

Contact Sheet

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People Photography

There are certain parts of photography that everyone assumes that someone who takes pictures can do: Take good people pictures. When you are on vacation, how many times has a person come up to you and asked you to take a picture of them with their camera? But to many of us, this is may be the hardest part of the field. How many **excellent** pictures do you have of your spouse? How about the kids? Maybe familiarity breeds a certain laissez-faire approach to taking the image, kind of like, "If it doesn't turn out right, I'll just do it again - - next time." But the next time just doesn't seem to be any better. We look at the facial expression, and it is okay but just doesn't seem to have the **kick** to it that we thought it was going to have. Therefore, we go back to our moose and bear and scenic pictures that just seem to come out right almost all of the time.

But there must be a way to get good people pictures. **Travis Gugleman** from Rexburg assures us that this can be done. He makes his living taking wedding, senior photos, and other people pictures. At the most recent Professional Photographers of America convention, he took Best of Show - - and has been in the top 5% of Idaho photographers in their meetings. How did he get this good? By observing! He stated that he has attended numerous lectures and workshops of all the highly rated photographers in his field. He

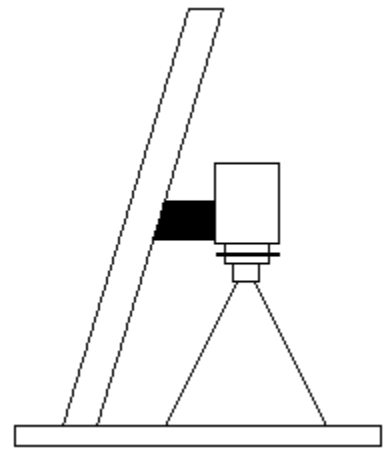
feels that he is somewhat of a

sponge and his mind extracts what works for that photographer and adapts this to his own efforts. And he shared much of this knowledge with us at the March meeting of EIPS.

Impact is the most important part of an image. And good control of lighting is how you achieve much of this effect. You need to learn how to get the light on the face/body with the proper lighting ratio (he showed many examples of how you can achieve this). A good backlight can "chisel" the person out of the background and make them stand out. This is sometimes called the rim light, accent light, or "garlic" light (too much and it ruins the dish, too little and you might as well not put in any garlic). He likes to use a very shallow depth of field to again emphasize the person - $f/2.8$ outdoors, $f/5.6$ indoors.

Outdoors, Travis likes to use the sun behind the subject so that he has a good rim light type of setup. However, he does not like fill flash since he feels this creates too harsh of shadows. Instead, he prefers very large reflectors to get the soft light he needs - - or he will move the flash off the camera to get the directionality he wants.

Indoors, he will use a variety of very large soft boxes; but instead of aiming them directly at the subject, he likes to position them so the light goes across the face or body. By feathering the light in this fashion he keeps harsh shadows at a minimum. However, you



still need a 3:1 or 4:1 ratio of light on the face to give the image more impact. Too flat of light and there is no interest in the image. One of the things that will add interest to your image is a triangle of light under the eye, the so called Rembrandt lighting that you can see in the paintings of that artist. He also stated that he uses the same brand of strobe light (Larsen) in all of his lights so that the light will be consistent with no color temperature imbalances to worry about.

But how do you get the good expressions on the subjects' faces? Travis was a psychology major in college and maybe this is part of his secret. In the studio he likes to wear light colored clothing since this seems to make the subjects less somber and tense. He has the subject bring their own I-pod and places it in a docking station so the person gets to hear the music they are familiar with during the shooting session. He gets on his knees to shoot all kids so he is at their eye level. To get a child to hold still in one area, he will tape a quarter to the floor – and tell them that they get the quarter if they stand still on the quarter while he takes their picture.

When he is done with the session, all of the digital images are turned over to his eight person staff. They will edit the images, discard the ones that don't work, touch up the ones that need PhotoShop, etc. Using the Wacom pad and their computers, most images are ready to be printed in just 3 minutes time per image retained. But Travis still prints all of his own images in their studio. He likes color contrast in his images - - and he spent almost a half hour in our lecture showing us how he is able to achieve this effect in PhotoShop.

One of the main topics that Travis covered was that you have to like what you are doing in your photography. But by the same token, you should be compensated for your efforts. You must be very up front about your charges. The mother/daughter/family/senior must know ahead of time what your charges are going to be. Then they know that they must be on time or there will be extra charges. This keeps the studio (or shoot) very efficient. But the clients are very happy because there are no hidden charges and they know from day one what their bill was going to be. In the early days of his studio, Travis almost felt that he needed a marketing and sales degree instead of his psychology degree. Since he was the photographer of the event, Travis feels that the negatives or digital files are his property; and all additional prints must be purchased from him.

