

# FOOTHILL FOCUS

THE MONTHLY NEWSLETTER OF THE EL DORADO CAMERA CLUB  
JANUARY 2011

VOL. 21.1

## EVENTS

### JANUARY

20th 7pm Regular meeting.  
Guest speaker Caryn Suehowicz  
[www.eikonphotography.com](http://www.eikonphotography.com)  
Topic: Photography Workflow  
After the shoot, what takes place.

### FEBRUARY

17th 7pm Print competition.  
Theme: Environmental Portraits  
See next column for details.  
See page 5 and 6 for rules and entry forms.

### MARCH

17<sup>th</sup> 7pm Regular meeting.  
Scavenger hunt competition #1 Theme:  
Pedestrian Bridge in Placerville.  
See page 4. Remainder of meeting, Guest  
speaker Shelly Thorene. Topic: Storage.  
How does a business as large as the  
Mountain Democrat store all its image  
files. Lessons to be learned for all of us.

### APRIL

21st 7pm Print competition  
Theme: Humor.  
See page 5 and 6 for rules and entry forms.

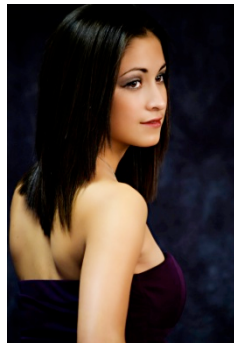
### MAY

19th 7pm Regular Meeting  
Guest speaker Gary Hart.  
[www.garyhartphotography.com/index.shtml](http://www.garyhartphotography.com/index.shtml)

*A new year is here,  
Don't forget to pay your dues.*

## FEBRUARY PRINT COMPETITION By Merika Belgal

February's Print Competition is about environmental portraits. Environmental portraits show people in their natural environment and tell a story. It is different from a studio



Photos by  
Merika Belgal

portrait (photo on left) where none of the surroundings are shown and you know nothing of the person. On the other hand, with the photo on the right you can tell that the girl probably works at a bakery or coffee shop since you can see the bread, the coffee cups and the menu behind her. The scene can be staged however the subject and the surroundings should blend in and look natural. For example, taking a photo of your hiking buddy in Machu Picchu with the mountains in the background doesn't qualify. However, a local person with a llama in the same surroundings would



work. Keep in mind too that with environmental portraits, since the surroundings are an important part of the photo, depth of field is important so use a smaller aperture.

For more information on this, take a look at  
<http://www.digital-photography-school.com>

which has lots of examples and tips on environmental portraits. Also Brian Smith has a short video on  
<http://www.dpmag.com/artisans/the-artisans/brian-smith.html> on environmental portraits.

## WINTER SOCIAL

The Winter social was hosted by Jeanine and Bill Mays. It was a great event where friendships were rekindled and people who usually are in the audience got to mingle and get to know other club members. Max Kern and Ruth Thompson shared the prize for the Scavenger Hunt Competition as they tied with the most points. Members brought hors d'oeuvres of all different persuasions. Everyone was very generous in their offerings.

Jeanine had a "Photobooth" set up in the garage which was a lot of fun. There were props such as paper mustaches and smiles on a stick, picture frames and more. We were encouraged to be candid and we were. To see what fun we had please see page 3.



## WHAT IS WHITE BALANCE?

What is white balance? It is the measure of color temperature, which in turn is a way of measuring a light source. The unit for measuring light and color temperature in photography is degrees kelvin (k). To understand white balance you must understand the basics of color temperature and kelvin. Kelvin measures the temperature and emitted light when the element carbon is heated. The particular color seen at a specific temperature is the "color temperature". When the carbon is hot enough and begins to emit light, it is dull red. As it gets hotter, it glows yellow, then white, and eventually blue. Color temperatures over 5,000k are called cool colors (blueish white), while lower color temperatures 2,700–3,500k are called warm colors (yellow through red)



Unedited photo at "Daylight setting" 5500k, and below same photo at 10,000k only the white balanced was changed. Slight fuzziness is fog around peak,



These kelvin numbers are used when purchasing photographic lights such as strobes and tungsten. Strobes are designed to imitate noon daylight or 5500 degrees k, Tungsten is rated at 3400 degrees k, it is warmer, or more orange, than white light. The color of the light emitted by a flash is rated at 5500 degrees k,

Setting your camera white balance by kelvin Again same photo but at 3000k

or by the automated settings tungsten, cloudy, etc. can give you warmer tones or cooler tones than what your camera would automatically adjust for.

In indoor settings knowing kelvin temperatures of different types of lighting such as fluorescent or halogen can improve the way your photo turns out.

