



You'd Better Read Me News

August 2015

This month's meeting is about Photoshop and post photography. What happens after the image is taken by the photographer. Retouching and keeping it in line with the client, the studio, the printer, the web designer and ultimately, you the viewer or the consumer expects to see the image. We are so lucky to have one of the world's best photo retouchers spending some time with us. Some of you know [Dennis Dunbar](#) and yet almost all of you have seen his work for the [entertainment business](#) and his [Commercial work](#). Dennis will give you an insight to what movie studios, commercial ad agencies, and movie stars' agents expect from your work. In a word - consistency. Notice the name at the upper left of each image and you will understand why Dennis is the go-to agency for retouching here in southern California and the ad business.

We lucked out getting Dennis to sit down with us and agree to come to give us an insider's look at what the high end ad agencies and high end representatives want from the people who are considered "retouchers" in the Photoshop world. Hopefully Dennis will show us just what a long, winding and rocky road this is, and what you could expect if you want to succeed in the world of commercial retouching.

The previous speakers have given us an insight what can be expected from the behind the camera world. Now we are going to go into the post processing world see what goes into creating an image that will sell a product or a person. Additionally he will hopefully give us further insight of what it is like to work with some of the world's best commercial photographers when he talks about working with photographers in his case studies. Look at some of these [before and after](#) images. Hopefully Dennis will explain some of those before and after images. That portion of his talk will give you a totally new perspective on developing your skills as a retoucher and how to make a new reality with Photoshop. I think you will really enjoy hearing about what it takes to succeed and make a good living at retouching. We all have to perform a certain amount of retouching when we finally see our images. Dennis sometimes has to perform minor/ major miracles on the images of actors and those who are the center of the public's attention. Ask Rick Valasek about the teen star who showed up at the photo shoot after spending a few too many hours in the sun. Her agent had scheduled only thirty minutes for the shoot and the teen star could only spend ten minutes because of her being tardy for the shoot. Make-up was out of the question. I am certain Dennis has more than a few stories to add to this story. Notice how I did not state the teen star's name. I'm willing to bet Dennis won't mention names either.

Last month we had Steven Johnson as a speaker at ATX. Personally I was rather disappointed with the attendance. Yes, it was July and a small number of you were on vacation, another small number were

at the beach, another small number took the attitude that "*he will probably talk over my head*" and they were absolutely wrong. Just ask those who did attend. Enough of my rant.

Please do not think that Dennis will be talking over your head or talk about skills you don't plan to need! Dennis is a Photoshop Expert and he will be showing some fabulous techniques you can use for your Photoshop work in general.

We will also be showing a new, easy to carry and use, speedlight modifier - the [MagMod](#). These are simple to use and can be stuffed into a pocket for convenience! Will there be an ATX discount? Come to the meeting and see!

There are no meetings in September or October. Why? Lynette and I are traveling a lot. However we are having a super meeting - an Adobe Special Event and Meeting on Saturday, November 14. Not the normal date of November 21. Saturday November 14 will be a FULL DAY event with Bryan O'Neill Hughes, and as a Special Event, the cost will be \$20. How special is this meeting? For starters the first seventy five people to show up, pay their \$20 fee and fill out their raffle attendance slip, will get an Adobe Creative Cloud notebook and an Adobe pen. The people who arrive a little later, will receive an Adobe pen. In addition to coffee we will have a supply of water available at one of the side tables. We will break for lunch at 11:45 to give you a slight head start on lunch. There is no shortage of local restaurants in the area. We will start back up 1:15 PM sharp. Bryan will wrap things up at about 3:30 when we have a our raffle. And yes, you can expect some great and bigger raffle prizes for this special event on November 14. Okay, maybe not as good as we have in December, however it will be a substantial raffle. Remember, you have to be present to win.

So come to the meeting this coming Saturday, August 15, for a total Photoshop class at the regular time from 9 am to noon. And mark your calendars now for the November 14, Special Event All Day (9 am to 11:45 and 1:15 to 4 pm) meeting with Bryan O'Neill Hughes. We are meeting with Bryan this week to complete all our arrangements for this special event in November, which will be held at the regular location - [Burns Community Center](#), 5510 Clark Street, Lakewood.

Regards and God bless.
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