SAVE THE DATE!

FOTOCLAVE 2017

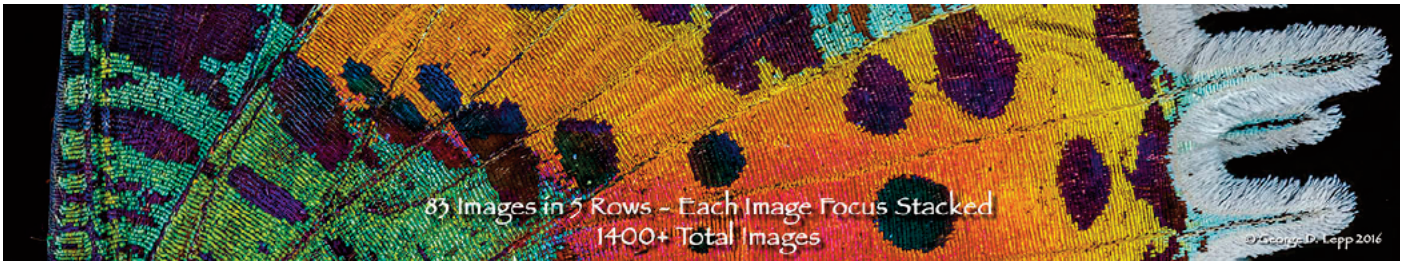
An Entire Weekend of Photographic Inspiration

November 3 - 5, 2017
Marriott Pleasanton
11950 Dublin Canyon Rd, Pleasanton, CA 94588

- **Registration for $80 per person for full weekend**
- **Reduced Pricing for Hotel Rooms for this Event**

Sponsored by the Northern California Council of Camera Clubs

FotoClave IS returning, bigger and better than ever, with **three** keynote and nine break-out speakers! We begin Friday evening at 7 PM with highly regarded Explorer of Light, George Lepp, a FREE lecture open to the public, then continue Saturday all day with three rooms of breakout speakers. Seth Resnick, "one of the 30 most influential photographers of the decade" according to *Photo District News* will engage us Saturday evening and Sunday morning. And to complete a perfect photographic weekend, Sunday afternoon we will learn from the captivating photographs and useful tips by an acclaimed workshop instructor and one of our local favorites, Brenda Tharp.



George Lepp—No Limits

Extreme Capture Techniques in Nature Photography

The versatility and power of today's DSLRs have literally revolutionized nature photography, but for George Lepp each new advance fuels creative vision and moves us closer to the limitless photographic environment he craves. In this program, George shares the capture techniques and technology he's developing and using right now, in the wild and in the studio, including achieving unlimited depth of field in ultra-high-magnification studies and panoramic landscapes; conveying action through time and space with action sequence panoramas; capturing intimate wildlife studies with extreme telephoto camera/lens combinations; mastering time-lapse and stop action; and maximizing the power of 4K Video for motion and single-frame extraction.

Seth Resnick

Saturday Evening Dinner Speaker

Creating Dynamic Images to Please Yourself - The Road from Journalism to Fine Art

This is a creative lecture about the highlights and frustrations of 35 years shooting journalism, corporate, advertising and now fine art. Sitting still won't bring new ideas in; experimenting and trying new things will jog your creativity. Practice, practice, practice. Creativity is like a muscle that you need to flex regularly. In much the same way that our bodies get out of shape without using our muscles, as a photographer our cognitive and visual capabilities decrease if we don't try new thing. We must push boundaries to succeed and continuing pushing boundaries even when there seem that there are no more to push.

Here I will seek to balance the idea of a visual voice "vision" and a creative look "style" which together are the voice of a photographer.

Sunday Morning

Seeing Color & Enhancing Creativity- " What are the Ingredients that Make Images Work?"

This is a creative program that seeks to reinvigorate your capacity for creativity. Creativity is fueled by experiences, sights, sounds and smells. Sitting still won't bring new ideas in; experimenting and trying new things will jog your creativity.

Becoming a better photographer is really about training yourself to make your mind's eye more creative. It's about how to look for, see, and create better images. While some of this is intuitive, other parts of this take training. Rather than just taking pictures, this seminar will help refine your creative vision and help you create more effective and compelling images bringing your creativity to a new level. We will explore why some images work and why others don't, and work on specific exercises and techniques to improve your overall creative process.

Brenda Tharp

Sunday Afternoon

The Engaging Photograph

We all want to create images that have a lasting effect on our viewers, pictures that engage them. We want those pictures to resonate with the experience that we had while photographing and express a personal viewpoint or vision. No matter what the subject matter, there are key elements to consider when creating photographs. Brenda will talk about those and share her insights and ideas on making expressive photographs.

Break-Out Speakers - Saturday Daytime

Gary Crabbe-The Right Light; Understanding Natural Llight for Landscapes and Details |

Lucy Beck - Revealed by Light: Magic and Artistry of Lightbox Photography

.Joe Hearst - Stimulating Side Trips-Unfamiliar Excursions from Familiar Destinations.

Lowell Richards - Drones: A Great New Tool for Photographers

Eric Ahrendt - Spend Less Time, Get Better Results with Adobe Lightroom

Doug Kaye - Luminosity Masks in Photoshop

Gail Pierce - iPhoneography-Works of Art on your iPhone & iPad

Becky Jaffe - Nature: Seeing Nature & the Nature of Seeing

Charles Ginsburgh - Photography of Moving Subjects

Gary Crabbe

"The Right Light; Understanding Natural Light for landscapes and Details."

