around Northwest Arkansas? Contact Stacy Gough, Chair of Exhibits for PSNWA, stacy.gough@psnwa.org

Calendar of Events

December

Thursday 4th, PSNWA Potluck and Gathering

7:00 pm S- PSNWA Facility- 101 N. Mill St, Springdale

Saturday 6th, Photograph "The Battle of Prairie Grove" reenactment

Details online at www.psnwa.org/events.html

January- no general meeting- Christmas Break

February

Thursday 5th, PSNWA General Meeting - 7:00 pm - Whole Hog Café - 3009 N College Ave, Fayetteville

"Traditions" Winter Members Competition Deadline- Details online at www.psnwa.org

Thursday 15th, Board of Directors Meeting-7:00 pm- PSNWA Board Room - 101 Mill St, Springdale

Thursday 26th, Basic Studio Lighting Class- PSNWA Facility, 101 Mill St., Springdale

www.psnwa.org

Ansel Adams Exhibit



Do you have some free time this holiday season? Try taking a short drive to the Gilcrease Museum in Tulsa. On exhibit until January 4, 2009 is the work of the great master photographer Ansel Adams. The special exhibition featuring 138 iconic prints by Ansel Adams are on loan from the Meredith Collection, Austin, Texas.

For more information see the Gilcrease Museum web site www.gilcrease.org.

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