



THE

LAST FRAME

April 2005

St. Albert Photo Club's Monthly Newsletter

Finding your style can be puzzling

In the late 1980s, Life magazine commissioned about a dozen professional photographers and had them go out and photograph the same location.

Life wanted to see just how different photographers photographed the same subjects in the same area.

The magazine's photo editor was amazed at how different the resulting images were.

What was it that attributed to these differences?

The difference was simply a reflection of each photographer's "style" of shooting.

On April 13, the St. Albert Photo Club featured Chantal Thorlakson of Country and Nature Photography as our guest speaker.

She spoke about how one develops a "personal style" in their photography.



Chantal Thorlakson with some of her work.

Background

While employed in a career as a social worker she enrolled in the Certificate Program at Metro Community College, taking night courses in photography.

Under the direction of Peter Sauer while attending Metro, he told her about the importance of conducting high quality, top-notch photography.

If you do not shoot quality work, he advised her,

then average mediocre work shall become your "style".

Since graduating from Metro she became a member of both APPA (Alberta Professional Photographers Association)



MAY GUEST SPEAKER TBA	MAY COMPETITION "Open"	TECH TIPS Bounce flash	JUNE GUEST SPEAKER None	JUNE COMPETITION None
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tion) and PPOC (Professional Photographers of Canada).

In 2004 she received her accreditation for Nature Pictorial and Scenic Photography.

This involves a submission of a portfolio of ten images where a panel of judges then determines whether the photographer shoots at a professional level.

Her mountain landscape image titled "Quiet at the Creek" was accepted into the PPOC National Print Salon.

Mentors

Supplementing her education from Metro, she keeps busy reading

books, magazine articles plus attending as many instructional workshops she has time for.

Freeman Patterson's "Achieving a Photographic Style" and Galen Rowell's classic "Mountain Light" were two books that Chantal highly recommended that also inspired her style.

Allan Briot's 9-part series about composition and lighting on the Luminous Landscape website also came highly recommended.

On a more local level, Daryl Benson mentioned how others perceive your work is very important.

Developing A Personal Style

Author Ron Engh states in his "Sell and Re-Sell Your Photos" book that in an area of limited marketability, such as landscape and nature photography, you can only distinguish yourself by having a personal style.

A personal style is where you can recognize one photographer's images while mixed in with those of others.

Chantal suggested three areas of importance pertaining to conducting your photography.

(1) You put your efforts in a purposeful direction.

(2) You can realize "self-actualization" themes.

(3) All your effort, time, and energy results in a win-win situation (whether just for personal satisfaction or for commercial purposes).

Through omission, or what you don't shoot, also defines your style.

For Chantal, she does not conduct her night photography in the city; she chooses to shoot her night photographs in the country.

Commercial Considerations

Your photographic interests become your niche.

The subjects you photograph define your style.

When you become known for your style, your style then becomes your product.

This is what you then sell and market. Developing your style only leads to an improvement in your photographic skills.

To succeed as a photographer, you need to take what is there and then elevate it a few levels producing a photograph that is more representational than documentary.

The most successful nature photographers such as Daryl Bensen, David Muench, the late Galen Rowell, and Art Wolfe, are each well established in their own niche markets.

Shoot Your Passion

Photograph your passion! Shoot what you like to shoot!

If you are passionate about your work, it will show.

Chantal's passions include nature and night photography, complemented by outdoor portraiture in the spring and fall.

Growing up Yellowknife, with the reflective qualities of snow and the presence of the Aurora Borealis, Chantal knows there is ample light at night.

When the sky has lost almost all of its daylight, and it turns a cool, deep, indigo blue, known in Hollywood parlance as mid-night blue, you may begin light painting (adding light to your subject with



Chantal Thorlakson is passionate with her photography.

<p>St. Albert Photo Club Vol:4 Issue:7 PUBLISHED MONTHLY September - June</p>	<p><u>PRESIDENT</u> Derald Lobay</p>	<p><u>SECRETARY</u> and <u>TREASURER</u> Allen Skoreyko</p>	<p><u>PROGRAMME DIRECTOR'S</u> Derald Lobay Doug Poon</p>	<p><u>CLUB CONTACT</u> Doug Poon (780) 973-7035 dougpoon@shaw.ca</p>
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a supplemental light source such as a flashlight).

As you grow as a photographer your style and interests may change.

Photograph as much as you can and use your great work as a motto for your style.

