



# You'd Better Read Me News

July 2015

The July meeting is a “**Special ATX Event**” and will go from 9 AM to 1 PM. This is going to be one of the better ATX meetings. Okay, every meeting is considered “better” as we have chosen to not hold to a standard path of instruction, information and display. Yes, our name starts with “Adobe” yet we do not always focus strictly on products from Adobe. And yet, over the years we have concentrated a lot on one of Adobe’s flagship products - namely, Photoshop. Photoshop was released publicly in February of 1990. The Adobe Technology Exchange was created in February 1992. Over the years we have shown some rather amazing capabilities of this product that has morphed from software that was great at changing the color of an object for pre-press, to now being the world standard for photography and image manipulation. We see an image today and in the back of our minds we sometimes ask ourselves, and others, “*was that created with Adobe Photoshop?*” Matter-of-fact the term photoshop is now considered a verb. . . as “*that image was photoshopped*”. Who thought that it would reach that point? Today Photography and Photoshop are pretty much synonymous with each other. Some “photographers” use Photoshop so extensively that they cannot produce an image without “adding” something to their photograph. Then there are the true artists with a camera and Photoshop who just add slight amount of contrast or exposure to bring back items reduced when the light goes through to the sensor in the camera. And this now leads to our presenter for July. [Stephen Johnson](#) is a photographer, designer, book author, print maker, and in addition an instructor of photography, who from my perspective, has no equal. Lynette and I have traveled with him for one of his workshops and Lynette has worked with him to learn the craft of print making. Out in the field his teaching methods are easy to understand and apply to the images you are trying to achieve. Teaching the basics of photography appears to come easy to Steve. It should as he is truly is one of the pioneers of digital photography.

His lecture on Saturday will include many of the basics of photography. Whether you are an absolute novice or a seasoned professional you will learn much and hopefully absorb his lessons. His teaching methods are not that of a professor as much as a friend and colleague who is helping you achieve the image you want in your viewfinder. He will help you find that image and capture it on your sensor. Additionally he will help you understand the workflow for extracting that image from your camera’s sensor and displaying it on your monitor. You had best bring a notebook as he will be covering the following subjects: - *workflow issues, color management, correcting color casts, adjustment layers, custom profile generation, editing and inspection*. Will Steve cover each item in intimate detail? NO, however he will cover each sufficiently to give you a path to follow on your own. Discussions will also include an exploration of print

aesthetics in the digital age. What makes for a beautiful print? Do the new possibilities enhance our notion of what photography can be? Are we merely trying to imitate traditional photographic processes? Papers and their printing problems and advantages will be weighed, as well as their visual qualities.

Additionally Steve will present his new work - *The Life Form Series*. We viewed some of these images several months ago and they are truly stunning.

Recently we have been spending a fair amount of time imaging the wildlife at the [Bolsa Chica Ecological Reserve](#). You can spend hours there imaging the various birds and animals found there. You will need to bring both water and something to snack on. In the past we have tried the various energy bars and found most to taste like flavored cardboard. Then we came across these energy bars from [Power Crunch](#). They are actually delicious and as their name implies, they actually have a crunch that does not resemble the typical flavored cardboard. We discovered them when photographing the recent ‘arthritis walk’ in Anaheim. PowerCrunch has a veritable plethora of flavors and the bars do not melt as easily as the competition’s. They make a number of flavors of crunch bars and generally market to the workout or health industry. We have tried several flavors and frankly, we prefer them for our photo adventures that require travel away from easy access to water and food. But wait, there’s more! We have a small supply of samples that Power Crunch gave us to share with the group. Try them and you too, may join the fans of Power Crunch.

Next month, ***yes there is a meeting this August***, the ATX will host and show the work and Photoshop techniques of [Dennis Dunbar](#).

We will open the doors to the ATX Special Event at 8:45 AM on Saturday, July 18. Steve will start his lecture at about 9:20 or so. Because Steve is going to be covering so much territory we are going to ask that you write down and hold your questions until he opens up for a Q&A just before our first break. We will take about a 15 minute break around 10:45 and hopefully we will get started back by 11:00 at the latest. Steve will open up for another Q&A session at about 12:15 for about 20 minutes. We will then hold our usual raffle. This raffle will include a year’s subscription to [Adobe’s Creative Cloud](#), a one terabyte [G-Tech hard drive](#) and a whole host of really fun other raffle prizes.

Regards and God bless.  
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