



What's happening at Photochrome in APRIL 2010

Thursday

April 1—7:30pm

OPEN PICTORIAL

Fellowship Hall

Members enter up to two images on any subject for Club discussion and critique.

Thursday

April 8—7:30pm

BOARD MEETING

Fellowship Hall

All members are invited to attend these monthly meetings where activities of the Club are planned.

Sunday—Field Trip

April 18

Cherry Blossom Parade and Japantown Field Trip

Parade Starts about 1:00PM

Gary Larsen, Chair

This is the 43rd Northern California Cherry Blossom Festival. The two-hour Japanese-style parade begins at the Civic Center at 1:00PM, proceeds up Polk Street to Post Street, and ends in Japantown at Post and Fillmore streets. I advise all members interested in participating in this field trip to check the route before the parade begins for possible strategic location(s) from which to photograph. Perhaps a high vantage point, a street hill, a balcony or roof top to shoot without being swept up in the crowd.

People participating in this parade are usually uninhibited and camera-

friendly, so they expect and want you to take lots of photos. Since you'll be shooting lots of images during this event, be sure to bring more memory cards and batteries than you normally would. You may also want to take a wide-range zoom lens to catch nearby costumed dancers and then quickly zoom away to festival queens or taiko drummers performing on floats.

Several of us enjoy the stability of a tripod while photographing landscapes, wildlife and portraits. However, for this type of event its best to rely on wide apertures, high ISO and rapid shutter speeds.

I've included Japantown in this Field trip because of its interesting architecture, besides being the location where the Cherry Blossom Festival is held. If you can't make it to the parade on 4/18, then feel free to attend the festival on 4/10, 4/11 or 4/17 to photograph other festival events. All these photos are welcomed as PicTwo images at our April 22nd meeting along with the Golden Gate Fields pictures.—Gary Larsen



Stacy Boorn

Thursday

April 22—7:30pm

Exploring Photography Reasons to Shoot RAW-PicTwo Critiques

Club President, Enrique Aguirre will discuss the many reasons to shoot RAW at this Exploring Photography evening. PicTwo Critiques subject matter will be the Golden Gate Fields Races and the Cherry Blossom Parade/Festival. Members may submit up to two images for each Field Trip.

MAY Events

(preliminary schedule)

For updates, check our website:

Photochrome.org

May 1—Field Trip

Fitzgerald Marine Reserve Tidepools.

May 6—Theme Night

“Street Life”

May 13—Board Meeting

May 20—Exploring Photography “Video Capabilities of Photo Cameras”

Photochrome at the Hiller Museum by Garrett Griffin

Fourteen members of Photochrome met at the Hiller Aviation



Pictured: Garrett Griffin, Gary Larsen, Burr Preston, Carol Heald, Sylvia Chiari, Pam Nelson, Alan Heald, Bob Nelson

tion Museum just as the doors opened at 10 AM on the last Saturday in February. Once inside, the members went their separate ways, some partnering, some alone. Airplanes were everywhere, including hanging from the ceiling. Hiller built helicopters, so naturally, choppers took center stage. Many of the exhibits are original. Some are reproductions. All are fascinating.



Photos this page by Bob Nelson & Garrett Griffin

An interesting subject for Photochromers, the cockpit of a 747, welcomes guests. Instrumentation is as numerous as it is complex, fascinating and photogenic. Dials, gauges, levers, switches, yolks and pilot seats await a bold adventurer to sit, take the controls and climb into the wild blue yonder, if only in the visitor's imagination.

One section of the mezzanine is dedicated to youngsters, learning to fly by simulator. They "pilot" the planes with computers and view their progress on a three screen monitor while real pilots watch, oversee and monitor their "in flight" progress. A pilot told me that some of these kids could actually take off, fly and land a plane if given the chance.



While Photochromers rambled through the cavernous museum gathering images, an Alaskan bush pilot gave a talk before a packed audience. Following this, a memorial service was held for three members of the Tesla car company who recently died in a fog related plane crash. The flying community is small and tight knit.

