Southern Exposure

Newsletter of the

CAMERA CLUB of RICHMOND

March 2015

President's Corner

It was great to see such a good turnout at the February meeting. We look forward to David Everette's presentation in March. See the VP article for more information on next month's meeting.

By the time you read this, everyone should have received a copy of the survey results. The board has analyzed the results and has begun to work on some changes we hope everyone will like. The first change we did was to create a meetup site for our activities. Those who sign up will be notified automatically when an activity is added. We will still also put these activity notices on the website calendar and in the newsletter, but you will need to sign up for the CCR meetup group to participate. Signing up is easy. If you have any questions or need any help, please contact our activities director or one of the board members.

Since education was indicated as an important function of the club, we are going to modify our meeting format a little. After our brief business segment, we will have a 10-15 minute training session on some aspect of photography. High on the list from the survey was software (Photoshop, Elements and Lightroom) and understanding how to use the features on a camera. We will start in March with a session on image sizing. After this short session we will have our program for the night. We aim to finish the meetings by 9:00 since many have work/school the next day.

At the February board meeting, each board member was asked to prepare a plan of action for their area of responsibility based upon the survey results. We have also created a committee of three to evaluate the procedures for our monthly evaluations. The general consensus was to eliminate the numerical rating of the photographs by the evaluator at the meetings. The committee will decide what we want the evaluator to focus on in order to provide the best education for the members. We will have a plan in place prior to our next evaluation in May.

Last month I reported that we were going to give the cameras that were donated to us by Canon to Fox Elementary School. Unfortunately the principal

Camera Club of Richmond
Meets the second Wednesday of each month at:
Holiday Inn
2000 Staples Mill Rd.
Richmond, VA

Doors open at 6:00 PM for networking.
Meeting begins at 7:00

Upcoming Meetings

March 11 - David Everette
April 8 – Ken Conger
May 13
June 10
July 8
August 12
September 9
October 7
November 11
December 9

decided that they couldn't work it into the curriculum (the teacher thought these would be a great learning tool for the kids). That's a shame since these kids need a more diverse education and shouldn't be so focused on preparing for the SOL's. I could rant here, but I won't. The good news is that the art director at TJ High School in Richmond said they could make good use of these cameras and will take them. The board approved this decision. The art director there said he would give me feedback on how the kids are using the cameras. Hopefully we'll have a couple pictures to put in a future newsletter.
Doug Turner, our education director, had some great ideas for educational sessions. As these develop, and we find instructors for the classes, we will let everyone know. Signup for these will also be done through the club meetup site, so please sign up as the site will be for both activities and education sessions.

Toni Johnson, our webmaster, has been evaluating options to improve our website. We are reviewing the options that she presented at the board meeting and hope to have some direction on this after our March board meeting.
Our newsletter will also feature some of the pictures from evaluations. These will be editor's choice and not selected based on any score the evaluator has given.

We got an inquiry from the Richmond Dive Club looking for someone to talk to them about photography. Being a diver myself, I called them and will be the speaker at their July meeting. I will be discussing camera basics, setting and techniques as they apply to underwater photography. Should be fun and a good way to get a few new members.
Looking forward to seeing everyone at the March meeting. Spring is almost here….

Harold Lanna
President, CCR
president@cameraclubofrichmond.com
804.363.3281

Board Meetings Schedule

Upcoming Board Meetings- Members Welcome- Locations TBD
March 18
March 25
April 22
May 27
June 24
July 22
August 26
September 23
October 28
November/December- TBD

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VP Corner

The member survey has shown a strong desire for more educational content at our monthly meetings. Accordingly, our March meeting will be a presentation by David Everette on “Image by Design”. David will teach us how to think about taking a photograph, how to identify what will be the main subject of the image, and what photographic choices we need to make, in order to direct a viewer’s attention to the main subject.

This will be followed by a short question and answer session on any photographic topic of interest to members. If you are having difficulty with a particular aspect of photography, please take this opportunity to ask David for advice and guidance.

The evening promises to be helpful to photographers of all skill levels**.**

With David’s love of the outdoors, it has been only natural that his main interest has been the natural world, both finding and documenting the art in nature. While some may believe that the natural world has been overdone, David believes that true art is a statement of vision that can only be found after truly “knowing” a subject. This requires an exploration of both self and subject, over time.

