



# In FOCUS

## PHOTO GROUP NEWSLETTER

### What's In this Issue

Content	Pg
Coming Up In April 2008 .....	1
Editorial.....	2
Tuesday, March 11 <sup>th</sup> 2008.....	2
Annual General Meeting; Tuesday, March 18 <sup>th</sup> 2008.....	3
Competition Night, March 25 <sup>th</sup> 2008 .....	4
POINTSCORES – March 2008 .....	5
Colour Prints .....	5
Small Prints .....	5
Monochrome Prints.....	6
EDI's .....	6
Seniors Week Photographic Exhibition .....	7
Photographic Exhibitions .....	7
Thirroul Seaside and ArtsFestival.....	7
Australian Centre of Photography.....	7
Australian Museum .....	7
New South Wales Art Gallery .....	7

### Coming Up In April 2008

- Tuesday 8<sup>th</sup>           Open Showcase  
An invitation to the public to view of the club's various activities and groups. Photo & Movie Exhibition
- Tuesday 22<sup>nd</sup>       Competition: "OPEN"  
Any pictorially treated subject of good composition and design reflecting the photographer's interpretation

### Remember

May 2008 Competition is a Set Subject "Still Life" and "Out Of The Ordinary".

### Reminder

Ø **2008 Membership** payment is due. If you are not sure, then please see Don.

#### CLUB MEETINGS

2<sup>nd</sup> and 4<sup>th</sup> Tuesday of Each Month  
at 7.30pm

FIGTREE HEIGHTS PRIMARY  
SCHOOL

St Georges Avenue & Lewis Drive  
FIGTREE

Vehicle entrance via Lewis Drive  
FIGTREE

UBD Map: 34 Ref: P6

Club Address: **P.O Box 193**  
**FIGTREE, NSW. 2525**

*Phone Cnontact:*  
Craig Meers 0405 700 178

*Club Website:*  
<http://www.wollongongcc.org.au>

*Enquiries:*  
[publicofficer@wollongongcc.org.au](mailto:publicofficer@wollongongcc.org.au)

*Competition Entries by email*  
[photocomp@wollongongcc.org.au](mailto:photocomp@wollongongcc.org.au)

**Editorial****35mm Equivalent Focal length or 35mm Equivalent Crop?**

Today photography is enjoyed by more people who in the past would not have participated in due to the cost. The past has only been the serious amateur photographer who took up photography as a hobby.

Today's beginners are most likely to have purchased a digicam or a digital compact camera. These newcomers are out weighing the number of photographers with earlier non digital camera experience. So, is photography at the cross roads? Has technology pushed the boundaries away from the traditional film based image taking process?

One area that continues to receive attention on numerous bulletin boards and websites is the comparison of a digicam lens focal length to 35mm equivalent focal length.

What is this "35mm equivalent" referring to? Is it some throw back to photography's recent history? Today's digicam's come with a zoom lens with a focal length of Yx zoom, e.g 7x. Just what does this mean "7x" mean? Briefly, the telephoto focal length is 7 times the wide angle focal length. Hence a 38~265 zoom lens is actually a 7 times zoom ( $265/38 = 7$ ).

Is this focal length, the real focal length? Like photography in general a variety of parameters influences the outcomes. One such variable is the camera's light sensing unit, most importantly the sensor's size and the portion of captured image that is cropped. The digital camera's sensor is smaller than a full frame of 35mm film, hence the digital camera crops the captured image with the same lens compared to a 35mm camera. This is known as "focal length multiplier", a comparison of the camera's sensor's size to a 35mm frame and it is usually listed in camera's manual in the specifications. What does this do? A Nikon or Pentax dSLR (digital Single Lens Reflex) camera has a multiplier of "1.5". A 28mm wide angle attached to either a Nikon or Pentax dSLR would have the same cropping effect of a 42mm lens on a standard 35mm Film.

To most people taking up photography today this would mean little except when they want to take a wide angle image and their expectation of the resultant image. It's only when "older" photographers, pre digital age, are converting to digital cameras that this confusing issue becomes evident.

**Tuesday, March 11<sup>th</sup> 2008**

Craig Meers welcomed everyone to the meeting. At tonight's meeting there was 9 visitors. Craig mentioned that the club's Annual General Meeting was being held at the school on Tuesday, March 18<sup>th</sup> and encouraged people to support this Meeting.

