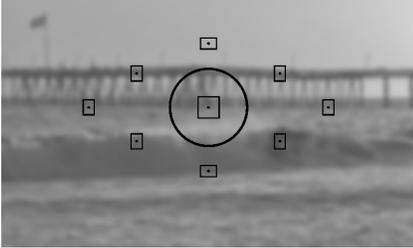


Through the Viewfinder



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From the Prez's Pad

Bernie Goldstein

June 2014

A Winning Image

There are at least twelve elements of what is considered in an image by a judge in professional competition. A point system is applied to each of the twelve elements. The highest composite of points assigned to an image determines the image ranking (i.e.) 1st place, 2nd place, etc.

The Ventura County Camera Club as well as many other camera clubs use a merit/no merit system. Why is that You ask? Our focus is on learning and a review of our submitted images must be accomplished within a short period of time. This also allows the judge to do a brief critique.

Different Opinions

Three people out of five will more than likely have a different opinion on most any subject, but most people are only human. This fact is also true of professional photographers who donate their time and expertise to judge our images.

Judges are only human and the process is subjective. What one judge may see as an merit worthy image, another will not. Most, if not all, professional photographers, even with different opinions and subject appreciation, all have in common an understanding of the elements of a winning image.



"Show Off" by Bernie Goldstein

From the Prez's Pad (cont'd)

Elements of a Winning Image:

- Impact
- Technical Excellence
- Creativity
- Style
- Composition
- Presentation
- Color Balance
- Center of Interest
- Lighting
- Subject Matter
- Technique
- Story Telling

Merit/No Merit System Is Not Perfect

Has this happened to you? You've proudly submitted an image you really like but the judge did not share your appreciation. The merit/no merit system puts the judge in the position of giving either a yes or no call; Its a merit, or it's a no merit. It's either white or it's black, a merit or not. On a scale of 1 to 10 it may be an 8, but sorry, it's not a merit. If you really like an image that didn't make the grade, it's okay to get a second opinion, to rework it, and to resubmit it for judging on another occasion with another judge.

This Happened To Me

I very recently submitted two images for judging at another photo club, both of which were awarded a merit. I subsequently submitted the same two images a week later to get a second opinion at the Ventura County Camera Club, and with a different judge. Neither image qualified for a merit at the Ventura County Camera Club. I respect each of the judges as professionals and highly respect their opinions. Each of the two judges have different specialties. One loves street photography, the other portraits & flowers.

I can relate another personal experience where I submitted what I considered to be an above average print of a hot air balloon with hundreds of other balloons in the cloud filled blue sky. The judge stated that his ex roommate flew & photographed hot air balloons and if he saw one more balloon image it would be too many. NO Merit!

By nature, we are competitive and want our art to be appreciated. Receiving an award is validation. Our objective, however, is to learn. Listen to the judge's critique of your submitted image. Don't be afraid to talk to the judge about your work after the meeting. Don't be discouraged if yours did not win an award this month and don't be too smug if it did. If you like it, that's all that really matters.

Regards,

Bernie Goldstein

Photographic Musings with *Photobakobob*

Photography, Art, and What are We Trying to Do, Anyway?

The most expensive photograph ever sold (as far as I know) is a very large piece by the German photographer, Andreas Gursky, *Rhein II*, sold at auction in 2011 for about \$4.3 million. I don't much care for it and cannot understand why it (or any photograph, for that matter) would be worth that kind of money, although a number of photographic works have sold for considerable sums. For a list, including a photo of *Rhein II*, go to <http://freeyork.org/photography/10-most-expensive-photographs-in-the-world>. For the record, I do like other images by Gursky, although I still don't get the prices.

Not long ago a number of us attended a presentation by former National Geographic photographer, Sam Abell. His work and explanations of how he approached making his images were awe-inspiring.

And just recently one of our members expressed some frustration about not knowing how to attain the standards of art and technical quality of a professional landscape photographer he admires.

To be realistic, the chances of any of our club members attaining the rarified world of million dollar sales of an image is slim. And most of us likely will not be published in National Geographic in the near future.