With antique flying machines, early helicopters and oodles of airplane related artifacts, the Hiller Aviation Museum proved a goldmine of worthy images. The gift shop isn't too bad either.

Several members met up after the museum soiree at the San Carlos Airport coffee shop for lunch and a post trip debriefing. A general jaw fest ensued as they rehashed their visit. All present expressed satisfaction with this unusual field trip and agreed it proved more than worthwhile.

Photochromer to Present Program at San Francisco Photography Center 50 Scott Street, San Francisco —April 10, 2:00pm

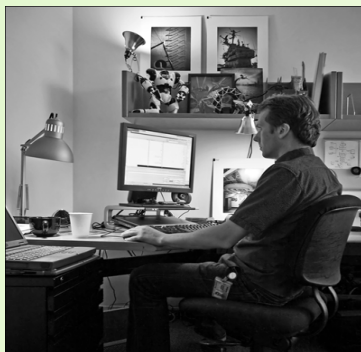
Our long-time member, B. K. Srinivas will present images of his trip to India when he visited the Ranthambhore Tiger Reserve in Rajasthan. He will show some historic buildings in Jaipur, a Maharajah's palace in Mysore along with the Lion and Tiger Safari near Bengaluru (formerly Bangalore!). The show will be at the SF Photography Center at 50 Scott Street at 2:00pm and will last for about one hour.

The Photography Center is back at it's old address, but we understand it is now in completely refurbished quarters. This gives us all a good excuse to see good pictures and check out the new facilities.

Submitting Images to Photochrome for Digital Projection

By Martin Taylor

I have noticed a few members are having issues when they resize their images for submission electronically for projection at a meeting or for competition so I thought I'd write a few words about the process.



To begin with let's consider the semantics of what we mean by *file size* because

this is where the confusion lies as "size" in relation to image files can refer to two totally different things:

1. the physical pixel dimensions of the image, and
2. the number of bytes a file takes up on a disk

Let us consider the physical dimensions of the image to begin with. We ask that when you submit your images for projection that you resize your image so that the longest side is 1024 pixels. Why 1024 pixels? Because that is the native resolution of the projector. If your image is not resized to take advantage of this characteristic of the projector, your images will not look their best. If your image is too small, the projectionist has to decide if they should show your image small with a border around it or if they should stretch the image to fill the frame. If your image is too big, the projectionist can opt to shrink the image to the projector frame but it will not look as good as if you had submitted the image at the correct resolution to begin with.

Why is this? If your image is too small and we are stretching it to fill the frame, the computer has to 'guess' at what to add to the image to make the picture look bigger. If your image is too large, the computer has to decide which lines to discard to shrink the image. Neither of these processes is optimal for your image's fidelity.

So, how do you resize your image to send it to us? All the

programs I have used (PhotoShop, PhotoShop Elements, Gimp, Paintshop) have similar interfaces for achieving this. The menu option you use will be something like *Image > Resize > Image Size*. The only thing you have to make sure of is that you are resizing the image itself and not the canvas upon which the image resides. Usually you will now see a dialog window that shows the image's current dimensions and allows you to change these dimensions. The most important thing to remember is that the only thing that matters is pixels; forget about combinations of dimensions in inches and resolution in pixels per inch – this is only important when you are printing your image. We just want to change the dimensions of our image for the projector (or screen) and these display devices don't know anything about inches – they only understand pixels.

To resize your image you may have to check a box labeled "resample image" and chose a method to achieve this. I choose *Bicubic* which is generally accepted as the most accurate and convenient method in this situation. You

Continued on Page 4

Summary:

The only way to submit photos: Email them to photochromeprojectionist@gmail.com by midnight the Wednesday before the meeting.

Name your image files:

Category-First Name-Last Name-Title.jpg

For Category use the bold face coding below:

PicTwo (up to two images taken on Field Trips)

TN (Theme Night) two images for each Theme

OP (Open Pictorial) two images

OP (Judging Night) two images

The pictures must be in jpeg format with a maximum long dimension of 1024 pixels.

It's best to convert them to sRGB profiles.

In Photoshop, you can convert to sRGB by selecting Edit>Convert to Profile...

