

## Editor's Ramblings

Since our AGM last month, our new committee has met and come up with a couple of new activities for club members to participate in, plus we are reinstating one we haven't practised for a couple of years or more.

Members who have been in our club for more than those couple of years or so will remember we used to have *Print and Slide of the Month* - images from the previous month's competition entries, the best of which were voted for by members prior to the announcement of the competition results. We are reinstating this competition as from this month with the only change being that it will be **Photo of the Month**, to be chosen from the digital and print images collectively. Besides a certificate for the winner, I envisage the winning image to take pride of place on our club website's home page for the ensuing month.

The new activities are **ImageShare** and **ImageWorkshop** which are both designed to encourage members to seek and/or offer technical help or creative ideas, and to learn from and share images with each other. See page 2 for more details!

We will also take the opportunity each month to have a very brief **Photoshop tutorial** after the competition judging. One image will be selected from the digital entries and worked using Photoshop to enhance it as the judge may have suggested... or to demonstrate a particular technique on which a member may want clarification.

Also at the committee meeting it was decided to ask members for their ideas for a **new club logo**. First prize will be a year's (2010) free membership to the club. See page 2 for more details.

Another reminder that **club subs are due**. Our subs have remained the same as last year - \$45 for individuals, \$80 for families, and \$20 for students, unwaged or senior citizens. This year we are offering you the direct credit option for making your payment - for details please refer to the subscription notice we sent out in January or contact John on 768 4194 for details. THANK YOU to those members who have paid so promptly, this has been most appreciated. To those of you with subs still owing, we would greatly appreciate your payment in the near future.

A reminder that this month's set subject competition is WINDOWS, plus of course there are the usual OPEN and NATURAL HISTORY competitions. This month our competitions are open to both projected image and print entries. Please note that only financial members may enter our monthly competitions, so if your subs are not up-to-date your entries may be refused!

The programme for our March meeting includes a session on flash photography. Would those of you with flash equipment...

electronic flash • ring flash • twin lite flash • Better Beamers • diffusers

...please bring it along to the meeting for discussion on methods and techniques of using flash - and please don't forget to also bring any applicable equipment manuals.

## Southern Regional Update

Our plans for the 50th Anniversary Southern Regional continue and we can now confirm dates for the Southern Regional Salon, being organised on our behalf by the Buller Camera Club, will be as follows:

**Closing Date for Entries 14 August 2009 • Salon Selection / Judging 29 & 30 August 2009**

Judges have been approached and so far four of the six have confirmed. All are from the South Island which will help keep costs to a minimum.

We hope to have the results of the judging out to people before the closing date for convention registrations as this should assist in boosting attendance numbers.

President:	Murry Cave LPSNZ	ph 762 7112
Secretary / Treasurer:	John Reid	ph 768 4194
Competition Secretary:	Elizabeth Passuello FPSNZ ANPSNZ AFIAP	ph 768 0069
Newsletter Editor:	Elizabeth Passuello FPSNZ ANPSNZ AFIAP	ph 768 0069

## ImageShare

Each month, starting from our March meeting, we will have three members bring along 3-4 images each to show us. This will provide an opportunity for people who do not usually put images into the monthly competitions to show other members what they are doing with their photography.

The photographer will tell us something about their images; how or why they took it, any special equipment or techniques used, etc. It will also be an opportunity for them to ask advice or suggestions about any issues they have with the image and for any of the audience to do the same.

ImageShare will be limited to three people each month (up to about 10 minutes per person). Members will be grouped by grade and rostered on by me in my role as Competition Secretary. It is not compulsory but if you are keen please let me know so I can compile the roster as soon as possible - otherwise I will be ringing around asking. Drop me an email to [elizabeth@passuello.co.nz](mailto:elizabeth@passuello.co.nz) or phone me on 768 0069.

This month's ImageShare will feature three of our top A-Grade photographers; Kathleen Shepherd, John Reid and either Jo Edgar or Simon Ede. Be sure to come along and enjoy the images they have selected to share with us.