Specializing in images from around Virginia and cityscapes of Richmond for commercial uses, his art has been about the James River and the found art of his surroundings.

With experience in the custom lab business as an owner and a manager, and over 30 years of shooting both commercial work and his personal work, David has found his voice photographically. We are very fortunate to have David share his insights with us.

Billy Sinclair
Vice President, CCR

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Dues

Dues for 2015 **($30)** is due no later than the **March** general meeting. You can pay at the Jan/Feb/Mar meeting or mail a check to the treasurer at:

CCR c/o Jane Phillips
6427 Lantana Lane
Mechanicsville, VA 23111

Library News

In light of our fantastic survey results (thanks for all who participated!), I have gotten to know a little bit more of what kind of books you all are interested in. 88% of our members stated they are most interested in post processing publications. When it comes time to pick and choose our 2 freebie books for the month, I will be looking at the survey interest list, and choosing accordingly.

Results for How best to use lending library are as follows:

1. Online requests- Toni & Donna have set me up so as I will not be able to miss your email requests to bring a book/s to the next meeting (thanks again ladies!). Please have requests in no later than the Tuesday before the meeting, as I come straight from work to the meetings on Wednesdays.
2. CDs / DVDs- We have limited DVDs. The ones we have are categorized under the FORMAT column on the library list, along with SB (soft back) & HB (hard back). I will check with Focal Press to see if they offer DVD's/CD's as well as a monthly freebie.
3. Ebooks- At this time, we are not quite set up for this, but will keep it on the radar. Brilliant idea. If anyone has suggestions, I will happily listen to them!
4. Limit loans to one month- Done! Used to be you could have a book out until you were finished with it, unless someone else requested it. From now on, we will change the policy to one month.
5. List new offerings in the newsletter- Will do! See below for New Library Books this month!
6. Central storage location - Another fantastic idea. Right now, it is not feasible. Holiday Inn does not have a place for us to store books, nor do we have a rolling bookshelf to accommodate all of our books, but again- it is on our radar.

Be on the lookout for the CCR Library News in each Newsletter for updates on new books added to the CCR Lending Library. Apparently, for some reason, things are moving slow at Focal Press and getting the new books in has been a slow process since Nov, 2014. All we can do is wait!

New books this month:

1. **Focus of Photographing People**	3. **How to Cheat in Photoshop CS6**
2. **20th Century Photographers Interviews on the Craft, Purpose, and the Passion of Photography**	4. **The Bird Photography Field Guide**

Again, thanks to all for your great survey feedback. If there are any other suggestions, feel free to share!

Terry Muessig
Librarian, CCR

Meetup For Activities

FOR ALL CLUB ACTIVITIES, PHOTO SHOOTS AND EDUCATIONAL OFFERINGS
In response to the feedback we received in our 2015 Membership survey, we changed the registration process for all Club Activities, Photo Shoot and Educational offerings. Registrations will no longer be handled via email.

Our Club will now be using the Meetup tool. I am very excited about being able to use **Meetup** for our club and my hope is that once you are registered and using **Meetup** you will feel the same way.

I gave a presentation at the February Membership Meeting on the **Meetup** Tool and emailed the presentation to each member. If for some reason you did not receive it please contact me.

We will still announce all Club Activities, Photo Shoots and Educational offerings in our Newsletter and they will still be listed in our Calendar via our Website. **However, you must use Meetup in order to register. Registrations will no longer handled via email any longer.** Please make every effort to sign up to use the **Meetup** Tool in the coming weeks. Our goal is to have all member registered to use **Meetup** by March 11, 2015 .

If you are already familiar with **Meetup** (because you belong to another Meetup group) then joining our group will be very simple. Simply log into **Meetup** and do a search for the Camera Club of Richmond.

Once you see our logo click on it and then click on **BLUE Join Us Button** at the top of the screen. That will send me a request to approve you as a member of our **Meetup** Group. You will then receive a confirmation that you have been approved. Please be aware that **Meetup** Group Activities and Educational offering are limited to active members of the Camera Club Of Richmond.

If you have any **questions or problems please, please, please do not hesitate to call myself or Toni Johnson.** We are here to help and we want everyone to be successful using this tool.