In Lightroom, Export and select sRGB in the dialog. Other image processing programs will have similar options for converting profiles.

welcome
MEMBER
WELCOME
NEW

Laurie Gallant
1764 Beach St.
San Francisco CA 94123
415 350-6111
LGallant@pacbell.net

Deepak Balakrishna
403 Main Street #107
San Francisco, CA 94105
408-464-3947
deepakbalakrishna@gmail.com

Submitting Images to Photochrome for Digital Projection

Continued from Page 3

must also check the “constrain proportions” option; this ensures that your ratio of image height to width is maintained as the image size changes.

Look at the current image size; unless your image is perfectly square one dimension will be larger than the other. Change this larger value to “1024 pixels” – the smaller value should also change at this point (to something around 680 pixels for a DSLR) and your image should now look the same but smaller. If your image happens to be square, it should not matter if you change the height or the width as either will have the same result. The next step is optional but I now look at my image at the “actual pixels” zoom level and apply the unsharp mask to an amount appropriate to the subject and the new image size. Sharpening is a subject for a larger article but, to keep a long story short, I sharpen to some extent as the final step before saving every time I resize an image either up or down.

You now want to save your image as a new file name (“save as”); if you just do a blind save there is a danger that you

When compression is applied, image data that probably isn't important is discarded; the operative word here is 'probably'.

might overwrite the original file which would be bad. You want to save the image in the jpeg format which means that your new image will have the “.jpg” file extension. The file name itself is assembled thusly:

- Category: **PicTwo** (images taken on Field Trips), **OP** (Open Pictorial) or **TN** (Theme Night).

- **First Name Last Name** of the photographer
Image Title

- An example of a resulting file name would be something like

OP-Joe Blow-SF Bay Bridge at night.jpg. The file name may

seem long winded but it allows the projectionist to identify everything he/she needs to know about what to do with the submitted image.

When you hit the save button, as you chose the jpeg file format, you will now be asked how much compression you wish to apply to the image – in Adobe products this is a scale from 1 to 12. Up to now we have been dealing with size as it relates to the physical dimensions of the image but compression relates to the byte size of the file. The

4 more compression you apply to an image the smaller

the file size you end up with. However there is a cost; image fidelity. When compression is applied, image data that probably isn't important is discarded; the operative word here is 'probably'. Compression is a mathematical process; the more severe the compression you apply, the more data is discarded and the smaller the resulting file size. When you are sending images to friends and family and you don't want massive attachments in your emails it is alright to apply strong compression as much as 5 on the the jpeg compression scale but when you are sending images to be seen by other photographers you want to be more conservative – somewhere between 8 and 10 on the compression scale seems appropriate. The problem with severe compression is that the data that is discarded results in what can be seen as compression artifacts. Compression artifacts can sometimes be seen as posterizing in what should be smooth gradients, 'jaggies' along sharp edges, mosquito noise or blockiness in busy regions. Once your eye tunes into artifacts they are hard to ignore and can distract a viewer of your images.

Save your prepared image files somewhere you will be easily able to find them like the desktop or your top level images file. Now start your email program or go to the your webmail and attach your files to an email to *photochrome-projectionist@gmail.com* individually. Some email programs and services at this point will recognize that your attachments are pictures will offer to 'optimize' your images for email delivery; do not allow them to do so as they can ruin all the hard work you just went through to prepare your images for submission. Similarly, some editing programs offer the user the facility to send images via email directly from the tool. Unless they are transparent about what they are doing to the image, especially concerning the physical file size and the amount of compression they will apply to a file, then it is better that you go through the inconvenience of manually resizing your images as described above rather than be disappointed when you see you images projected on the large screen at the club.

I realize that these instructions may seem a little long winded but I hope that by understanding exactly why you should resize your images in a certain way you will save time and effort when you next submit digital images for projection.