But there is good news, too. Our professional photographer guest judges continue to praise the high quality of the images they see as well as judge them, and award merits, on professional standards. In other words, our club members are pretty good photographers who are striving to improve. But what can the club do to assist in this process, to help its members get to the next level, whatever that level is? And what is it about Gursky, Abell, or other professionals whom we admire that makes their stuff so good (and worth so much, at least to some)? It occurs to me, though, that a more basic, and practical, question is this: What are we trying to do when make an image, anyway?

In our photo review and critique sessions, some images receive "merits," some don't. I often agree with our guest professional's reasoning, sometimes not, but often I am unsatisfied because I may not know what the photographer was attempting to accomplish, what he or she was trying to say or convey. The name of the image helps sometimes, but – and this is debatable – many feel that images should stand on their own. Exceptions might be portraits of well-known people or images of places (depending on the purpose of the image).

Should our evaluation of images depend on our knowledge or understanding of the artist/photographer's purpose? If so, does the photographer then have an obligation to somehow convey that purpose to the viewer? I'll use one of my own images as an example, shown to the right. This image recently was complimented in most respects but was criticized because the subject appeared "unhappy." That comment perplexed me because I, as the artist/photographer, I was not going for "happy."



Photobakobob (cont'd)

Since this occurred during one of our judging sessions, I was not able to engage the commenter/judge in further discussion. If I had been able to comment, I would have said that I captured the expression that I intended, although freely admit that the image may not be without other shortcomings.

I have seen other similar situations with images in contexts where it would have been very helpful to know either the photographer's purpose or, if the purpose was not clearly expressed in the image, how the image could have been improved to more effectively accomplish his/her goals of expression. In my example, how could I have made my image more clearly convey that I really wanted my subject to wear an unhappy face?

Ann Hutton, our guest judge last month, suggested an approach to image analysis and improvement, similar to one that I have been thinking about for some time. This would include sessions in which the photographer has a chance to discuss his or her image in terms of its intended purpose in addition to its artistic and technical aspects. Then, along with the moderator (who might be a professional photographer) and the group, receive input on how the image might be improved in order to meet and/or convey its intended purpose. Needless to say, only a very limited number of images could be discussed during a given session.

She also suggested looking at the Old Masters for guidance on good photography. My education is in chemistry and engineering, not the arts, but I have spent a bit of time viewing old masters in museums and art books, and it is clear to me how much we can learn about photographic composition, lighting, and color by studying the work of those great artists. For example, see Jan Steen's *Lovesick Maiden* to the right.



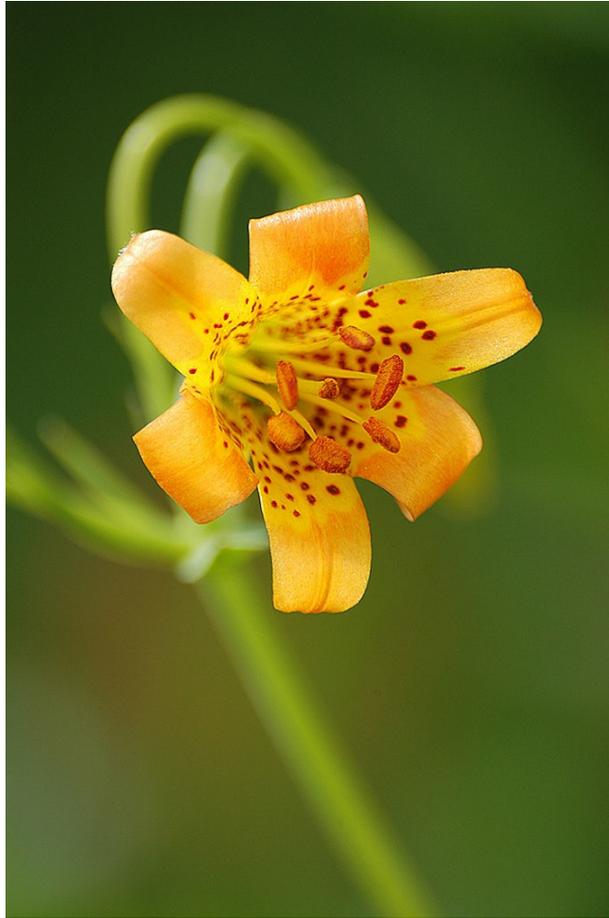
It is clear that Steen was a great artist (and a potentially great photographer, too). And the maiden's less-than-happy face? The title, along with the two relatives comforting her, lets us know the reason for that.