## ImageWorkshop

This is the second of our new ideas (thanks to Nicki) to provide more learning opportunities for members. In the near future we hope to create a forum on our club website which will be the host for ImageWorkshop - along with the other advantages of having a forum - but in the meantime we will run the workshop manually via email with uploading to the website by me in my role as Website Administrator.

The idea is for any member with an image they would like help with, or ideas for improvement / enhancement, to upload it to our website where other members can download and edit it as they see fit. The edited versions are then uploaded alongside the original and accompanied by notes guiding the photographer through the steps taken in making the changes and perhaps with some helpful critique, thereby providing a useful and visual example of how a specific image can be improved.

Until the forum is in place, where the uploading can be done by individual members, please use the following steps to utilise ImageWorkshop:

- size your image so the longest side (horizontal or vertical) is 600 pixels in length at 72 dpi
- embedding the sRGB colour space is recommended for more reliable colour reproduction on the internet
- save as a jpeg (compression quality between 10 and 12)
- email your image to be edited to [elizabeth@passuello.co.nz](mailto:elizabeth@passuello.co.nz)
- your image will be uploaded to our website and members emailed to advise it is there
- members download the image and edit it as they see fit
- edited images and accompanying notes / critiques are emailed to [elizabeth@passuello.co.nz](mailto:elizabeth@passuello.co.nz) for upload to the website
- members emailed to advise edited images are online

Should the image be too small for editing at only 600 pixels in length, a larger image could be requested from the photographer. We will only be posting the smaller sized image online due to having a limited allocation of space on the server, our monthly bandwidth allowance and the fact it is not visually effective having to scroll through an image if it doesn't fit on the screen all at once. If necessary this size may be reduced once the forum is up and running, depending on the layout of the page.

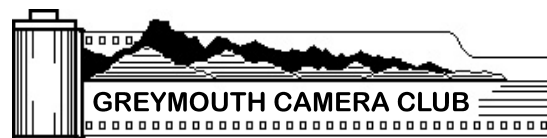
Check out page 3 for our first ImageWorkshop which will give you an idea of what we are expecting. This particular image and its edited versions will be available for viewing on our website in the near future (only one of these edited versions features on page 3).

## Design a New Club Logo and Win!

In 1993 our club hosted *Scenicland Sensation* - the 42nd PSNZ National Convention. One of our club members designed our convention logo depicting a film canister with a length of film extending from it. On this length of film were a representation of the Southern Alps and the Tasman Sea along with the name *Scenicland Sensation*. This logo was later adapted as our club logo, see below, and has been in use ever since (16 years).

With digital imaging now being at the forefront of photography, and film as a medium more or less taking a back seat, the time has come to update our logo. Our committee therefore invites all financial members to come up with a design for a new club logo - the **prize of free membership** for 2010 will go to the member with the **best design**.

**All entries are to be in the hands of our Secretary no later than 31 May 2009.**



# ImageWorkshop No 1

White Heron by Nicki Mora



**The original image by Nicki Mora**



**The image edited by Kathleen Shepherd**

Photoshop Curves - I chose the white eyedropper and dropped that on the top of the white wing that is spread out. That took a lot of the grey hue out of the image.

Photoshop Levels - the histogram shows the light end needs to move in. I moved that in to the edge of the histogram but that now shows the whites in the top of the heron wing has no detail, so moved back from the edge of the histogram a bit, making it 215 from the 255, you now have the correct colour for it's surrounding habitat, e.g. the flax it is standing on.

Next, in the saturation levels in the master channel, move up to 25. In the saturation levels in the yellow channel, up an extra 12.

Resample image from 72dpi to 300 dpi for printing. I have cropped quite large and have put the heron up in the top third because it seems to be looking down, so I felt the heron needed room below it to look down into. However, the image is now only about a 5 x 7 inches with pixels 1520 x 2312, so it's getting small.