Below is the contact information for both of us:
Donna Friend 804-966-1961 activities@cameraclubofrichmond.com
Toni Johnson 804-557-3121 webmaster@cameraclubofrichmond.com

I will also have my laptop available at each monthly meeting to help members register for **Meetup** .

I look forward to serving as the 2015 Activities Director. My goal is to provide some new and different things for us to do this year and I hope you will share any suggestions you have for photo shoots for our club

Donna J. Friend
Activities Director, CCR

SCAM Alert

I received a warning notice from one of the professional associations to which I belong and then from a second as noted below. I know this is an old scam and most members might be savvy to this but I thought I would pass this along as it has not been used against photographers in the past before.

It works like this. You display a photo on your website or blog and a contact tells you they want to purchase one of your photographs, after the price is negotiated a check come for an additional amount. An email follows letting the seller know that the buyer made a mistake and would they please, when the check arrives, just refund the difference via the sellers own check. When the seller goes to deposit the check, usually the bank can tell it is a bogus check. This gambit has been used in many different ways with many different industries but now, it would appear, the scamer's are targeting photographers and their sites for new "meat".

"This is for the professional photographers among us, and for everyone else who considers themselves amateurs, despite periodically selling theirimages, if you let people know your images are for sale. This summer, a member of the National Press Photographers Association (NPPA) was hit by the scam, and just this week, a member of the Professional Photographers of America (PPA) was hit by the same scam, so I thought I'd quote the NPPA warning so you know about it, to make sure you don't become the next victim of the scam". (As quoted in my received email from PPA and NPPA).

Truly, if you think about this, even if it happened the right way, the buyers check should be deposited before any refund check would be issued, however, for some, in the excitement of receiving money for work a seller might, in good faith, just go ahead and mail a refund check to the buyer before making the deposit. That is what the scam is all about and apparently it has worked in the past.

Mike Banks
Member, CCR

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Editor's Choice

This is a new Southern Exposure feature. Each month I invite members to submit a photograph they consider outstanding. Just one each, please. Ideally, something you created recently. Your Editor (yup, that's me) will unilaterally and without regard to anything but the prerogative of being the Editor (now you will want to be Editor next year and have all this fun!) and choose those I think are just wonderful examples of the art and its craft and publish them in the newsletter. This is not a contest. There are no rules other than to send the photograph to alklein65@gmail.com on or before the 20th of each month. I will publish one or more of what I think embodies fine photography. You may submit any category you wish in color or black and white. This month, the first of this new feature, I have chosen two photographs from last year that I particularly like. The goal is to add photographs to the newsletter than can serve as inspirations for all of us so we can go out and take better pictures having seen these pictures.

So now an admission. There are so many wonderful pictures that I could not just choose two this month. It was hard to bring this down to this selection of favorites.

ALL pictures in this newsletter are the property of the photographer and my NOT be reproduced in any way without the photographer's express permission.

Pizza- Justin Lineberry

Morning Light in the Smokies--John Votta

Storms a-Comin – Jeff Claypoole

PM Glow with Fireworks – Carol Hagaman

Style Never too Early- Joe Ring

Wading in Her Reflection Scott Pels

Pink Hat Elegance – Andy Klein

The Herdsman - Vrushali Lele

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2015 Membership Survey Results

We want to thank our members for participating in the 2015 CCR Membership Survey. We truly appreciate the time you took to complete the survey and we are very pleased that more than half of our membership responded to the survey.

We want you to know that we value your input and that the Board has already started to create action plans to address the input we received from you. We have also sent a copy of the Detailed Analysis to each member via email.

We hope you will take the time to review the document and will contact us with any questions or comments you may have. As a Board our goal is to respond to the needs of our members and make this club the best it can be.

Thank you again for your participation.

Donna J. Friend
Activities Director, CCR

Toni Johnson
Webmaster, CCR

River Ice-Jerry Posenau

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Editor's Corner

This past Christmas my generous wife gave me a book called The Photographer's Playbook. It is 307 Assignments and Ideas, Edited by Jason Fulford and Gregory Halpern, Aperture, 2014. I had found the book in the tucked away corner of a bookstore in Duck, NC and was delighted to find it in my stocking on the 25th. It is a compilation of very provocative ideas for "self-assignments" that provide a guided reason to go out and create great photographs. Really! The photographers suggesting their ideas are top professionals and they offer interesting and "growth promoting" ideas. I invite you to try the assignment I share here. I will offer new ones each month hoping that they inspire you. Share your pictures with me so I might select one or two for the newsletter. Please note, I sometimes do some light editing of the material.

