



You'd Better Read Me News

April 2015

All of us have a special image or two that we really like. By printing it we are telling people that we like this so much that we want to save and show it for a really long time. Keeping such images only on a hard drive, a DVD, a CD, or maybe even an optical disk is in reality hiding it or maybe even losing it. Think that you will be able to keep it in perpetuity in digital format only? You are fooling yourself. At some point in the future we are going to use tools that use a new digital format. Why? Think about how you saved some of those original files you created on floppy disks and now you want to retrieve them to see them on a monitor. Oops, surprise! That file may not be retrievable and you end up kicking yourself. Digital formats change and the media you use today may become obsolete. I have been told that we need to open every file at least once every other year. I tested this theory myself on two separate drives. I first looked at the number of bytes on one unopened file. Then I opened the file copy on the other drive and checked the number of bytes on the opened file. Was there a difference? Not this time. However the suggestion makes sense if you understand the technology. Unused discs can age just sitting, so at least powering them up and opening a file or two several times a year can help. Remember our suggestion of multiple back ups of every thing?

Next you need to print those special images. Not too long ago, someone ponied up the money to buy a large number of Ansel Adams' negatives. What a lot of people do not realize was that Ansel was not only a genius with the camera but also a genius in the darkroom. He made several masks to aid in his dodging and burning process. So having the original negatives was only the initial step. The print itself was Ansel's greater achievement. Today we have the digital darkroom rather than the original darkroom. Having an accurate, calibrated monitor is the first most important tool. The next step is to determine on which type of media to print a specific image. Should it be matte, glossy, semi gloss, or any of the myriad of choices, or maybe even metallic. The main thing is to print somehow.

Printing is the main focus of our speaker this month, Eric Joseph, of [Freestyle Graphics](#) a local company. Eric will present on Saturday, April 18th, and will help us understand the media choices we have and help us learn to determine which one will best show different types of images. This is important because fifty years from now, while some of our digital files may or may not exist completely, having a print

to compare it to will help the next generation recreate the file. Using the best media today will help the generations of tomorrow understand what you were trying to convey with your image.

In the late fifties, I competed in the Kodak High School Photography contest. About twenty years later, I saw that image had faded and was really brown and splotchy. What had happened? Was my darkroom technique wrong? No, however, the adhesive and mounting board were not acid free. All I have is memories. We need to pay attention to Eric's message about choosing the correct media not only for the style of the image but also for longevity of the print. And in addition, we need to remember the presentation by Bob Oberlin of [On The Wall Gallery](#) in Santa Ana. Bob recently spoke at ATX and described the types and importance of mounting materials and options. Printing media and mounting or display options are directly related and together determine the life of your printed image.

Digital media can change so you need to print your important images for future generations. And you need to know what to print them on and how to display them so those future generations will have more than a faded, blotchy ink stain to see!

We meet next Saturday morning, April 18, 2015. The doors open at 8:45 AM. The coffee will be ready. After Eric's presentation, the raffle will include **various printing goodies** and a [G-Tech 500 GB hard drive](#) this bus powered 500 GB hard drive is great not only for regular storage or backup, it is also perfect for storing and duplicating images when traveling. Actually you need multiple of this type of drive so you can always keep multiple versions of your work both at home and when traveling.

To repeat. We meet next Saturday morning, April 18, at 9:00 AM at the [Burns Community Center](#) in Lakewood, California. The doors will open at 8:45 AM. Yes, we will have a few items on the tables for purchase and some books for sale. Yes, the coffee will be brewing. As usual the fee will be \$10, the same it has been for the last twenty three years. What a deal! Name me something else that has remained the same price for over twenty years.

Regards & God bless,
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