Setting the "wrong" white balance to achieve artistic effects can be quite rewarding, and with digital you can see the results immediately. For example, when at the beach on a perfectly sunny day, you might set your white balance for cloudy or even shade. This tells the camera that the ambient light has a slightly blue cast to it. The camera will compensate by adding a bit of a bronze (red/orange) tone to offset this supposed cast. The result is that your subject gets a boost of orange making it more rich looking



Original unedited, auto white balance on camera. Light fog on beach. 4800k



Same photo but taken at 8500k

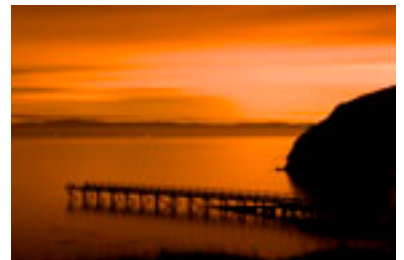


Be warned that this may not work for scenes in which the sky is visible as the color manipulation may be quite obvious in your final image.

Alternately if photographing a snow scene, you should try setting your white balance to Tungsten. This tells the camera that the light is slightly orange so it will introduce more blue to offset that. The result is an image that looks frigid and blueish.

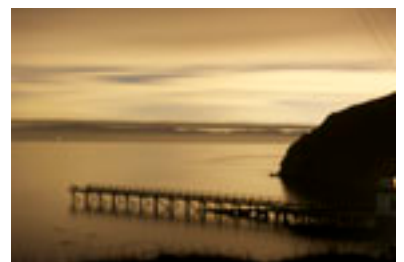
Think in opposites, set the camera one way to get the opposite when using presets.

Many cameras will allow you to directly set a Kelvin temperature for the ambient light. Tricking the camera by claiming that the light is warmer or cooler than it actually is can allow you to very finely tune the adjustment, thus giving you the ability to make the effect more subtle.



Night photo, time exposure, white balance set to sunlight (5000k) Pushed it towards orange.

Same photo below white balance set to tungsten.. (3200k) Pushed it closer to the actual light.



# WINTER SOCIAL PHOTOBOOTH PICTURES

For full story see page 1



# NOW SHOWING

RIVER CITY BANK PLACERVILLE  
Steve Gumbiner

CAMERON PARK COMMUNITY CENTER  
Irene Lipsin, Janis Arnell

CAMERON PARK LIBRARY  
Starting Soon

Sign up now to get your name on the 2011 River City Bank exhibit List. Only 5 photos are needed 3 horizontals and 2 verticals all framed 16 X 20. Marilyn will have a sign up sheet at the January meeting. There will also be openings at the community center and library. See Judy for details.

## \*SAFARI\*

We are planning a safari to Safari West [www.safariwest.com](http://www.safariwest.com) Around the end of April, 2011. It is in Santa Rosa. It is a wild animal park with exotic animals such as zebras, rhinos, and giraffes.



We need at least 10 people. The cost will be \$65.00 each for 10 people. \$65.00 deposit required by January 21st meeting. Interested contact Marilyn [riverranch.mh@gmail.com](mailto:riverranch.mh@gmail.com) or Jeanine [jjm@jeaninejmayscpa.com](mailto:jjm@jeaninejmayscpa.com)

Or send a check to the Club's Po Box in care of Ruth.

EDCC  
PO Box 928  
Diamond Springs CA. 95619

# 2011 SCAVENGER HUNT

These competitions are to show how creative our members can be. Everyone will shoot the same subject. We will announce the second and third subjects soon to give everyone time to scout the location or object, so they may plan their shot.

1. Members only, one entry per member, no entry fee. \$100 prize for the winner to be announced and awarded at the 2011 Winter social. Most points accumulated over the three contests wins. Ties split the prize.
2. Competitions will be in March, August and November. The audience will be the judge with each person handed a voting card. They will give each picture a 1-12 rating with 12 being the highest. Afterwards the cards will be collected and the results posted in the following newsletter.
3. Follow the rules for the normal print competition for size and matting. (Minimum size of photograph, 8"x10"; maximum size, 16"x20") Pictures should be exposed between now and the competition date.
4. Other than size and subject anything goes. Photoshopped pictures, HDR, alternative processing, set your creativity loose. The picture **DOES** need to have the subject as the main focus though.

The first subject of the 2011 scavenger hunt will be the pedestrian bridge over US. Hi-way 50 at Bedford Avenue in Placerville.

*\*Please note that this is not a picture from the bridge but a picture OF the bridge.*

[CLICK HERE FOR GOOGLE MAP](#)

Pedestrian bridge over US 50 at Bedford Avenue.  
Top left picture taken from North West corner of Bedford Avenue.  
Top right picture taken from West bound US 50. Bottom picture taken from South West corner Bedford Avenue. Pictures taken early Thanksgiving morning that is why not much traffic.  
Sun backlit bridge at this time (7:30 AM).



## *Print Competition Entry Instructions*

Print competitions held February, May and October. (2011 May competition is moved to April)

Bring your prints, properly matted (see Competition Rules below) to the designated meeting location between 5:30 and 6:30 p.m. on the date of the meeting. Create a suitable title for each print. We will have labels available or you may fill out your labels in advance

The guidelines for labeling photos are given below. Be sure to follow the Competition Rules on entering. Place your prints in the category that best fits the description given.