Reid Callanan
Cameras Don't Take Pictures
Of all the workshops that I've taught, my favorite is called "Cameras Don't Take Pictures". In this class. We examine where our images come from, because they certainly don't come from our cameras. What we find out very quickly is that our photographs come from our imaginations, our curiosity, or questions, our hearts, our memories, our dreams, and from all of the different things that make us human. A few assignments I give to help speed this process along are:

1. The camera is blind and it doen.t understand mood. Make an image with your camera of a mood.
2. Make a portrait of something you love. Now make a portrait of something that you hate.
3. Recreate a dream in a sequence of ten images.
4. Create an image you don't understand and create an image that asks a question.
5. Make images where the subject is on the edge of the frame and then make images where the subject is outside the frame.

Andy Klein
Editor
Alklein65@gmail.com (please send all articles and correspondence to this address)

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Member's Corner

Have You Ever Considered Back Button Focus?

Do you know what it is? I sure didn't, and am just now beginning to understand it as a feature on my camera that was left completely un-discovered and never used. Think about learning to focus your DSLR effectively without using the shutter button.

I recently became interested in the topic after reading several articles on line and in photo magazines after having had a discussion with a friend who kept praising the advantages the technique provides. I truly didn't understand his enthusiasm, so I read further about back-button focus. I suspect that much of what I have learned on the subject may be old hat to many of you, particularly the more advanced photographers. But some may find it interesting, perhaps even useful.

Much of what is here is the work of others, shaken down to some manageable size, and I hope presented in an understandable format. There will be aspects of the technique that I have overlooked entirely or not covered sufficiently to satisfy all.

Since the day I bought a digital camera, the only auto focus method known to me was on the shutter button---you know, half-way down with the index finger on the shutter release to focus, then all the way down to make the shot. That is really great stuff. It only requires one finger and allows you to recompose between focus and shutter release. It is so simple I assume that is why it has become the default on auto-focus cameras; and so comfortable that most of us have adopted the method as our auto focus standard. It works well, so why would anyone want to change that?
The answer is that back button focus frees up the shutter button to serve just one task---taking the photo. The photographer uses one button on the back of the camera to set focus, the shutter button simply takes the photo.

Back button focus is certainly not new. It has been available on many cameras since the late 1980s and early 1990s. It allows you to completely separate the focus and shutter release functions, assigning each to different buttons on the camera. In fact, with back button focus selected, the shutter button will not control focus at all. The shutter button only controls exposure and shutter release. Focusing gets assigned to another button on the back of the camera.

This sounds like something that further complicates the use of an already complex camera. However, for years most DSLR manufacturers have offered this option to change the way autofocus is activated. Many of us were unaware or just never used it. This feature lets the user customize the camera so that focusing is performed with the photographer's right thumb. The shutter button still wakes up the camera with a half-press, controls the exposure and fires the shutter with a full press. By separating the two functions, it is possible to be more effective with auto focus.

Many users feel that a back button set up gives you the best of two worlds. The back button provides both single and continuous auto focus. Press the back button once and the focus is locked. Snap as many shots as you desire without re-setting focus or, keep the back button depressed and use continuous auto focus while shooting.

I have listed a number of scenarios where separating the focusing step from the shutter might be just the thing to do:

- It solves the “heavy trigger finger” problem of releasing the shutter when trying to hold focus with the button half depressed.
- It also makes re-focusing with each shot unnecessary. You can focus with your thumb and release that button, then fire off as many shots as you want and the camera makes no effort to re-focus.
- On lenses that allow it, you can even tweak the focus manually before shooting, and the shutter button will not cause the auto focus to attempt a reset of your manual adjustment.
- Focus on a given point and wait for the action to move into the point of focus as in a racing event or a child on a swing or a carnival ride.
- Shot timing is simpler to manage.
- Macro and close-up made easier by pre-focusing with back button, then adjust by moving in and out (or by using manual focus). Shoot freely with shutter button or remote release.
- Avoid focus hunting in low light conditions. Focus once and make the shot.
- Reduce lag time on fast moving action like kids or sports shots.
- Shooting portraits when making only slight pose changes yet rapidly activating the shutter.
- Avoid confusing the auto focus when shooting through a busy foreground like a net or tree branches or a gate.

