



HIGH DESERT PHOTOGRAPHERS

www.highdesertphotographers.com

April 2013 SNAP SHOTS NEWSLETTER

Meetings: 7:00 pm
2nd and 4th Thursdays
at: [Perfect Light Camera & Supply](#)
Located: next to Verizon in the Teton
Village Mall
2169 E 17th St. in Idaho Falls

DOORS AND WINDOWS, OPEN AND CLOSED THINGS

are April's photo theme for the club.

UPCOMING EVENTS:

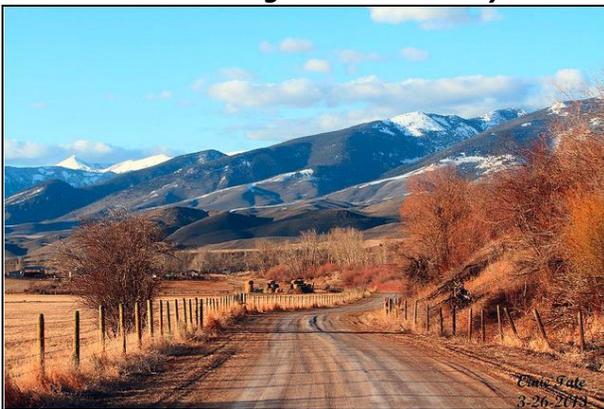
- 11th Apr – Guest Speaker, Steve Hatch the FlashMastry King
- 25th Apr – Critique Night

Camera Trivia: *The conspiracy theorists say they were fakes, for the rest of us they were literally out of this world. What make of camera was used to take photographs when man first set foot on the moon in 1969?*

1. Hasselblad
2. Kodak
3. Polaroid
4. Carl Zeiss

Are you looking for photo opportunities? Check out the Photo Ops link on our web page

"There is Something About a Country Road"



By Ernie Tate

PHOTOGRAPHY BLOGS

After a day (or night) of shooting what are evenings used for? I have luckily found a couple of awesome photography blogs that offer a wealth of information and some of these are from photographers right in this area. These are photographers who take time out of their busy schedule to blog in order to help other people learn. Finding the most influential photographer bloggers is no easy task since there is no real scale to measure influence. Realistically it's about how much you use a site, how easy it is to navigate and how good the content is.

If some of you follow bloggers, you may be interested in starting your own. I found the following useful tips from photographer Jessica Amason.

First, it should be said, a photo blog can be pretty much anything you want it to be, so long as your content is predominantly — you guessed it — photos. These pics can be your own, pulled in from across the web, submitted by users or some combination of the three. Basically, when it comes to photo blogs, there are many options

1. GETTING STARTED

Determine if you are the creator, curator or ringleader?

If your motivation is simply to showcase your own photographs, then social functionality is probably low on the list while the ability to control use of your images is high. If you are curating images from around the web under an entertaining theme, then shareability is top of mind. If you're crowdsourcing submissions, then of course, your blog will benefit from a highly social, share-oriented platform.

Let's look at the top three free web-based, free platforms:

Blogger: Think: basic. Blogger is Google's blog platform, and it has a fast and painless set-up, easily editable templates and basic photo sharing utility.

WordPress: Think: high scalability, low social. Wordpress is highly customizable and scalable, and it happens to feature lots of nifty photo blog plug-ins.

Tumblr: Think: simplified, ultra-social. Unlike Blogger or WordPress, Tumblr is a microblogging platform — it is a short-form blogging tool built on top of a social network. Tumblr offers a simple set-up, intuitive interface, customizable templates and, most importantly, a lot of social functionality. Users can follow each other, "reblog" or share content on their own blogs, like, comment or ask questions

Kallie "2013"



By Farrel Downs

"Julene's Gate"



By Carl Ball

on Tumblr. The platform's emphasis on frequent, image-heavy posts is ideal for a photo blog, and its social functionality helps build an audience quickly. The downside is that with greater spread, comes less control over use or attribution.

2. CUSTOMIZE

Ask yourself what you want your viewers' experience to be. Consistency is key — whether it is the font for your captions or your overall design. Users should know what to expect when they visit your blog. A few key things to consider:

Always resize photos to the same dimensions (if possible). Make any credits or captions as consistent as possible, both in language and appearance.

Be consistent with your posting schedule. Your fans may love you, but no one loves feeling spammed. Devise a schedule that can accommodate your influx of content and is appropriate for your viewers, even down to the time of day you post.