We all want to be better photographers. To do that, it is my contention that we need not only critical review but a process that will allow us to compare our intentions with our outcomes as judged by others, and receive some assistance on how to improve those outcomes. I submit that critical review alone, as useful as it is, does not do the full job.

A caveat, however. Even if we adopt this approach, I still can't guarantee that National Geographic gig.

I thought this might be a good time for a travel column, where I talk about what photo stuff you take on a trip. But I don't want to tell people what to take, I want to hear what people actually take and then tell everyone else about it. So please spend a few minutes to send me an email about the photographic equipment you take when you travel. I know that this will vary depending on the kind of trip, etc., so I'll leave it to you to include as much or little detail you wish. Then I'll put together the responses and try to write a coherent article on the subject for next month. Thanks in advance. Send it to : photobakobob@gmail.com.

Photobakobob



"Sierra Lily" by Bruce Schoppe



"Cale Lily" by Joyce Schoppe

Exploring Digital Photography with *Photonaut!*

The Natural Order of the Universe

There are many recognized principles at work in science and nature. Things left alone long enough decay and fall apart. Gas molecules expand apart from each other in space. Structure and order eventually turns into chaos. Stars burn up all their fuel and either burn out or explode as a supernova. New camera gear is always more expensive than the old gear it replaced. Wait a minute! The ever increasing price of new photographic equipment is a natural order of the universe? Seems like it...

I waited for years with my old Canon Rebel camera for Canon to introduce the full frame 5D mk III as an updated improvement of the mk II. When it did eventually come out, it cost \$1,500 more than the mk II, and it soon became apparent in the test reviews that the new model was only a minor improvement upon the old. I bought the just going out of production mk II at a steep discount.

I wanted a 400 mm telephoto lens for air show and bird photography, so I eagerly investigated Canon's products. Their new prime lens, an f/2.8 L costs \$11,499! The old model 400 mm f/5.6 L lens that has been on the market since 1993 cost me \$900 new (it is currently going for \$1,300). Yes, the old lens does not have image stabilization, and yes the new lens is bigger with a wider aperture, but what the heck, that is *10 times more!*

I have the popular Canon 17-40 mm f/4 L zoom lens, released in 2003, which cost a reasonable \$800. Sometimes I miss having the 40 to 70 mm range that comes with the 24-70 zoom model, so I have been looking into getting the latter. The original 24-70 mm f/2.8 L version cost \$1,429, but Canon has just introduced a new series II version that costs \$2,299. Not quite twice as much, but getting close!

Several Club members have the 100-400 mm f/4.5 L IS zoom lens, which has been around since 1998. It is selling right now for \$1,499. Canon recently introduced a new 200-400 mm f/4 L IS zoom for, gulp, \$11,799! *Who do they actually expect will buy that lens at that price?*

QED. *Photonaut*



"Three Flowers" by Al Sarnelle

2014 Field Trip Ideas

Daylight Savings Time begins **March 9th**Daylight Savings Time ends **November 2nd**