Unsharp Mask - I sharpened it amount 150, radius 0.3 and threshold 0. A little noise and quality loss is showing with this size crop.

I think here you have to start looking at what you want to do with your image. This size would not be accepted in an editorial or an image photo library. Any more cropping and you would have such a small photo.

Well seen though, and it is a nice composition in it's natural habitat. The dead flax leaves distract the eye from the subject a bit, but these could be toned down with work in Photoshop. For a larger image, you would need to take the time to try and get closer at the time of taking it, or invest in a telephoto lens.

I have just done the basic correction readings that Photoshop has given me to correct for the histogram levels and lighting. As you can see it has taken the grey hue out of the photo and brought in a bit more colour and detail to the image.

I am not up on all the photo techniques that can be used to alter images completely to something else, someone else might be able to help you here.

Hope the basics help, Kathleen.

## Your Own Online Gallery

[www.greymouthphotoclub.org.nz/gallery/gallery.html](http://www.greymouthphotoclub.org.nz/gallery/gallery.html)

A reminder that all financial members of our club are able to have their own gallery page on our website. We currently have five members (Murry, Sharleen, John, Tom and myself) with images on our site; check them out at the web address above. There are also a few members who have paid the fee for an online gallery but have yet to forward me their images, so do keep checking the site as there are more galleries to follow!

If you wish to sell your images through our site, all proceeds of the sale are yours and you will deal direct with the purchaser (the club will not act as a go-between and accepts no liability). We do not operate a secure server for accepting payments so all arrangements for payment and delivery will be between you and the purchaser (PayPal is a good option for both national and international sales).

We can provide a hyperlink for your email address, or perhaps you have your own website you would like a link to.

Your gallery may be based on a theme so feel free to give your gallery a name. This will appear in the top right corner of the page.

A brief description or other information can also be uploaded, this will appear under the 'View' menu under 'About these Photos'.

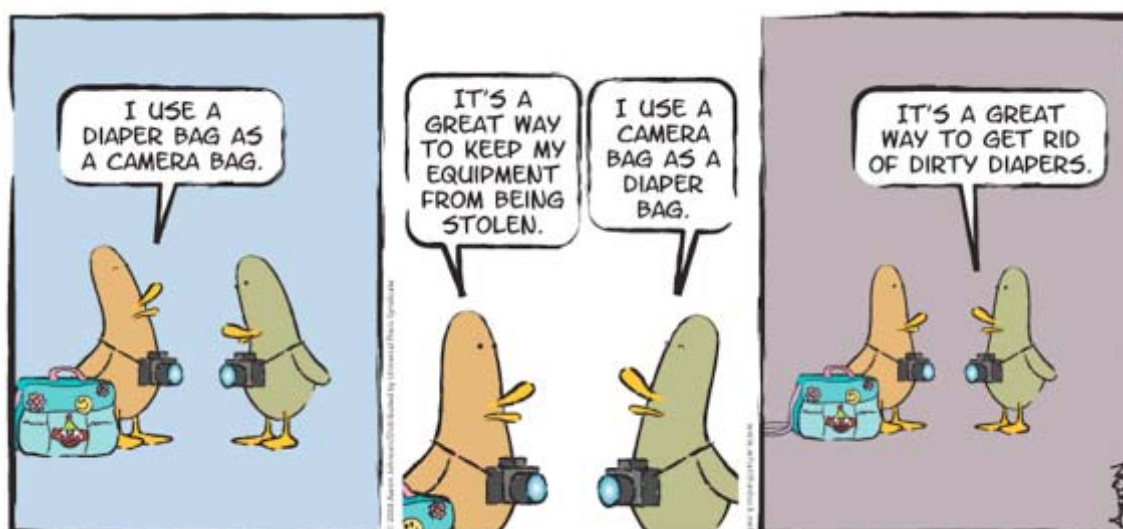
A copyright watermark can be embedded into your file which can in turn be made to appear on your image. I have found this to be a little variable in how big it appears on each image so if you wish a copyright watermark to appear you may be better to make it part of your image rather than embedding it in the file data. A notice will also be put on the Gallery Index page stating that all photographs are copyright to their owners. As is the nature of the internet, however, we cannot guarantee that some people will not copy images from our site. No matter what we do to deter people, those with the know-how will still be able to uplift images. Therefore we are keeping the images as small as practical so if any images are uplifted they should be of no practical use to anyone.