Ask yourself if your blog will benefit from functions like comments or question buttons. These things will alter the look and feel of your blog and can sometimes muddy a blog's tone. If you are committed to making a photo blog, avoid posts of other media: video, text, audio. This not only changes the look and user experience, but can take away from your blog's narrative.

3. PROMOTE

How do you want people to find you? Here are some tips:

- Involve your audience. If your goal is to get people sharing and talking about your blog, try opening the lines of communication — involve your audience. People are far more likely to share content they had a hand in creating. Consider opening contributions, comments, questions and opportunities for increased engagement.
- Share the love. It sounds simple, but a little love can go a long way. Be a participant in your own world: feature fellow photo bloggers on your blogroll, or if you use Tumblr, you can "reblog" content or feature work from bloggers you like. They will likely to return the favor.
- Pay attention! Above all, monitor your blog. Learn what your audience likes and make changes accordingly. Pay attention to how your content affects your traffic. Note which kinds of pics are getting reblogged or shared, and which have best responses.

Source: <http://mashable.com/2011/04/25/photo-blog-how-to/>

Here are a few examples of great photo blogs

[Darren Clark Photography](#) – Local Photographer from Rexburg

[Ron Dudley](#) – Birding Photographer from Northern Utah

[David Hobby](#) – a.k.a. the Strobist

[Gary Arndt](#) – Travel photographer

[Joe McNally](#) – National Geographic photographer

[Scott Kelby](#) – processing extraordinaire!

“Painterly Snow Geese Blur”



By Gary Ellwein

A blur of a snow goose blast off at Mud Lake , Idaho, third week of March, 2013. A dry brush filter effect and a canvas texture was applied. Both found in Photoshop's filter gallery.

CLUB NEWS:

MARCH GUEST SPEAKER: *One Flash Challenge!* By Steven Hatch.

Steve will be presenting many different techniques for single flash. He will present photos that were taken with one flash and show the behind the scenes of how they were done. Steven is an internationally recognized photographer, having won multiple international competitions and has had his work grace the covers of multiple magazines. He and his wife Maria have six children. They have resided in Idaho Falls, Idaho for many years, with Steven being very active in the community affairs of Idaho Falls. To see some of his work check out the following links. Be sure to bring a tablet and pen to take notes!



<http://www.flickr.com/photos/shatch/>

www.longliveimagination.com/gallery/photo/29208

National Association of Photoshop Professionals Photo of the week <http://members.photoshopper.com/article/image-of-the-week-61412/>

WEBSITES OF INTEREST:

Pro Photo Blog, Site and Portfolio

<http://www.prophotoblogs.com/>

Creating your own photography blog Pixiq

<http://www.pixiq.com/article/create-photo-blo>

The beginners guide to creating a photo blog – Part 1

<http://photo.tutsplus.com/tutorials/internet/the-beginners-guide-to-creating-a-photoblog-part-1/>

Local Camera Stores

<http://www.perfectlightstore.com>

<http://www.farrsjewelry.com>

Camera Repair

<http://www.idahocamera.com>

Camera Reviews and Comparisons

<http://www.dxomark.com>

HDP CLUB OFFICERS 2012-2013:

President	Debby Tate	527-3202	pohtateohs@gmail.com
Vice President	LeAnn Yeates		
Treasurer	Debbie Crawford	522-9124	dcrawford08@gmail.com
Secretary	Farrel Downs		lazydphoto@yahoo.com
Director	John Yeates		

CLUB DUES

Dues for 2013 must be paid in full before you can participate. Please bring your checks, made out to High Desert Photographers to a meeting, or mail them to:

Director	Linda Milam		Debbie Crawford: 1185 N Boulevard Idaho Falls, ID 83402 \$20 - Person \$30 - Family
Director	Barbara Phillips		
Director	Andrea Yeates		
Director	Carl Ball		
Critique Coord	Roger Wood	rogerw02@msn.com	
Webmaster	Debby Tate		
Newsletter Dir.	Ernie Tate	tcs@atcnet.net	
Special Asst	Steve Ridges	the_ridges@hotmail.com	

CLASSIFIED ADS

- Nothing this month!

Trivia Answer: *The Hasselblad* - Used by Neil Armstrong in the Apollo 11 mission, this camera was made to be as simple as possible. The operating controls were redesigned so that it could easily be handled by astronauts, despite the clumsy suits they had to wear. The shutter was modified, lubricants had to be chosen with unprecedented care because of the risk that conventional lubricants could boil off in vacuum and condense all over the optical surfaces of the lens. The mirror and secondary shutter were removed and the focusing screen for the reflex viewfinder was replaced with an opaque plate. In fact so much was removed that it would be no exaggeration to say they created the world's most expensive box camera.



