



Southern Exposure



*Newsletter for the Camera Club of Richmond
January 2011*

Message from the President — Peter Kapasakis



Happy New Year! The Camera Club of Richmond will be entering its 80th season in June and we will be celebrating it with some wonderful programs, workshops and photo shoots throughout the year. Look for these events on our club calendar.

This month, join us in celebrating the close of 2010 by attending the **Awards Ceremony and the End of Year Banquet on January 22nd at The Place in Glen Allen** where we will be announcing the competition winners, installing the new board and breaking bread with our fellow members. I promise you that we will have a great time. **Please RSVP to Heather Dawson at activities@cameraclubofrichmond.com by January 15th**. Check our website for more details and the banquet menu. Cocktail hour begins at 5:00.

January also marks the beginning of the year when dues should be submitted. Please have your payments in this month. Membership dues are \$30.00. Our club has continued to grow and we are expecting a large increase in members this year. Last year we added over 40 new members!

It's also time to announce a **new program that we will begin in March**. The Camera Club of Richmond, along with Richmond Camera and CanonUSA, will be joining forces to provide the William Byrd Community House with a photography program which will enrich the lives of 15 students. Last August, we held an auction that raised capital for this project and to all who bought cameras, "thank you". Your dollars have truly sparked this project. CanonUSA will be donating 17 new cameras; Richmond Camera will be providing all the printing, memory cards, and other needed items. I also want to thank those who will be volunteering their time for this project as instructors and assistants.

Winter is here and snow is on the ground. I have been receiving many questions on how to photograph snow and "why do my images look grey?" One simple trick to photograph snow is to over expose by 1-2 stops and use your custom white balance to be sure white looks white and not yellow or blue (check your manual for this). This is also where your histogram and highlight indicator come into play. Since your exposure system tries to get whites in proper exposure (18% grey) your snow will look grey. By overexposing the snow by +2 stops your whites will appear white and perhaps over exposed. After making your exposure, check your highlight indicator for any flashing areas. If there are any areas flashing, pull back on the exposure by 1/3 of a stop and retake the photo until the flashing areas are gone. By using this method, you will be assured that you will not lose any information in the image. You can also use your histogram to be sure you have not pushed any whites to the far right. Try to shoot in RAW so that you can make some minor adjustments later on, especially in your white balance.

f/8 and be there! president@cameraclubofrichmond.com

Message from the Vice President — Karen Molzhon

RICHMOND OF THE PAST . . . THROUGH THE EYES OF DEMENTI STUDIO

The Camera Club of Richmond welcomes an old friend, Wayne Dementi, to its **January 12 meeting, beginning at 7:15 p.m. at the Science Museum of Virginia.** Wayne has presented programs and served as an outstanding evaluator for us and we are so pleased to have him back for another visit.



For three quarters of the 20th century, members of the Dementi family of photographers recorded images of our City and its people. From their archive of more than one million negatives, a selected collection will be projected by Wayne as he shares with us scenes of Richmond in the past and stories of his family's experience in the photography business. After a 31-year career at Bell Atlantic, in 1997, Wayne assumed the responsibilities of president of Dementi Studio in 1997. His love of photography subsequently led him to the world of publishing and in 2004, he founded Dementi Milestone Publishing which specialized in pictorial coffee table books, focusing on the people and places of Richmond. The success of the company prompted its extension into the larger field of book publishing, including self-publishers, corporations and non-profits.

So join us for a stroll down memory lane, or perhaps, for some of you, an introduction to a new City and its history. It will be awesome to view our history through the eyes of the Dementi Studio and the words of Wayne Dementi.

BEGINNER DSLR WORKSHOP, JANUARY 15, TUCKAHOE LIBRARY

By the time you read this article, there are just a couple of weeks left until the Camera Club of Richmond once again offers a Beginner Digital SLR workshop on Saturday, January 15, 2011, from noon until 5 p.m. at the Tuckahoe Library. I am guessing that by this time, there are few, if any seats available, but if you'd still like to sign up, send an email to me at vicepresident@cameraclubofrichmond.com and we'll see what we can do. Some of our Club's most impressive photographers will lead the workshop and we thank them in advance for sharing their time and knowledge. The speakers and their topics will be:

Greg Pels - "Meet Your Camera" - a discussion of all of those buttons, dials, menus and displays

Don Reynolds - "All About Exposure" - apertures, shutter speeds, ISO settings, histograms

Susan Van Manen - "Composition" - rule of thirds, features that draw you into an image, different perspectives

Jeff Claypoole - "Lenses" - the basic types, when to use which one, how to read a lens, your camera's sensor

Carole Hagaman - "Portraits" and creative lighting techniques

Thanks also to those of you who have volunteered to help during the event!