Norm Melvin was introduced and spoke about the upcoming Seniors' Photographic Competition. Norm was requesting assistance in setting up the stands for this print exhibition to be held at the Corrimal Uniting Church Hall during Seniors' Week.

Bruce Shaw was then introduced for the evening's tutorial; "Know Your Camera II". Bruce spoke briefly about the first session and summarised the "Know Your Camera I" as being the introduction to Exposure, ISO and Sensitivity and their inter relationship with Shutter Speed and Aperture.

Bruce then continued with the night's topics commencing with a brief explanation on Memory Cards (Storage Medium) and the difference between formatting the card and deleting images only.

Bruce also explained how data is transferred from the camera's computer system to the memory card and the effect of the buffer. The attendees were then given an opportunity to format their camera's memory card.

The major portion of the evening was spent on "Metering" and "Exposure". Bruce, with the aid of diagrams and images, explained the three types of exposure: Multi Segment, Matrix or Evaluative (full frame exposure); Centre Weighted (a bias towards the frame's centre); and Spot Metering. Bruce also asked when each metering type would be useful and discussed the various responses. The attendees were then invited to use their camera's menu systems in conjunction with the camera's manual to select the various metering option their camera had to offer.

Then it was time to venture into the world of "White Balance and Colour Temperature". Bruce explained that light changes colour due to a variety of factors, including time of day and the light's source. With the assistance of images, Bruce was able to demonstrate how the modern digital cameras were able to be adjusted to provide the correct "filtration" for the light's source or time of day. Bruce warned that when using the "White Balance" presets it was very important to return to the camera's Automatic White Balance (AWB) setting, otherwise interesting colour rendition would occur.

Bruce then covered "Exposure Bracketing" and the "Continuous or Burst Shooting Mode" with the attendees having the opportunity to again change setting and have a practical session. Bruce explained that using Exposure Bracketing the photographer was able to produce a number of images of the same scene, or object of slightly different exposures. These could then be used in High Dynamic Range (HDR) Imaging where the "best exposure" of each for the various parts of the image are utilised to produce a final image with a good balance between highlights and shadows.

The evening ended with time for a cuppa and further discussions regarding the topics covering this evening.

### **Annual General Meeting; Tuesday, March 18<sup>th</sup> 2008**

Tom Hunt, Club President, opened the meeting welcoming all in attendance. A number of members were not able to be present and their apologies were recorded.

Tom presented his Presidential Report for 2007 outlining some of the club's achievements and the acquisition of equipment through Grants received during 2007. This equipment and assistance has helped the club to better service its members. Tom thanked a number of members for their contribution during 2007 for their work making the club function. Tom also thanked his committee for their work. Tom then announced that he would not be standing for re-election as it was time to hand the club reins over to other members.

Don presented the club's Financial Statement for 2007. The club is in a good financial state with a number of influences assisting us through 2007. An increase in membership, grants helped the club to venture further into the electronic side of photography; bus trips and outings.

The 2008 Management Committee was elected with the following being successful:

*President, Craig Meers; Vice President, Greg Delavere; Treasurer, Don Estell; Secretary, Gary Hickson; with John Devenish, Ian Simpson and Kathy Pond the Committee's 3 Ordinary Members.*

**Competition Night, March 25<sup>th</sup> 2008**

This evening was the first Set Subject Competition for 2008. The subject was "Zoo Animals". Both our guest judge and the members were supplied with the following definition; "*An image taken at a Zoological Park of living animals, birds, marine or reptile in their confined environment*".

Len Brown was our guest judge for the evening. During his introduction, Len emphasised that he was there to encourage photographers, talking about image faults and offering some advice on how to fix these faults and generally improving a photographer's image taking and printing.



Len said that just because a person is taking images "inside" a zoo, doesn't mean you cannot bring out the best in the subject/s.

When evaluating the printed images, Len spoke about a number of problems that could easily be "fixed" by cropping the image to remove unwanted, or unnecessary distractions. Len said that if you crop an image on 3 sides, then it is best to crop on the 4<sup>th</sup> side as well for image balance. The ultimate proof is in the final image.