One way of handling these situations is to just go full manual. Another option is to use back button focus. The focus point will stay the same no matter how many shots you take even if you change the exposure settings. You have simply removed the focusing function from the shutter button and moved it to the back of the camera. And, as I have said, most DSLRs have this feature.

So, assuming that you are curious enough to give back button focus a try, you have to figure out how to activate the feature. I researched this hoping to provide a generic set up for all readers. But, each camera make and model is configured differently. So the question becomes, where do I find it on my DSLR?

The basic thing is to look at the camera manual to determine how to engage the back button function and to know which button the function gets assigned. In all cases it will be a button within easy reach of your right thumb when the camera is held to your eye. Alternatively, you can Google “back button focus”, insert the camera make and model and get a tutorial on setting up your specific camera.

Canon, for example, requires you to set the appropriate Custom Function selected from Menu. I believe all makes of camera require a custom setting to separate focus from the shutter button.

Depending on your camera model, back button focus either needs to be turned on in the menus where you then assign the function to a dedicated button, or it is already active by default

Here are some brand-specific tips on finding back button focus.

Canon

Higher-end models like the 5D Mark III will have back button focus already assigned to the AF-On button by default. But, to fully enable back button focus using AF-On only, you will need to disable focusing on the shutter button in the Custom Controls.

In the menus, scroll to find Custom Function 2, then go to the Custom Controls section. Here you can change the shutter button function from Metering and AF Start to Metering only. Now, back button focus is enabled when using the AF-On button.

For Canon DSLRs without an AF-On button, you can usually set the asterisk button (AE Lock) to be your focus button. In the Custom Controls section within the menu, find an option called "Shutter/AE lock button". The options from here in will vary from camera to camera, but note that the function before the slash is shutter button controlled, and the functions after the slash are controlled by the asterisk button (AE lock). Again, consult your manual for a full rundown of each option. Remember that to use the custom functions menus you have to be in one of the PASM modes: Program, Aperture priority, Shutter priority, or Manual.

Nikon

The most important thing you need to know about setting up back button focus is that you must turn on the continuous AF mode (AF-C) on your DSLR for back button to work.

Get into the camera menu, head to the custom setting section (the option with a pencil icon). Then, find the autofocus section. Look for AF activation, then enable AF-On. This selection means that rather than letting the shutter button act as the focus and shot-taking button, the AF-On button will take care of focus, and the shutter button will be used just to take the image.

For Nikon DSLRs without an AF-On button, you will need to re-assign another button at the back of the camera to act as your makeshift AF-On. Find the back button focus option under the Custom Settings menu and then the Controls section. Choose Assign AE-L/AF-L button and scroll down to AF-On. Press OK. Now the AE-L/AF-L button at the back of the camera acts like an AF-On button for

back button focusing.

For other camera brands, consult your manual. Back button focus is sometimes referred to as autofocus lock.

I doubt that this procedure is for everyone, but if you are ready to try a technique that can improve focus in many situations, then give this one a chance. It will take some practice to get accustomed to back button focus. First time users frequently find it uncomfortable. Losing old habits can be difficult. And remember, if you don't like back button, you can return the camera to factory default.

For more information on back button focus and how to set it up on your Nikon or Canon, check out this tutorial from Improve Photography. http://improvephotography.com/4552/back-button-focusing/

Don Hanna
Member, CCR

One Dozen – Don Hanna

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The Camera Club of Richmond is proud to be a charter member of the Photographic Society of America

Visit PSA online:

www.psa-photo.org

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

PSA Mission Statement

The Photographic Society of America (PSA) promotes the art and science of photography as a means of communication, image appreciation, and cultural exchange.

PSA provides education, inspiration, and opportunity for all persons interested in photography

The Society fosters personal growth and expression, creativity, excellence, and ethical conduct in all aspects of photographic endeavor

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2015 CCR Officers and Board of Directors

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