Around the same time, Kodak was asked by NASA to develop thinner new films with special emulsions and Carl Zeiss designed a completely new lens with a maximum aperture of f/5.6 and a focal length of 60 mm. The camera, the lens and the film were especially designed to work in vacuum and at more than 120°C



On board the Apollo 11 camera film magazines were loaded with 70 mm film on open spools. This permitted some 200 exposures per roll but the magazines had to be loaded in a darkroom. When Eagle (the Landing Module) left the moon after its 22 hour visit, the Hasselblad camera was abandoned along with other no longer useful equipment, just to balance the 25kg of rock samples loaded from the surface of the planet. Between 1969 and 1972, a total of 12 Hasselblad Data Cameras were left on the moon. Of course they are still there now, if anyone would like to bring them back, you have to go somewhere in the Sea of Tranquility on the Moon :).

Source: <http://www.funtrivia.com/en/Hobbies/Photography-6975.html>

Source: <http://blog.alexgalmeanu.com/blog/2006/04/22/the-first-camera-on-the-moon/>

HDP Members who are FLICKR Junkies:

Ball, Carl	www.flickr.com/photos/skiusa1
Balmer, Christopher	www.flickr.com/photos/Phlyfsh
Blacker, John	http://www.flickr.com/photos/jblackpixs/
Brubaker, Adam	http://www.flickr.com/photos/tiedtonature/
Burke, Anita	http://www.flickr.com/photos/anitaburke/
Downs, Farrell	www.flickr.com/photos/Lazydphoto
Ellwein, Gary	www.flickr.com/photos/Nodakbopa
Gribble, Carolyn	www.flickr.com/photos/59092011@N05
Jamison, Linda	www.flickr.com/photos/smithjamison1
Koepsells, Hans	http://www.flickr.com/photos/hansek/
Langley, Greg	www.flickr.com/photos/mountain-image
Neeley, James	www.flickr.com/photos/jpn
Peterson, Chuck	www.flickr.com/photos/petechar

Phillips, Barbara	www.flickr.com/photos/bob_r_ann
Place, Justin	http://www.flickr.com/photos/hamerspud/
Poppleton, Andrea	http://www.flickr.com/photos/59325876@N02/
Ridges, Steve	www.flickr.com/photos/sridges
Stark, Val	http://www.flickr.com/photos/75726282@N06/
Tate, Debby	www.flickr.com/photos/t8tohs
Tate, Ernie	www.flickr.com/photos/t8t0hs2
Tate, Jessica	www.flickr.com/photos/t8ter22
Woodhouse, Mike	http://www.flickr.com/photos/eyezaya50/
Yeates, John	www.flickr.com/photos/john_d_yeates
Yeates, LeAnn	www.flickr.com/photos/65740162@N03

Additional Tidbits:

- One of the techniques/software apps used by a member is called Fractalius. This is a plugin that is very cool! Here is an example: <http://www.flickr.com/photos/nodakbopa/8517926168/> (thanks Gary!) The link to purchase the software is: <http://www.redfieldplugins.com/filterFractalius.htm>
- Google has purchased the Nik plugin collection and it is available for electronic download for \$149. I used the coupon code Gblack and got 15% off of that. Go to; <http://www.niksoftware.com/nikcollection/usa/index.php?view=intro%2Fmain.shtml>. If you download to a Windows platform the file may not have an extension. Download and rename it with a .exe extension and it should install fine.
- The Framing Corner is moving – here is the message from Dan-O:

HUGE HUGE HUGE NEWS!!!! We are excited to announce The Framing Corner is moving locations into a BRAND NEW building! And because we are moving locations do you know what that means? MOVING SALE!!!! Big Savings on Greg Olsen art and wall displays, 50% off all other wall displays, 50% all instock mats, 50% off all wood instock frame moulding, and also selling our fireplace and racks. Our new location is just down 17th ST past Kmart in the New Ammon Park Plaza (between Subway and Dominoes) we should be in our new location close to May 1st. We will be taking orders business as usual right up til moving day! Lets Review: New Location, Huge Sale, No More Packed Parking-lot, and A Brand New Store With New Products To Offer!!!!
- Craigslist seems to have had an abundance of used Canon and Nikon cameras and lenses in SE Idaho. If you are in the market checkout craigslist.org.
- We are pleased to announce that Steve Hatch will be the guest speaker at our first April meeting. Steve will present the 'One Light Challenge' and explain techniques in using only just one off camera flash. Please come.
- During June or July we will have a class on Lightroom. Please stay tuned.