(MESSAGE FROM VICE PRESIDENT CONTINUED ON NEXT PAGE)

Message from the Vice President — Karen Molzhon (continued)

WOULD YOU LIKE TO BE A SHUTTER BUDDY???

We are so proud of the **program we will be offering to the afterschool kids at William Byrd Community House beginning in March**. Thanks to the donations of the Hughes family, your donations at the camera auction, and the generosity of Richmond Camera and CanonUSA, we are developing a series of weekly photography classes for the 9-12 year age group at William Byrd.

The program has been named, “**Shutter Buddies.**” Classes will meet from 3:45 – 5:45 p.m. every Friday and will include instruction and hands-on practice. There will be a field trip or two thrown in and a reception at the end of each session for the kids to share their work with family and friends. And who knows what else?

We need volunteers to develop and teach the classes and to be available during class to give individual help to the students. Several of you have already volunteered and we need more or you, so if you can help us out—even for just one Friday--, please email me at vicepresident@cameraclubofrichmond.com .

We will be having a planning meeting the last weekend of January, so when you email me, tell me whether Saturday or Sunday is better for you. I hope to hear from you soon!

Message from the Activities Director — Heather Dawson

Hello everyone!

I would like to announce our first photoshoot of this year. It will be **Feb 19th at the Pet Expo held at the Showplace in Mechanicsville.**

This is an annual event held by the Henrico Humane Society. It has many pet related activities throughout the day. There are agility courses, a dog fashion show, puppy races and other contests for pets. This should provide a great opportunity for some good shots of the animals in action! The expo is from 10:00 am until 4:00 pm and the admission is \$10.

Please RSVP to me at activities@cameraclubofrichmond.com by Feb 15th. Thanks and hope to see you there!

IMPORTANT DATES TO REMEMBER!

JANUARY: YEARLY DUES TO BE PAID - \$30.00

JANUARY 12: CCR MONTHLY MEETING, SCIENCE MUSEUM, 7:15 PM . GUEST SPEAKER WAYNE DEMENTI

JANUARY 15: RSVP FOR JAN 22 AWARDS CEREMONY BY THIS DATE. RSVP TO HEATHER DAWSON AT activities@cameraclubofrichmond.com

JANUARY 15: BEGINNER DSLR WORKSHOP, TUCKAHOE LIBRARY, NOON TO 5 PM.

JANUARY 22: AWARDS CEREMONY BANQUET, THE PLACE AT GLEN ALLEN. CHECK WEBSITE FOR MORE DETAILS.

FEBRUARY 15: RSVP TO PET EXPO PHOTOSHOOT BY THIS DATE. RSVP TO HEATHER DAWSON AT activities@cameraclubofrichmond.com. COST IS \$10.00

FEBRUARY 19: PET EXPO PHOTOSHOOT, 10:00AM-4:00PM, SHOWPLACE IN MECHANICSVILLE

MARCH: NEW PROGRAM STARTS AT WILLIAM BYRD COMMUNITY HOUSE. PLEASE EMAIL KAREN MOLZHON AT vicepresident@cameraclubofrichmond.com TO VOLUNTEER.

APRIL 9: BRYAN PETERSON PROGRAM, BYRD THEATER



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CCR Member Article: Jeff Claypoole

18% Grey Matters.

Sun, snow, and sledding when put together make wonderful photographs. However, our cameras want to make snow grey and dull looking. This can be frustrating especially when they are of moments that can't be recaptured. By understanding our camera's light meter, we can tame this exposure problem and win the snowball fight. To achieve correct exposure on a consistent basis, there needs to be a point of control from which to start each image. That control starts with one color: Middle Grey. Middle Grey reflects 18% of the light rays when illuminated and is the mid-point between black and white on a lightness scale.

What does Middle Grey have to do with your camera? Photography defines light in two ways: the light that falls upon an object from the source of illumination, which is called "Incident" light; and the light bouncing off an object's surface, which is called "Reflective" light. Correspondingly, there are two types of light meters: Incident or Reflective. DSLR cameras all contain reflective light meters. Regardless of the type, light meters are calibrated to properly expose 18% reflective Middle Grey.

Our eyes and our camera perceive and adjust reflective light. How our brains and our camera measure and manage this reflective light determines exposure. While our brains do a wonderful job of managing light for our eyes, our cameras are just dumb machines that are easily fooled. This is where our skill as photographers comes into play.

The problem of photographing snow and what makes it look grey, not white, can be explained with the following example. A camera, if photographing a wall painted Middle Grey, will accurately record, in both exposure and white balance, a grey wall. However, if photographing a wall painted snow white, the recorded image will, once again, be a grey wall. Why?! The bottom line is that it's due to 18% reflective Middle Grey.