Images need to be in digital format (ie: you are responsible for any scanning of any prints, negs or slides) and can be emailed to me or provided on a disc. The size and format required is identical to that of our competition guidelines.

There is a small annual fee (January to December) to have your gallery on our website. This is to help offset the cost of our domain name registration and website hosting fees. The fee is \$10 for every 10 images or part thereof (ie: 1-10 images \$10, 11-20 images \$20, 21-30 images \$30, etc).

We look forward to seeing YOUR IMAGES on our website!

### April Set Subject Competition ACTION



# Make Money from Your Photos

by Kathleen Shepherd

I joined a stock image library called 'mychillybin' last September, 2008. This was all new to me, as I had no experiences with stock libraries and was not sure what was expected. On reading the information on the site to all my questions I found them to be very explanatory and their website easy to follow as was the process of joining and uploading photos to my portfolio. The hardest part of it all was the waiting to hear if I had been accepted as a photographer after submitting three images for consideration. I was, so I am now selling some photos.

I would just like to put this in for any club members that are looking at joining stock image libraries. This is a reply to a question I posted on the mychillybin forum to one of the designers, Chris Hay from Blue Juice Creative, as to what he looks for in a stock library photo for his work.

His reply was:

My design projects require a variety of images. One week I could be looking for an industry shot (e.g. person in working environment) and the next something quite different like a concept image.

But I guess some of the main factors I like to see in an image are:

1. Vibrancy - bright, colourful images
2. Emotion - when it comes to people I tend to search for close-ups of people's faces, showing emotion / expression. Doesn't always have to be happy either, it could be a concerned, sad or surprised expression - as long as it's done well, no snapshots : )
3. Interesting angles - an interesting pic enhances my design work
4. Images that tell a story - quirky, interesting images that only require a small amount of catchy copy (text) to complete the message I'm wanting to portray in my work.

The above is generally speaking, and sometimes my clients may not want visible faces in the images they use. Some clients may prefer to have people shot from behind or the side so that their audience isn't focusing on what the person looks like but rather the product or service the clients are trying to promote or the message they are wanting to communicate.

I hope this is useful,  
Chris.

So there is a little insight straight from a designer. Trust you find it helpful if you are looking at other avenues for your photos like a stock image library.

I asked mychillybin to put together some information on their stock photo library and their place in the market, so that our club members could be informed of an opportunity if members were looking at joining a stock library. The following is their response:

February 2009 marks the first birthday of mychillybin.co.nz, a homegrown website of images that are 100% Kiwi.

Over a year ago the founders of mychillybin.co.nz identified a distinct gap in the market for this service. Their creation of an easy to navigate online database for photographers to upload Kiwi images for anyone to download at a one-off low cost, has been nothing short of a hit.

"Advertising agencies have difficulty finding images of New Zealanders doing what New Zealanders do. After all, they're selling to Kiwis, and it makes the job a whole lot easier if the material they're using actually has Kiwis in it." explains Co-Director Melissa Hay.

You won't find any beaming families from middle America with miles of shiny white teeth on mychillybin.co.nz. A point of difference for this image database site is it's guarantee that 100% of the images available for download are of New Zealand, photographed in New Zealand. A distinct advantage for photographers who contribute to mychillybin.co.nz is the free exposure, networking and online portfolio the site provides. All contributing photographers retain full copyright and control over their images.

Melissa Hay continues, "mychillybin provides a unique opportunity for both professional and good amateur photographers in New Zealand to promote their work and get their name out there and earn some revenue through their craft. So we're encouraging all photographers to share their shots of our beautiful country and New Zealanders at work and play on mychillybin.co.nz."