### Competition Rules

1. Fee per entry: EDCC members, \$2.00 per entry; Non-EDCC members, \$5.00 per entry.
2. No limit to the number of photographs entered.
3. Photographs must have been exposed by entrant since January 2007, but may have been processed by others.
4. Minimum size of photograph, 8"x10"; maximum size, 16"x20".
5. Prints must be mounted or matted, maximum overall size 16"x20". No frames, glass, or plastic covers.
6. Entries must be labeled to include entrant's name, division, category, and title. Label to be applied to back, upper right corner of mat.
7. No minimum limit on photo size in the Alternative category.
8. Photographs submitted in previous EDCC print competitions not eligible

### Division Guidelines

**Color:** any photo with more than one color except photos that qualify for the Alternative Division. If your entry qualifies for the Theme Division, consider entering it under that division.

**Monochrome:** any photo with one color plus black except photos that qualify for the Alternative Division. Entries that qualify for this division include B&W, sepia, cyanotype, or other similar monochrome prints. If your entry qualifies for the Theme Division, consider entering it under that division.

### Category Guidelines For Color or Monochrome Divisions Only

**Scenic views - Landscapes and seascapes.** Can have signs of human intrusion in them, buildings, fences, domesticated animals, etc.

**Portraits-** People as main subject only.

**Nature-** Natural plants, animals or landscapes, appearing untouched by humans.

**Animals-** Domestic or wild animals.

**Events-** Parades, gatherings, weddings, funerals, festivals.

**Sports-** Any sports event or people in action.

**Open-** Architecture, still life, anything else not in other categories mentioned.

**Alternative:** Color or Monochrome Divisions do not apply. Includes alternative photo processes such as Polaroid transfers, sandwiched slides, hand-manipulated images, computer-manipulated images, hand-colored prints, mixed media, or other non-traditional methods. Prints may be either color or monochrome. There is no category subdivision for the Alternative Division.

**Theme:** Color or Monochrome Divisions do not apply. May contain photos that would otherwise fit into other divisions and categories if they were not related to the theme. In other words, you could have a theme photo made by alternative photo processes, a theme photo that is a B&W landscape, a theme photo that is a color portrait, etc. The only requirement is that the photo express the theme of the competition. Prints may be either color or monochrome. There is no category subdivision for the Theme Division.

### Post-Processing Guidelines

We often get questions about how much photos may be processed or altered. As a general guideline for the Color and Monochrome Divisions, photos may be processed in the digital or traditional darkroom using basic photographic techniques such as dodging, burning, masking, spotting, toning, or sharpening. Adjustments may be made for exposure, contrast, color, or saturation. Graduated filters, high dynamic range techniques, and stitched panoramas are acceptable. Light healing or cloning may be used to remove small distractions. Heavily manipulated and/or composite images should be entered under the Alternative division. There are no restrictions on the Alternative or Theme Divisions

See next page for entry labels.

EL DORADO CAMERA CLUB PRINT COMPETITION

ENTRANT NAME\_\_\_\_\_

PHOTO TITLE\_\_\_\_\_

THEME\_\_\_ ENTRANT NUMBER\_\_\_\_\_

ALTERNATIVE\_\_\_\_\_  
\_\_\_\_\_

B&W\_\_\_ COLOR\_\_\_

SCENIC VIEWS\_\_\_ PORTRAITS\_\_\_ NATURE\_\_\_

ANIMALS\_\_\_ EVENTS\_\_\_ SPORTS\_\_\_ OPEN\_\_\_

1ST 2ND 3RD

EL DORADO CAMERA CLUB PRINT COMPETITION

ENTRANT NAME\_\_\_\_\_

PHOTO TITLE\_\_\_\_\_

THEME\_\_\_ ENTRANT NUMBER\_\_\_\_\_

ALTERNATIVE\_\_\_\_\_  
\_\_\_\_\_

B&W\_\_\_ COLOR\_\_\_

SCENIC VIEWS\_\_\_ PORTRAITS\_\_\_ NATURE\_\_\_

ANIMALS\_\_\_ EVENTS\_\_\_ SPORTS\_\_\_ OPEN\_\_\_

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B&W\_\_\_ COLOR\_\_\_

SCENIC VIEWS\_\_\_ PORTRAITS\_\_\_ NATURE\_\_\_

ANIMALS\_\_\_ EVENTS\_\_\_ SPORTS\_\_\_ OPEN\_\_\_

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ALTERNATIVE\_\_\_\_\_  
\_\_\_\_\_

B&W\_\_\_ COLOR\_\_\_

SCENIC VIEWS\_\_\_ PORTRAITS\_\_\_ NATURE\_\_\_

ANIMALS\_\_\_ EVENTS\_\_\_ SPORTS\_\_\_ OPEN\_\_\_

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SCENIC VIEWS\_\_\_ PORTRAITS\_\_\_ NATURE\_\_\_

ANIMALS\_\_\_ EVENTS\_\_\_ SPORTS\_\_\_ OPEN\_\_\_

1ST 2ND 3RD