Back in the days when film was king, camera manufactures adopted a standard of calibrating light meters to record accurately the exposure of an object that reflects 18% of the light falling upon it. This calibration standard of 18% reflectance is also used when calculating an exposure in-camera of an entire scene. The in-camera light meter measures the range of highly reflective and non-reflective objects in a photograph and averages them out to determine an average mid-point. If the average reflective mid-point of an image is less than 18%, the camera will *overexpose* the scene bringing the average up to 18%. If the reflective mid-point is over 18%, the scene will be *underexposed* lowering the average down. Underexposing snow, which is normally about 50% reflective, changes its color from white to grey.

Unfortunately, everything that is automatic is a compromise. Digital cameras are no exception. Camera features like Program, Aperture Priority, or Shutter Priority Exposure modes "automatically" determine and set exposure. They utilize the camera's internal light meter and sophisticated algorithms to try and determine the correct balance of shutter speed, aperture, and photo site sensitivity (ISO) to make a correct exposure.

(MEMBER ARTICLE CONTINUED ON NEXT PAGE)

CCR Member Article: Jeff Claypoole (continued)

What's the secret to "Correct Exposure"? It's all based on 18% reflectance. It's the point of control for both light meters and color balance. Finding this mid-point is a key skill to capturing a good "exposure". Unfortunately, the white wall photographed in automatic mode is now a grey-looking winter wonderland. This exposes (pun intended) one of the weaknesses of reflective metering.

With a better understanding of Middle Grey, we now can ask: how do we tweak our camera and change grey snow to white again? This is where our skill as photographers comes in. It's an easy fix when Exposure Compensation is used.

Exposure Compensation adds versatility to the automatic exposure modes: Program, Aperture Priority, and Shutter Priority. It allows the photographer the ability to add or subtract exposure. Said another way, it provides a way to override the camera's light meter calibration by shifting it up to overexpose or down to underexpose from 18% reflectance. This is useful when dealing with difficult exposure situations such as snow or overexposed highlights.

When using Exposure Compensation to correct for underexposed grey snow, set the Exposure Compensation to overexpose the entire image. Snow is bright, so an adjustment between 1 and 2 f/stops will be required. This will bring the snow back to its pure white appearance and maybe reduce your frustration levels.

I hope this article will help provide you with wonderful winter images. If you have any questions or comments, I would truly enjoy talking with you further at our next meeting.

Cheers,

Jeff Claypoole

THANK YOU VERY MUCH JEFF FOR THIS EXCEPTIONALLY INFORMATIVE ARTICLE!

2011 CCR Board of Directors

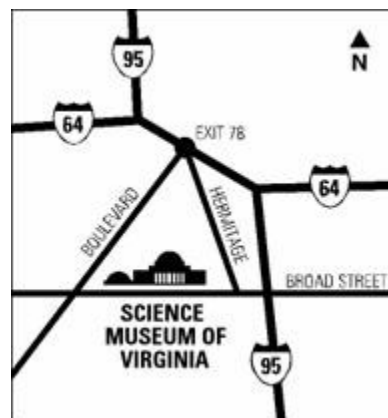
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You're invited to visit our meeting held the second Wednesday of each month at 7:30PM.

Meetings are held at the Science Museum of Virginia,

2500 West Broad Street, Richmond, Virginia

Annual dues are \$30.00





The Camera Club of Richmond
is a charter member of the
Photographic Society of America.
Visit PSA online at
www.psa-photo.org

For PSA membership application,
see Carole Hagaman, CCR's PSA representative

From the Publications Director — Penny Maggio

Hello fellow CCR members! I hope your holidays and New Year were spectacular! It's going to be my immense pleasure to serve as your publication director for 2011. I can't thank you enough for the nomination, election, and confidence you have placed in me for this important position!

A big THANK YOU to the 2010 Publications Director, Dave Erickson, for providing all the great information to get me started on this Jan 2011 newsletter!

I have been a member of CCR for a short time, but I 'm already blown away by the immense talent and extraordinary enthusiasm for photography I see from other members. Photography has always been a hobby for me, but I have been encouraged by all of you to take it up a notch and really look at my work in a more serious and creative way.

I hope the newsletter will reflect the interests of our members! Please send any comments or questions to the email address below. I would also like to extend an invitation to each of you to submit personally written articles and ideas for possible inclusion in the newsletter. Articles can be about ANY topic that you personally like related to photography. Personal opinion, technical articles, or articles just for pure fun are welcome.

Here are a few ideas for the newsletter that I have already received from other members:

1. Include feature writers—both members and non-members
2. Add a "Meeting Members" column. This might include a short biography or "get to know me" article about CCR members.
3. Add a section for selling and/or trading gear.

Please send ideas and written submissions to: publications@cameraclubofrichmond.com

Thank you again! Sincerely, Penny Maggio