If you've ever considered selling your own images on the web, be sure to check out the chilly bin packed full of goodies at mychillybin.co.nz.

Regards all, Kathleen.

## March Meeting

7:30 pm Tuesday 17th

RSA Bowling Club Rooms  
181 Tainui Street, Greymouth

### Question & Answer

Questions on technical or general photography matters welcome

### Photo of the Month

Preview competition entries and vote for Photo of the Month

### ImageShare

Featuring images from the cameras of:  
Kathleen Shepherd, John Reid and Jo Edgar / Simon Ede

### Flash Photography

Discussion on methods and techniques of flash photography  
- please bring along your flash equipment and manuals -

### February Competition Results

Flowers • Open • Natural History

JUDGE: Geoff Beals, Papakura

### March Competitions

- CLOSING DATE FOR ENTRIES -

Windows • Open • Natural History

Projected Image & Print Entries Accepted

## Club Library

Our club library has an excellent range of books on photography and these will soon be even easier to access.

Murry has arranged with the RSA that we can store the books on site, so every meeting the full range will be available for you to peruse and take out on loan.

Our new librarian, Sharleen Davidson, will be developing a new check in / check out system so we can keep track of who has what. We will also publish a full list of titles in the near future and will promote applicable titles from time to time in relation to upcoming competitions, workshops or other activities on our programme.

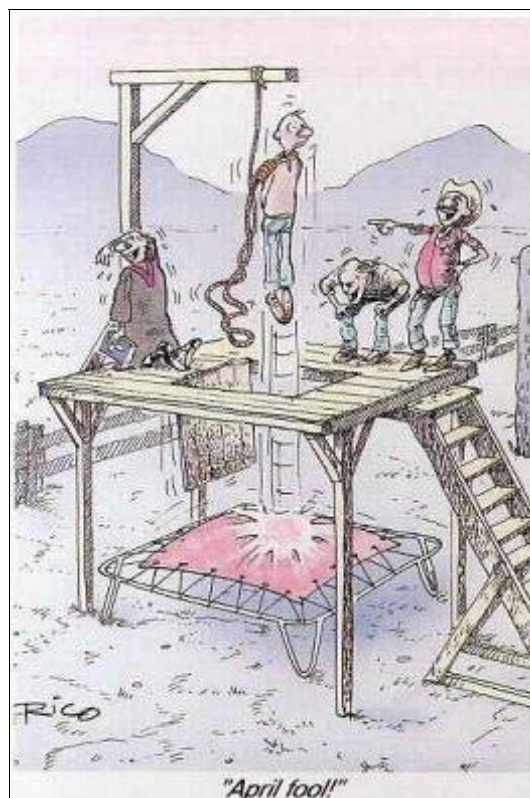
## Morris, an 82-year-old Man...

Morris, an 82-year-old man, went to the doctor to get a physical. A few days later the doctor saw Morris walking down the street with a gorgeous young woman on his arm.

A couple of days later the doctor spoke to Morris and said, "You're really doing great, aren't you?"

Morris replied, "Just doing what you said, Doc: 'Get a hot mamma and be cheerful'."

The doctor said, "I didn't say that. I said, "You've got a heart murmur; be careful!"



Don't get caught out on April 1st!

## 2009 Club Officers

As elected at our AGM on 17 Feb 2009

President	Murry Cave LPSNZ
Vice President	Joy Baker
Secretary / Treasurer	John Reid
Competition Secretary	Elizabeth Passuello FPSNZ ANPSNZ AFIAP
Newsletter Editor	Elizabeth Passuello FPSNZ ANPSNZ AFIAP
Website Administrator	Elizabeth Passuello FPSNZ ANPSNZ AFIAP
Projectionists	Murry Cave LPSNZ John Reid
Librarian	Sharleen Davidson
Committee	Doug Baker Michael Buckley Russell Hansen Nicki Mora Kathleen Shepherd