In the printed form the major distraction is light areas or highlights that fight the subject for the viewer's attention. An easy "fix" to this is to clone these areas from other parts of the image to tone down these distractions. The major culprit is bland, empty sky areas. Look around the camera's frame before you operate the shutter to eliminate distractions will save you time in post production.

There were a number of printed images with a colour cast problem. In particular a blue cast. Len suggested when shooting into shadow areas to take notice of the various objects in the image and adjust the camera's setting to suite the situation.

During the Small Print critiquing, Len said that image size doesn't matter, its all about a good image.

The following results were achieved.

Colour Prints: 46 Entries received from 24 Entrants.

*Best In Section:* "Giraffe", Colin Marshman  
*Merits (8):* Barry Daniel, Eunice Daniel, Anna Fitzgerald, Colin Marshman, Kathy Pond, Jo Raseta, Bruce Shaw, Sandra Tibbitts  
*Credits (6):* Greg Delavere, Colin Marshman, Val Porter, April Quinn, Jo Raseta, Tera Wheway.

Small Prints: 16 Entries received from 8 Entrants.

*Best In Section:* Bath Time, Kimberley Shaw  
*Merits (2):* Craig Parker, Kimberley Shaw.  
*Credits (3):* Craig Parker, Cheryl Thompson, Tera Wheway

Monochrome Prints: 30 Entries received from 16 Entrants.

Len wasn't able to separate two (2) images in the "Best In Section" hence both were awarded with the title.

*Best In Section:* "Emu", Bill Mowbray; "Chimp Hand", Colin Marshman  
*Merits (5):* Colin Marshman, Bill Mowbray, David Tibbitts, Sandra Tibbitts (2)  
*Credits (5):* Jean Coleman, Francine Inglis, Brian Pembridge, Jo Raseta, David Tibbitts

EDI (Electronic Displayed Images): 44 Entries received from 22 Entrants.

*Best In Section:* Red Beak, Jean Coleman  
*Merits (6):* Jean Coleman, Bill Mowbray, Craig Parker, Kathy Pond, Bruce Shaw, David Tibbitts  
*Credits (9):* Gary Arnold, Stephen Balson, Barry Daniel, Colin Marshman, Bill Mowbray, Craig Parker, Muriel Stenton (2), Sandra Tibbitts



Image of the Month was an EDI entry.

**"Red Beak", Jean Coleman**

## POINTSCORES – March 2008

### *Colour Prints*

Colin Marshman	18	Gary Arnold	8	Francine Inglis	4
Greg Delavere	16	Jean Coleman	8	Wendy Lodge	4
Kathy Pond	14	Barry Daniel	8	Molly Matthews	4
Sandra Tibbitts	14	Eunice Daniel	8	Craig Parker	4
Jo Raseta	12	Bill Mowbray	8	Muriel Stenton	4
David Tibbitts	12	Val Porter	8	Sarah Toole	4
Stephen Balson	10	April Quinn	8	Peter Gilbert	2
Anna Fitzgerald	10	Tera Wheway	8	Jim Ollis	2
Craig Meers	10	Dawne Harridge	4	Helen Williams	2
Bruce Shaw	10				

### *Small Prints*

Kimberley Shaw	12	Vicki Ravnjak	10	Jean Coleman	8
Muriel Stenton	12	Tera Wheway	9	Molly Matthews	6
Craig Parker	10	Gary Arnold	8	Cheryl Thompson	6

*Monochrome Prints*

Colin Marshman	18	Bill Mowbray	9	Bruce Shaw	4
Sandra Tibbits	18	Gary Arnold	6	David Smith	4
David Tibbits	14	Stephen Balson	6	Dawne Harridge	2
Jo Raseta	12	Anna Fitzgerald	6	Sarah Toole	2
Jean Coleman	10	Francine Inglis	6	Helen Williams	2
Brian Pembridge	10	Kathy Pond	6	Jim Ollis	1
Val Porter	10	Craig Meers	4		