Save your prepared image files somewhere you will be easily able to find them

Sponsored by N4C
Saturday, June 12, 2010

Brenda Tharp
San Leandro Library
Auditorium

*\$45 per person
before May 15;
\$50 per person after*

*Brenda will present a whole day's
worth of her fantastic photography
with information on how to take
these kinds of photos.*

*Find complete registration materials
at the N4C website: N4C.org.*

Wanted

The Board of Directors is
looking for a member
willing to participate as
our fundraiser coordinator.
If anyone is interested
please let us know.

**Yerba Buena Chapter of PSA
Spring Chapter Day—Featuring
Tim Cooper—MAGIC LIGHT
CRAFTING THE FINE LANDSCAPE**
Sunday, April 25, 2010, 9:00 am to 4:00 pm
Central Park Recreation Building,
50 5th Avenue, San Mateo
Registration Fee: Member- \$15 •
Non-member: \$30

Crafting the fine landscape begins with understanding and using natural light. Tim will begin the day by introducing you to the various properties of light and showing you how to use these properties to influence color, texture, shape,

and shadow. Some of the world's most powerful images are made during the "Magic Hours" so Tim will explain the different forms of Twilight and show you how to be prepared for this magic light. Next, Tim will cover an approach to capturing your imagery so you are assured that you come home with the shot. He'll introduce the Zone System of Exposure for Digital Cameras and show you how to read your histogram to ensure a perfect exposure. The day will finish with a look at the various methods of dealing with difficult lighting situations. From using Split Neutral Density filters in the field, to blending exposures together on the computer, Tim will show you how to control the high contrast situations that are so common in Landscape Photography.

Name _____

Address _____

City, State, Zip _____

Phone () _____ E-mail - _____

Camera Club or Other Affiliation _____

How did you learn about this Seminar? _____

Tickets (Member) @ \$15 _____ Non-Yerba Buena Member @ \$30 _____

(There will be coffee and breakfast buns. Lunch is not included)

Total Enclosed _____

Please send registration form and check made out to Yerba Buena Chapter of PSA
to Dick Stahlke, 1057 Sandpoint Drive, Rodeo, CA 94572

For more information, contact Dick at baleaf@aol.com or Joe Hearst at joe@jhearst.com

**Spring Chapter Day
Sunday, April 25, 2010
Central Park
Recreation Center
San Mateo, California**

Or go to the PSA, Yerba Buena Chapter website at: psa-yerbabuena.org

Wildflower Season

The Douglas Iris are beginning to bloom in Pt. Reyes and other lovely wildflower specimens are almost here. Our friends at the Marin Camera Club have put out a fine checklist of places to shoot and with the permission of Beth Schriock, and one addition, we reproduce it here. Happy hunting.

Annadell State Park—near Santa Rosa
Bear Valley—Colusa County
Bodega Head

Edgewood Pk—near Crystal Springs Res.
Henry Coe State park—out of Morgan Hill
Hood Mt. County Park—near Santa Rosa
Ida Clayton Road (NW of Mt. St. Helena)
Jasper Ridge—Stanford University
Mitchell, Back & Donner Canyons, Mt. Diablo
Mother Lode Country of Sierra Nevada foothills
Mt. Burdell—Novato
Mt. Tamalpais

Old Knoxville Road—North of Lake Berryessa
Pt. Reyes—Chimney Rock & Abbots Lagoon
Salt Point State Park—Sonoma County
San Bruno Mountain
Table Mountain— east of Chico



Millerton Point has Osprey Activity

This nest, established by PG&E some years ago when they needed to relocate the original one, has been home to ospreys during breeding season ever since. These pictures are from last year when the bird was rearranging the furniture and making ready for a busy season ahead.

I was out there again recently and there are signs of activity once more.



If you want to try for pictures, the site is located some four miles north of Pt. Reyes Station off Highway One. There is a parking lot and an easy path.

Photograph from outside the low fence with a 300mm or better lens.



Wildflowers

*by Stacy Boorn, Bing Huey,
Connie Louie, Willis Zhoe.*

Photo Ops—coming soon— In and around San Francisco

This month all our suggestions come from Bob Nelson who does get around our fair city.

