

Program Night, March 10, 2010

Mollie Isaacs and Mary Lindhjem

From Ordinary to Extraordinary

Stu Mathison

Join Mollie Isaacs and Mary Lindhjem for their popularly acclaimed program, packed with information and inspiration on how to elevate your photography to a much higher level. Their presentation is designed to provide visual inspiration, amusing anecdotes, and specific strategies to energize your creative juices and improve your photo-graphic images.

The technical revolution in photography is evolving at an ever-increasing pace. There is a constantly changing array of choices to be made regarding cameras, lenses, printers, and computer hardware and software. While it is important to keep abreast of improvements, it is more important to continue to develop your creative and artistic skills. We should not allow ourselves to be overwhelmed by technical concerns to the detriment of what photography is all about—visual communication conveyed in a beautiful or compelling way.

This program will explore what makes an image appealing, creative, and beautiful to look at. It will cover a wide variety of subjects including macro, landscapes, and wildlife. Mollie and Mary will cover simple but powerful techniques and provide solid tips on how you can take your work from the ordinary to the extraordinary. Join them to breathe in a fresh perspective and see their latest imagery.

Both Mollie and Mary have a traditional background in photography. They began with manual cameras and a black and white darkroom. Both have evolved from 35mm and large format cameras to today's high resolution digital cameras. They incorporate a broad knowledge base and gentle humor into their presentations. Their combined love of photography and teaching makes them entertaining and effective, engaging and compelling, stimulating and refreshing. They have joined forces to establish "Awake the Light Photo Tours and Workshops" (www.awakethelight.com), which offers a variety of photographic tours and work-shops around the country.

Mollie Isaacs has been a professional photographer and experienced teacher for nearly three decades, and specializes in macro photography, portraits of children and families, and scenic and nature photography. She has studied with Ansel Adams, Joyce Tenneson, and others. She has won the "Oscar" of photography, the coveted Kodak Gallery Award, four-teen times. Several of her award-winning photographs have been exhibited at Epcot Center in Disney World, and her work is in the Permanent Collection of the International Photography Hall of Fame.

Mary Lindhjem has been a full-time freelance photographer for the past two decades following a career in education that encompassed teaching at the college and university level. She has taught photography, Photoshop, and Lightroom to a variety of groups and professional photographic organizations across the country and abroad. Her images have been published in numerous books and magazines. Her photographic travels have taken her to many exciting places including Africa, Costa Rica, and Alaska.

Mollie and Mary have drafted an excellent 24-page summary of photographic tips and advice in their publication *eWOW: Expert Words of Wisdom*, which is available on request by sending an email to awakethelight@cox.net. Further information about these exceptional photographers is available at www.awakethelight.com.

In addition, as a very special thank-you to NBCC, they are also offering all Club members a \$100.00 discount on any of their photographic tours for the 2010 calendar.

Workshop, March 31, 2010

Exhibition Prints Using Inkjet Printers *with Color Management*

John Burgess

Printing using inkjet printers can be as daunting a task as that in the B&W darkroom, with all the different controls in Photoshop, the printer driver, and color management issues. However, the approach is largely a mechanical one that I will attempt to demystify in this workshop. A thread in the workshop is to maintain as much image information as possible from the camera to the printer by using RAW, 16-bit processing, Photo-layers, and color management techniques.

I feel quite challenged to present this workshop on color management and printing. One of the challenges is to pass along all of this information about printing in the two hours or so of the NBCC meeting period. The first workshop I attended on this topic was in 2003 with Jon Cone at his workshop in Vermont, an intensive four-day period; and I have attended a day-long presentation by John Paul Caponigro—a very accomplished photographer and an Epson paid consultant—that covers the same topics in eight hours.

I will be using a laptop with Mac OSX, Photoshop CS2, and Epson printer driver software to illustrate the printing techniques. All of the ideas that will be presented can also be utilized with the various Windows OS, Photoshop Elements, and Lightroom for color management, and on other types of printers.

I will use Color-Sync Utility, Bridge, Photoshop, and the printer driver in addition to the presentation charts to illustrate ICC profiles, color management, and the key-strokes, i.e., workflow, for a successful print by covering these topics:

- Key-strokes from completion of image manipulation through to print (I will not be addressing any image manipulation techniques).
- Computer and Photoshop color.
- Color management and rendering intents used for printing.
- Demonstration of key-strokes.
 - ✓ Soft-proofing prior to printing,
 - ✓ Preparations for printing after image manipulation,
 - ✓ “Page Setup” settings and controls,
 - ✓ “Print with Preview” settings and controls:
 - Scaling & Print position on paper,
 - Color Management – “Let Photoshop Determine Colors,”
 - ✓ Printer driver settings and controls:
 - “Media Type” – choice of paper,
 - Color Management – “Off (No Color Adjustment).”
- Printer technologies and choice of paper.
- References and further reading.