“Read, study, shoot, and re-shoot” is also one of Chantal’s photographic mantras.

When you are “in the zone” photographically, you are highly creative.

Only shoot what you’re passionate about, and then get good at it.

Developing your own



personal style will distinguish your work from others.

Some like the massive western landscapes with

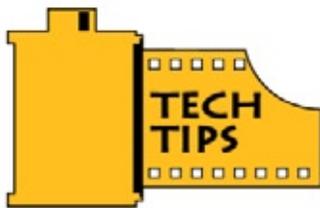
in-your-face foregrounds shot with a 4X5 view camera where everything is tack sharp; others may use a 15-second expo-

sure, hand-held, purposely moving the camera during exposure to produce a smear of colour while still maintaining the integrity of the image.

Future

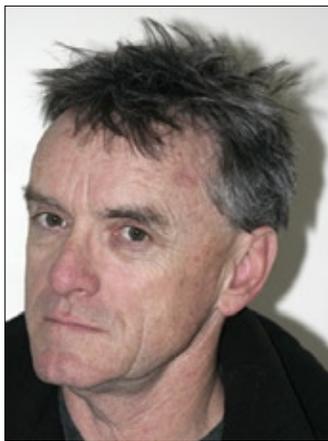
Those wishing to view more of Chantal’s photography can either view her website at www.countryandnature-photography.com visit her first solo exhibit at the Devonian Botanical Gardens over the July long weekend.

Article-Derald Lobay



Use Bounce Flash

Most people use their camera’s flash in dark environments where the flash-to-ambient light ratio is high.



On camera flash

This causes the camera flash to become the primary source of light for the photo, often a very hard light that blasts away all texture and mood.

Furthermore, the flash is

offset from the lens but still very near it, thereby casting visible shadows from foreground objects onto the background and creating a lot of photographs of people with red eye.



Off camera flash



Tissue

The general technique of bounce flash isn’t limited to bouncing the flash off a



Bounce card

white ceiling. You can also use a white card -- or colored card if you desire -- to achieve a similar effect, especially for close-up photography. In a pinch you can also use toilet tissue/Kleenix and I have also used a styrofoam cup for bouncing or shoot through.

Reflector

On a shoot and need a reflector but you don’t own one? Quick fix is to buy a newspaper, grab open the classified section and shazam, instant white reflector.

Pan your camera

For a creative effect, follow the action (pan) with

your camera and press the shutter button while still moving the camera.



Your subject will be sharp, but the background will blur indicating speed.

Avoid distractions

Is there a trash can in the foreground? A telephone wire overhead? Check everything in the viewfinder and reposition yourself to eliminate distractions.

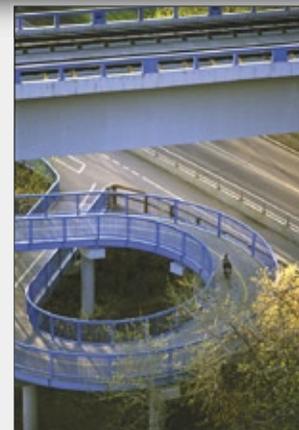
Club Point Standings

As of April

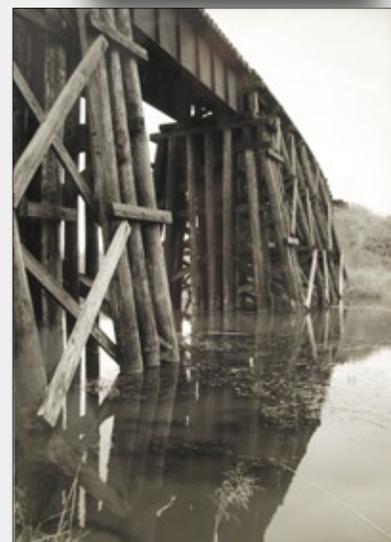
Allen Skoreyko	20
Derald Lobay	17
Sieg Koslowski	15
Don Litven	8
Mark Williams	5
Al Popil	4
Gary George	3

THE LAST FRAME

CLUB MEMBERS WINNING MONTHLY PICTURES



Above, 1st Place Slide - Don Litven, above top, 2nd Place Slide - Don Litven right, 3rd Place Slide - Derald Lobay



Above, 1st Place Print - Allen Skoreyko, above right, 2nd Place Print - Don Litven, right, 3rd Place Print - Don Litven