April 1—St. Stupid's Day Parade. This delightful bit of nonsense starts at Justin Herman/Embarcadero Plaza at noon, and can be followed through some eight different venues, including the Pacific Sock Exchange. Their website is not for the faint of heart, but those with a hearty sense of humor will enjoy the antics at saintstupid.com where full details can be found (probably).

May 1-2—Norway Day Festival. Held this year at the Festival Pavilion at Fort Mason, there is a 3-story climbing wall and Norwegian elk-hound petting area for the kids. Other exhibits include Art, Cooking, and History. Elegant and historical costumes and displays beg for photographic recording.

Far more information is at NorwayDay.org



Selective Focus—

By Alice Steele

Print Night on March 18 was a joy to behold. Chair Alan Heald has really taken hold of this category and made it shine. Members came with prints of all descriptions and techniques. The format of this meeting is relaxed and informal as exhibitors explain how each print came into being. It was easy to ask questions and learn new ways to deal with this always fascinating facet of photography.

Have you checked out our website lately? Martin Taylor has done a splendid job of keeping it up-to-date and chock full of information. Lookin' good, Martin!

It's always fun to have an article from Garrett Griffin. Can you tell he's a professional? Sure you can.

Finally, remember:

**GET YOUR
COLOR NEWS
EARLY AND FAST**

SUBSCRIBE BY E-MAIL

Letter from the Editor

By Alice Steele

About seven years ago, when I became editor of the Color News, I also became the owner of a brand-new, state-of-the-art printer. The printer has served me and the Club well, printing the USPS version of the newsletter and printing really nice prints for the Woman's Eye Gallery where I display my work alongside four other photographers.

But eventually, the printer got old and needed to be replaced. Now I have another new, state-of-the-art printer that does magnificent prints. But it does them slowly, and alas, so expensively that it cannot be used for mass printing. Unfortunately, the analogy continues. I too am slowing down a bit, and must choose to do less slowly and as well as I know how.

It is time for another Photochrome member to take over as editor of the Color News. I will happily stay on a few months until that person steps forward.

It shouldn't take too long for the next person to volunteer. This club has a proud reputation of good newsletters. I know it will continue.

President: Enrique Aguirre
Vice President—open
Secretary—Weronika Patena
Treasurer—Chris Kibre
Board Members:
Alan Heald, Gary Larsen
Bob Nelson, Burr Preston
Martin Taylor

Color News Editor
Alice Steele
SFAlice@aol.com

Webmaster
Photochrome.org
Jim Kelly

*All Color News
material is
copyright by author. Re-
print by permission only.*

*Color News Deadline
3rd Friday of the Month*

PSA Annual Conference Charleston, South Carolina

It's never too early to plan for the PSA Conference. This year in Charleston, South Carolina, it starts on Sunday, October 3 and ends October 9. A complete run-down of activities and registration materials is available at the PSA official website: **PSA-photo.org**. Photochrome has been a member of The Photographic Society of America since 1943.



Photographer Viva Van Assen at A Woman's Eye Gallery April 4-25 Artist Reception: April 10, noon-5:00pm

Viva says she follows the example of James van de Zee, a photographer from The Harlem Renaissance, by "capturing the beauty of black folk in which he took ordinary people and expounded on their blackness."
Viva's portrait work is a lovely display of self-expression.

**AWE Gallery Hours: Wednesdays & Weekends, noon-5:00
678 Portola Drive, San Francisco**



*Portrait by
Viva Habbit Van Assen*

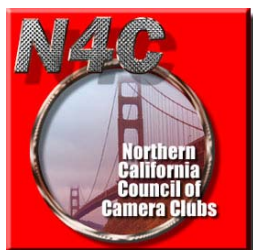
Meetings are held the First and Third Thursdays of the month, except for November and December. They begin at 7:30pm and are held at the Fellowship Hall, Ebenezer Lutheran Church, 678 Portola Drive, San Francisco, CA 94127. For meeting details check: www.photochrome.org

8

**Photochrome Club of San Francisco
P. O. Box 27265
San Francisco CA 94127-0265
WWW.photochrome.org**



*Member: Photographic
Society of America (PSA)
since 1943*



*Member of: Northern California
Council of Camera Clubs*