Thanks, Travis, for sharing such an incredible volume of knowledge with us. Now if I can just get my son to keep his eyes open on the next portrait I take of him. Will the quarter trick work for a 38 year old?

Club Notes

Special thanks go to Shannon for her efforts in creating a club calendar that will have a listing of all the upcoming events that we might want to photograph. We need all of your input for this project. The nature photographers know when the wildflowers are at their peak at Craters of the Moon – or other locations. We need to get that information. If someone has been to an area and the images are incredible at that time of the year, list it for us so that we can share the experience. The wildlife shooters know when the bears

come out of hibernation and they have their cubs. We want to list that also! When are the auto shows? The balloon races? The boat races near Burley? The plane show near Three Forks? The Golden Spike reenactment in Utah?

Many of these events happen yearly; and by getting this into the calendar, we will help not only for this year but for the ensuing years.

We also need to thank Farr's Jewelry for the use of the digital projector at the last Advancement Program. The projected files will be added to our web pages on an ongoing basis since the Advancement Program selections will be posted. Those images that are 35 mm slides and prints will not have that exposure yet, but we are working on that problem.

Field Trips

The Barns Field Trip was a huge success. We hope that you will share your images with us at the Advancement Program.

Advancement Program

The theme of the Advancement Program for April is: **Photographer's Choice**. Please bring three of your best images, slides, digital image files and join us at 1900 Grandview in the Conference Room at 7:30 p.m. on April 17. It is amazing how all of our photography improves as we share these images with one another.

I have not had a listing in the newsletter of the various topics for the year since they were in a state of flux. But now, they are set in concrete! Here they are:

May – Birds

June – Photographer's Choice

July – Sports

August – Photographer's Choice

September – Long Shutter

October – Photographer's Choice

November – Barns

December – Photographer's Choice

From this listing you can see that there are going to be some choices that will not challenge you at all and yet others that should prove their mettle. This is our objective: Keep the camera in your hands for many, many images – and watch the improvement! Have fun!

Dues are due! \$25 per year for the entire family. Thank you.

The August Show on the Greenbelt will be here very quickly. We hope that we can get a lot of participation this year. It is a good way to get your images exposed to the community and is a way of marketing your work. Photography sales will not happen while your prints are stored in your basement. Get them in front of the public so they can appreciate your abilities. Your basement never bought one of your prints!

Roger is getting the October Show scheduled at EITC in the same manner that we had last year so that we can participate in the Gallery Art Show to the general public. We had a lot of people attend our open house that night – and it was our first attempt at this venue. This year should be even better since we will be able to get that information out to the public in a more timely fashion.

Monthly Meeting

Date: Apr 3, 2008

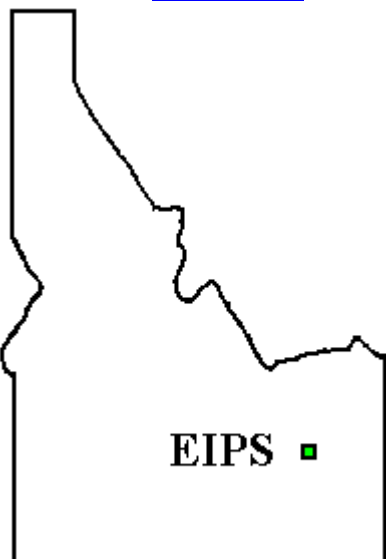
Time: 7:30 p.m.

**Location: 1900 Grandview
Ave. Conference Room**

Program:

This month we are going to watch a DVD of Art Wolfe as he *Travels to the Edge* in Patagonia or Joel Sartore *At Close Range with National Geographic*. Both of these were PBS programs.

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Graffiti

EIPS is a group of amateur and professional photographers who have joined together to further the art and craft of photography. Please join us and expand your horizons. Sharing knowledge makes all participants better at their craft. We meet on the first Thursday of each month for our educational lecture. Then the third Thursday is our Advancement Program where we share some of the images we have done. We meet at 7:30 p.m. in the 1900 Grandview Ave conference room. We all become better photographers!

From Roger Heng: Photoshop classes online and free.

<http://h30240.www3.hp.com/campuses/campus.jsp?campusId=1303&mcid=HHO2>