Month / Date	Place / Attraction	Notes / Comments	Interests
Saturday January 18	Bird Hunt – Ventura Ponds 8:30 AM	No-host lunch at Andrea's afterward.	Birding Long Lens
Sunday February 16	Leo Carrillo Walk About Parking lot--Leo Carrillo State Beach 3:00 pm	Dan Holmes seminar \$25 Discuss shooting sunsets, composition & blue hour.	Magic hour Sunset Blue hour
Saturday March 22	LA County Air Show Blue Angels Fox Field Airport, Lancaster http://lacountyairshow.com/	<ul style="list-style-type: none"> • 12:30 PM • Gates open at 9:00 AM • Online advance \$20 adults • Online advance \$10 parking 	Aircraft Panning Long Lens Action People
Saturday April 26	Annenberg Space for Photography The Power of Photography: National Geographic 125 Years Century City (LA) http://www.annenberg.spaceforphotography.org/exhibition/national_geographic_125	Wed – Sun thru April 27 11:00 - 5:00 Free admission Parking \$3.50+	NO CAMERA NEEDED
Wednesday Apr 30 (Sunset 7:25) at 8 am	Steckel Park / KOA Campground Hwy 150, N of Santa Paula	Peacock mating season, show of feathers.	Wildlife Birding DoF Long Lens
Saturday May 10 Meet there at 1:30pm	Santa Barbara Botanic Gardens 1212 Mission Canyon Road Santa Barbara http://www.sbbg.org/visit/directions	\$8.00 Adults \$6.00 Seniors (60 + years) Open Hours: 9:00 – 6:00 Bring a tripod!	Botanical Sculptures Landscapes
June Date: TBD	Huntington Library Botanical Gardens , Pasadena http://www.huntington.org/	\$11 for group size 15+ on 10:30–4:30 PM No food or picnics allowed	Botanical Sculptures Landscapes
Wed or Thurs July 30 or July 31	Ventura County Fair	<ul style="list-style-type: none"> • Fair runs July 30 – Aug 10 • Club field trip to see photo exhibit & contest winners 	Anyone interested in going?
Saturday August 23	LA County Museum of Art	<ul style="list-style-type: none"> • Levitated Mass, a large rock from a local quarry. • Urban Lights exhibit 	
Sunday September 14	Santa Barbara Zoo 500 Niños Drive, Santa Barbara http://www.sbzoo.org/visitor-infor/plan-your-visit	Adults \$15 / Seniors 65+ \$12 Parking \$6 Hand feed giraffes while taking photos up close. \$6 For 15 mins between 11:30-1:30	Animals Long Lens Scenic Landscape Botanical
Fri - Sun October 4-6	Owens Valley Cruisers Fall Colors Car Show Bishop, CA http://www.owensvalleycruisers.com/fallcolors.htm Classic cars dominate Hwy 395 and Bishop. Impressive!	Reserve a hotel room far in advance (they book up!) Or bring your RV and camp out. The Eastern Sierra Nevadas are spectacular the first week of October! Use Bishop as a base camp. Enjoy car show festivities on Sat / Sun.	Classic cars Fall colors Scenic Landscape

Time & Tides – Ventura / Channel Islands

<http://www.saltwatertides.com/dynamic.dir/californiasites.html#barbara>

Community Scheduled Events Worth Noting:

Alternative: Saturday / Sunday February 1 & 2	Tall Ships in Ventura Harbor The Hawaiian Chieftain and Lady Washington depart the harbor for battle sails at 2:00 PM, returning to harbor by 5:00 PM http://historicalseaport.org/2013/11/lady-washington-hawaiian-chieftain-visit-ventura-jan-21-to-feb-3/	10:00 - 1:00 walk-on tours, \$3 2:00 - 5:00 Battle Sail Best viewing locations from: • Harbor Cove Beach • CI Nat'l Park Visitor Center • Ventura Harbor Village	Historic Maritime Magic hour Scenic Sunset
April 2 – May 10	Ventura County Corporate Games Various locations throughout the county from billiards, bowling, soccer, football, table tennis and basketball. http://www.cityofventura.net/corporategames	Participants are employees of companies in Ventura County. Sports photo opportunities for photographers. Opening ceremony by pier April 2. Closing ceremonies include sand castles, awards and tug-o-war at Harbor Cove Beach, May 10	Sports Action News
May 17 & 18	CA Strawberry Festival Oxnard		
December 6	Ventura Harbor Parade of Lights		Long Exposure

More Field Trip Suggestions from Fellow Members:

Within 45 miles:

- Loons Beach (Summerland)
- El Matador Beach (Malibu)
- Local Beach Sunset
- Local Surfers (waterfront)
- Local Architecture
- Nite Shooting Downtown Ventura
- Ventura City Hall
- Butterfly Grove - Santa Barbara (Nov-Feb)
7701 Hollister Avenue, Goleta
- Getty Museum/Center
- Anacapa Island
- Topanga Park
- Santa Barbara Mission

Less than 100 miles:

- Hollywood at Night
- Observatory at Sunset
- Morrow Bay

More than 100 miles:

- Pt Lobos State Beach (Monterey/Carmel)
- Mono Lake
- Huntington Beach
- Yosemite National Park
- Kings Canyon
- Sequoia Park

Club Announcements



Membership Renewal

If you have not already done so, please renew your membership for 2014. *Only members in good standing may submit images for judging.* If necessary, please talk to **Joyce Schoppe**, our Membership Chairperson, at the next meeting.

Instructions for Digital Projection Entries!

Please **ensure** your files are correctly labelled in accordance with the required format: (this is not new!) Some people are doing it all wrong, and that creates extra work for the entry coordinator.

LastnameFirstname_TITLE_month-year_category.jpg

examples...

SmithJohn_ENTER AT OWN RISK_03-14_Assigned.jpg

LehrerNancy_NOTHING WORTH WATCHING_3-14_Open.jpg

Note that the **TITLE** is all **CAPS!** That is so it can be seen in the darkened room and read out loud. Note where the underscores_ go, and where they don't! The date is optional but recommended.

All images submitted for projection must be in jpg format with pixel dimensions not to exceed 1024 width and 768 height (1024x768). Images that exceed these dimensions will not work with the Club's projector.

Images must be emailed to: digitalentries@venturacountycameraclub.com no later than 6:00 pm on the Monday prior to the meeting.

Entries received after the deadline, mislabeled, or too large to project will not be shown and will not receive a critique from the judge.

There was a problem in May with some members not receiving an upload confirmation message from our box.com system. We do not know what caused that and are looking into various alternatives to give people feedback about the successful receipt of their submissions.

Please Share Your Images!

A selection of Merit Award images from the previous meeting are displayed in each month's Newsletter, but if you want to share any of your other special images with the club in a future Newsletter, please send them to: editor@venturacountycameraclub.com

Club Announcements (cont'd)

Congratulations to Our May Merit Winners!

Digital Assigned:

"Cactus Sunset" by Bob Allison

"Berries" by Lika Boogaard

"Orchid" by John Ferritto

"Desert Cactus Flower" by Ken MacGregor

"Zoot Suit Riot" by Ken MacGregor

"Center of Beauty" by Bryan McCall

"Teary Eye" by Gina Ramsay

"Three Flowers" by Al Sarnelle

"Sierra Lily" by Bruce Schoppe

"Cale Lily" by Joyce Schoppe

Digital Open:

"Full Service Here" by Jean Castaing

"Holding Still" by David Frank

"Show Off" by Bernie Goldstein

"Rider" by John Ferritto

"Turnagain Arm" by Ken MacGregor

"Ventura Pier" by Al Sarnelle

Prints:

"Delicate" by Albert Huen

"Leafy" by Allyson Barnes

"Bright Eyes" by Jean Castaing

"Cricket Man" by Ed Pinsky



"Teary Eye" by Gina Ramsay



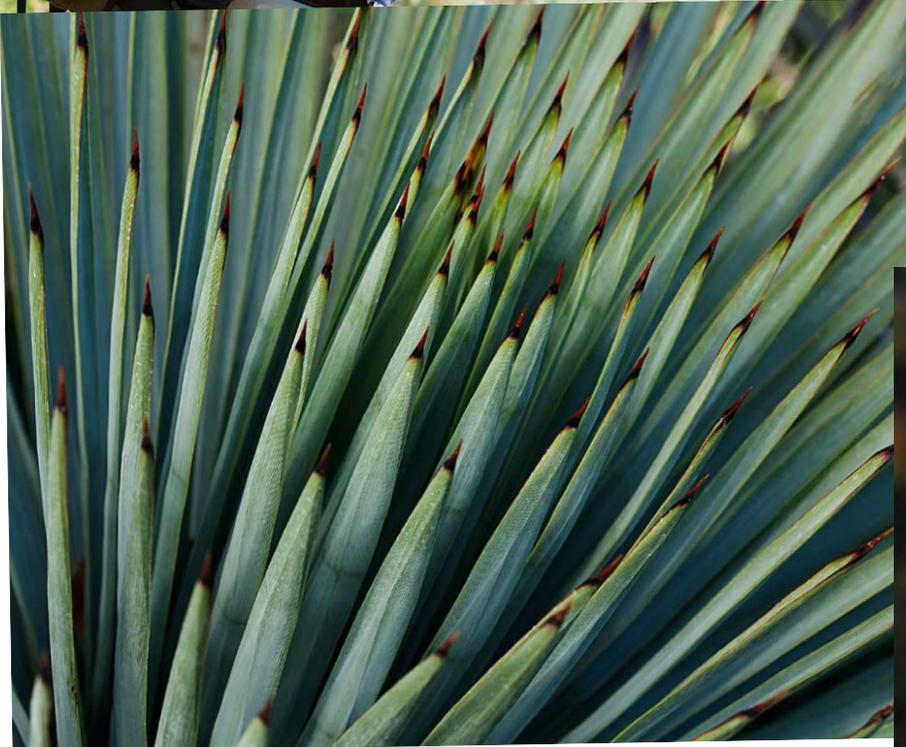
"Center of Beauty" by Bryan McCall

Club Announcements (cont'd)

May Field Trip!

Post Cards from the Santa Barbara Botanic Gardens

Images by Ken MacGregor





"Desert Cactus Flower" by Ken MacGregor



"Rider" by John Ferritto

Club Announcements (cont'd)

June VCCC Workshop

“Master Photographers”

A special presentation by John Ferritto.

Date: Wednesday, 25 June Time: 7:00 PM Location: Poinsettia Pavilion

“You don't take a photograph, you make it.” – *Ansel Adams*

“ Your first 10,000 photographs are your worst.” – *Henri Cartier- Bresson*

Comparing your first photos with your most recent, do you see improvement?

Do you remember how you loved some of your first photos – do you still love them or are they now not so good anymore?

Also, bring one of your own prints for discussion. Your best, or your worst! Get FREE peer review.

The Ojai Center for the Arts is looking for a few good photographers.

Ojai, California - April 15, 2014 - The Photography Branch of The Ojai Center for the Arts is looking for a few good photographers to participate in their 2014 Annual Exhibit. The exhibit will be at the Ojai Center for the Arts from June 7th through July 9th. There will be an artists reception Sunday June 8th from 1 to 3 p.m.

Cash awards will be given for first , second and third place winners in the amounts of \$150, \$100 and \$75.

Entry forms and fees must be submitted at the Art Center on Thursday, June 5 from 4:00 to 7:00 p.m. or Friday, June 6 from 8:00 to 10:00 a.m. Non-selected work must be picked up Friday, June 6 from 5:00 to 7:00 p.m.

Art Center membership is required to have work exhibited. A temporary one- month membership is available for \$10. All work must have been done within the last two years and be priced for sale. The Art Center will handle all sales, including sales tax. A 30% commission will be charged based on sale prices. All work must meet professional presentation standards and be securely wired for hanging.

For more info, contact David Baker, Photography Branch Chair, at 805-558-6460 text or call or at info@ojaiacphoto.org.

Club Announcements (cont'd)

Official Federal Recreation Lands Photo Contest

The [2014 Share the Experience Photo Contest](#) is now accepting entries through December 31. If you're an amateur photographer, this is your chance to submit inspiring images of America's federal lands, national parks, forests, waterways and historical sites. The 2014 contest features many prizes and a brand new submission category – Night Skies.