*EDI's*

Bill Mowbray	17	Alex Dekieft	10	Barry Daniel	6
Kathy Pond	14	Craig Meers	10	Vicki Ravnjak	6
Jean Coleman	13	Bruce Shaw	10	Peter Gilbert	4
Colin Marshman	12	David Tibbits	10	Dawne Harridge	4
Craig Parker	12	Tera Wheway	10	Francine Inglis	4
Jo Raseta	12	Anna Fitzgerald	9	Molly Matthews	4
Muriel Stenton	12	Stephen Balson	8	Sue Shaw	4
Sandra Tibbits	12	Greg Delavere	8	Sarah Toole	4
Gary Arnold	10	Val Porter	8	Helen Williams	4

*email Receival for EDI's Entries.*

The receival of the March EDI Entries by email was smoother. Having the earlier closing date allowed more time to manage these entries. There were a number of entries that required an image size to be adjusted, as well as discussing with the author image content. Well done everyone who has used this method to deliver their EDI's for the competition.

*Interesting Competition Data.*

Reviewing the entry data from the past three (3) years its interesting that the 2008 Entries has exceeded the previous year even though entrants are restricted to 2 entries compare with 3 from 2007 and 2006 after only 2 Competitions.

	Total Entries	Colour Print	Mono Prints	Small Prints	EDI's
2008	254	+2%	+33%	+365%	+ 67%
2007	173				
2006	148				

The above percentage changes are the 2008 entries compared with 2007 entries for the same competition time period (2 Monthly Competitions). The number of entries in the Small Print section are returning to about the same level of entries that were received in 2006. A number of factors has contributed to these changes including increased membership and in 2008 members are entering other sections, so their entry work load hasn't decline, but in fact they are producing more images. Well done everyone. Keep up the good work.

## **Seniors Week Photographic Exhibition**

Norm Melvin is co-ordinating the Seniors' Week Photographic Competition. It will be on exhibition from Saturday April 5<sup>th</sup> (setup at 10.00am) to Friday April 11<sup>th</sup> (11.00am) at the Corrimal Uniting Church Centre, Russell Street Corrimal.

Norm would appreciate any help that you could offer in either in setting up the Exhibition stands and/or packing up. If you can assist, then please ring Norm on 4228 4046.

## **Photographic Exhibitions**

### *Thirroul Seaside and Arts Festival*

4 April ~ 6 April Greg Delavere is collecting mounted prints for exhibition at April 2008 Thirroul Seaside and Arts Festival. Anyone wishing to have their work displayed can contact Greg on 42856573 to make arrangements with him. Please leave Greg a message on the answering machine if Greg doesn't answer. He will ring you back. Closing date is: Friday, April 4<sup>th</sup> 2008. There will be room for approximately 50 Prints. If more than 50 prints are received, then Greg will select the prints for display. Everyone who enters will have a selection of their prints on exhibition.

### *Australian Centre of Photography*

27 Oxford Street, Paddington ☎ 02 93321455 (ext 0) ✉ info@acp.org.au

14 March ~ 26 April 2008 "Nuclear Devastation In The Former Soviet Union". Dutch Photo-Journalist Robert Knoth's images from the Chernobyl and other areas. Robert was interviewed by Richard Fidler on the ABC's radio "The Conversation Hour" on Thursday March 27<sup>th</sup> 2008. A podcast can be downloaded from the ABC from the following Internet address:

<http://abc.net.au/queensland/conversations/conversationspodcast.xml>

Robert has been to war torn places such as Somalia, Angola, Sierra Leone and Afghanistan. In the former soviet Union, he has been to Kazakhstan, Belarus, Mayak and Chernobyl.

Take note that the above podcast takes a while to download on broadband. If you only have dial up Internet access then this may take a long time.

### *Australian Museum*

6 College Street, Sydney ☎ 02 9320 6000 www.austmus.gov.au

29 March 08 ~ 01 June 09. Renown Australian Photographer Frank Hurley's Exhibition of 60 images from his 1920's journey through Papua. Frank Hurley was the photographer on Shackleton's Antarctica expedition on the ship Endurance. Frank's other photographic ventures was to cover both World Wars (1914 ~ 1918 and 1939 ~ 1945); various parts of Australia.

### *New South Wales Art Gallery*

Art Gallery Road, The Domain, Sydney ☎ 1800 679 278 ✉ artmail@ag.nsw.gov.au

"Portraits", a series of paintings and images.