Share the Experience showcases amazing photography that highlights the endless recreation opportunities and breathtaking scenery offered by our federal lands. In 2013 about 18,000 images were submitted. See our complete list of [2013 winners and honorable mentions](#).

Will you be our next winner? The 2014 Grand Prize package includes \$10,000, the winning image featured on the 2016 America the Beautiful - The National Parks and Federal Recreational Lands Pass and other great prizes. For a full listing of prizes and rules, or to submit a photo, please visit www.sharetheexperience.org.

May Workshop



A Hands On Matting Workshop conducted by Nancy Leher in May Was well recieved. Thanks to Nancy, Don Hoffman & Sharon Kolsch



“Holding Still” by David Frank



“Full Service Here” by Jean Castaing

Club Announcements (cont'd)

2014 Topic Assignment Schedule:

January: Earth Without the Hand of Man

February: Unusual Perspectives

March: Long Exposure

April: Tell Me a Story

May: Botanic

June: "Prints Only" meeting, *no assigned topic*

July: Lonely or Solitary

August: Ridiculous & Absurd

September: Action

October: Creative Patterns (Geometrical)

November: Monochrome

December: End of year judging, *no assigned topic*



"Berries" by Llika Boogaard

Club Announcements (cont'd)

Club Meeting Info:

Welcome! Please come to the next meeting of the Ventura County Camera Club on...

Wednesday, June 11th, at 7 pm. Poinsettia Pavilion, 3451 Foothill Rd, Ventura CA 93003

Our scheduled Judge for June: **Chris Zsarnay**

www.zstudios.com

2014 Refreshment Schedule:

JAN - John Ferritto

FEB - Ed Nailor

MAR - David Paumier

APR - Allyson Barnes

MAY - Bruce & Joyce Schoppe

JUN - Nancy Lehrer

JUL - Susannah Kramer

AUG - Harold Epstein

SEP - JP Watson

OCT - Ken MacGregor

NOV - Don Hoffman & Sharon Kolsch



Professional Announcements



<http://www.sherronsheppard.com>

Rangefinder Magazine article featuring Sherron's work:

<http://www.rangefinderonline.com/features/how-to/Composition-and-Design-3281.shtml>

Dan Holmes Photography Workshops, Tours, and Photo Adventures:



TBA 2014	California Wildflowers, Surprise Location!
TBA 2014	Modelo Canyon, Piru
TBA 2014	Ventura Workshops, Basic Photo & Digital Workflow
July 19-26, 2014	Katmai National Park, SW Alaska (famous Brooks Falls)
Sept 10-17, 2014	Fall Colors Valdez, Alaska
November, 2014	Annapurna Base Camp Trek, Nepal
March 3-16, 2015	Namibia Desert, Africa (Photo Safari)

<http://www.danholmesphoto.com/Danholmesphoto.com/Workshops.html>

Dan Holmes Photo

805-643-1086 805-701-5559 cell Ventura, Ca. 93001 Danholmesphoto@gmail.com

Professional Announcements (cont'd)

Mark Jansen Photography and Expedition Workshops:



Workshops/Expeditions:

DSLR:

Ventura Birding 6/1/14
Big Sur 6/13-6/15/14
Santa Barbara Street 6/21/14
Ventura Street 6/22/14
Eastern Sierra 7/18-7/20/14
Hot Air Ballooning 7/25/2014
Santa Barbara Ballon 9/13/14
San Francisco 9/27-9/28/14
Landscape Santa Barbara TBD
Anacapa Island TBD
Ventura Landscape TBD

SMART PHONE:

Santa Barbara 6/8/14

INTERNATIONAL

Iceland 7/12-22/14
Tanzania Safari 2015

For detailed info on above workshops, go to:

<http://www.jansenphotoexpeditions.com/Pages/default.aspx>

Sam and Patricia Gardner - *Medici Portraiture Studio*

<http://www.mediciportraiture.com/about-mediciportraiture/meet-the-artists-sam-patricia-gardner-fine-art-photographer>



Club Officials for 2014

President: Bernie Goldstein

Vice President: Susannah
Kramer

Treasurer: Susannah Kramer

Judge Coordinator: Bryan
McCall

Website: Ken Clunis

Newsletter: Ken MacGregor

Entry Coordinator: Albert Huen

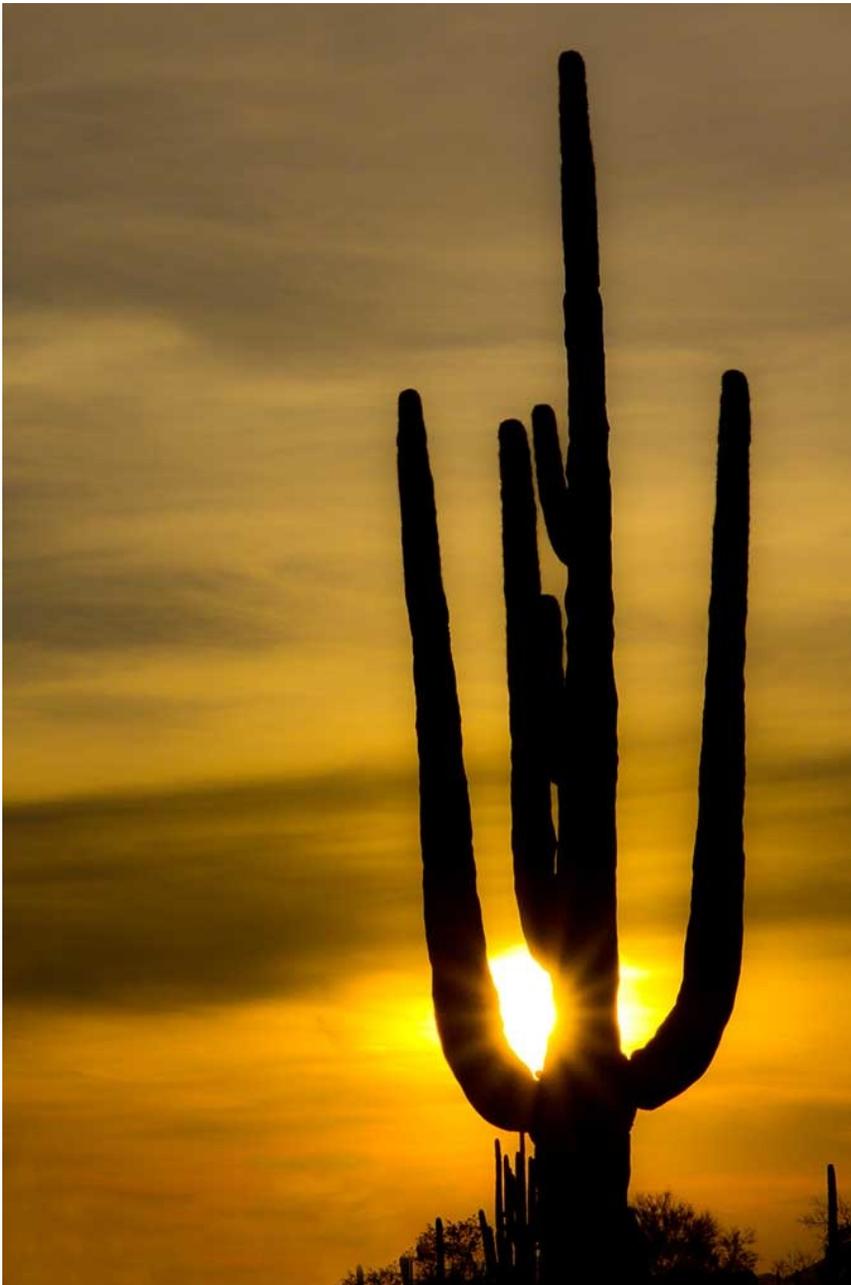
Membership: Joyce Schoppe

Field Trip Coordinator: JP
Watson

Workshop Coordinator: Denise
Wenger

Room Setup: Ken MacGregor,
Allyson Barnes

General Advisors: Don Hoffman



“Cactus Sunset” by Bob Allison