One of the hallmarks of an experienced photographer is not only knowing which photos to take, but conversely knowing which photos not to take. Understanding the basics of camera operation and composition can aid in helping improve our photography, but nothing will jumpstart the road to quality image making as much as understanding light and how to use it in your frame. Also as important is knowing how to match the right light with the right subjects, whether that's shooting large grand landscapes or more intimate natural details. We'll learn about the different types of natural lighting conditions and how developing your understanding of one of the most fundamentally important aspects of photography will dramatically improve your image creation process.

Lucy Beck

Revealed by Light: The Art and Magic of Lightbox Photography

Starting with a blank canvas, I will show in this presentation how we can use technique to support artistry in flower photography. Part of this presentation will be in Keynote, and part as a demonstration.

Introduction will include my inspirations and my motivations for doing this kind of photography.

Realizing that the goal is create beautiful pictures, the first step will look at elements of floral design on a flat service with examples of each element and then how to put them together into a pleasing and artistic picture.

Following this segment, I will arrange flowers on a lightbox in a variety of ways, showing possibilities for different compositions. I will use keynote to demonstrate the process of photographing an arrangement. Finally, I will show in Photoshop how to process a sequence of images, creating a picture.

There will be a short slide show with some of my pictures set to music. I will also have examples of printed pictures for people to see and/or purchase.

Joe Hearst

Stimulating Side Trips: Unfamiliar Excursions from Familiar Destinations.

Get off the beaten track to make intriguing and original photos! This program will show you lesser-known places you can visit after you have spent time in well-known photo sites, such as traveling fifteen minutes to an hour to outlying parts of famous cities, or an hour or two from a popular area to someplace quite different and just as interesting. If you're on your own with an ordinary guidebook or on an ordinary sightseeing tour of an area, you are likely to photograph only the familiar places

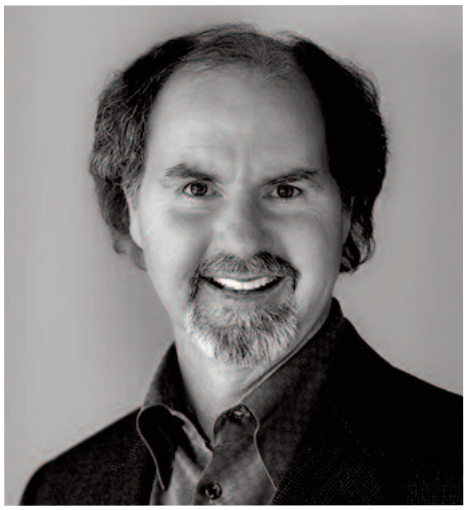
Lowell Richards

Drones: A Great New Tool for Photographers

Unmanned aerial vehicles, or drones (as they are commonly known) have become an outstanding choice for serious photographers who want to put a camera in a place they cannot physically go. They have become simple to fly, exceptionally safe, and possess outstanding built-in cameras. Picture a 12 to 20 megapixel camera that is fully configurable and controllable that you can position a mile away and high overhead. The same cameras will provide ultra-high definition video on command. This presentation will cover the range of flying cameras currently available, the FAA rules for flying them, the simplicity of operating them, and examples of the amazing images you can capture.

Eric Ahrendt

Spend Less Time, Get Better Results with Adobe Lightroom



Find out how to work smarter and faster in Lightroom—and get even better results. Adobe Certified Expert Eric Ahrendt will show you how to boost Lightroom performance, import images faster, sort and rank images efficiently, search for and find images in seconds, and use shortcuts and presets to streamline and speed up your workflow in the Library and Develop modules.

Doug Kaye

Luminosity Masks in Photoshop

Are you tired of Photoshop selections and masks with hard, jagged edges? Want to select just the highlights, shadows or mid-tones? How about the Zone System using Photoshop? Doug will explain the theory and practice of the powerful techniques of luminosity masking and luminosity mask painting. You'll never use the Magic Wand again!

Before After

Gail Pierce

iPhoneography

- I will be discussing the capabilities of the iPhone.
- Some of the new features.
- Some accessories to use with your iPhone.
- Discussing different apps to use for creating :
  1. Just a better image to print.
  2. Different apps to use to create different effects.
  3. How to save and download images to your computer.
- Question and answer period at the end.

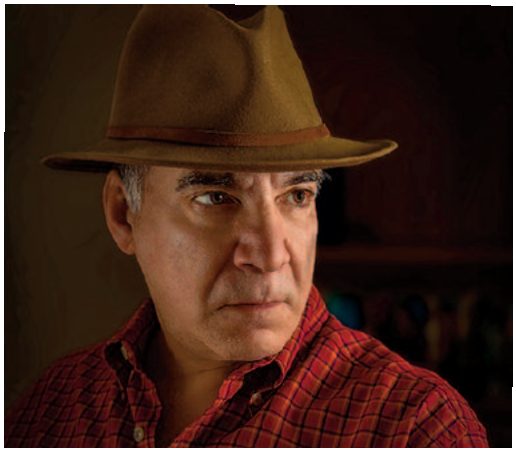
Becky Jaffe

Seeing Nature and the Nature of Seeing

Seeing Nature & the Nature of Seeing weaves together contemplative photography, evolutionary biology, poetry, and humor for an entertaining and reverent romp through the biosphere.

Charles Ginsburgh

Photography of Moving Subjects: Capturing images of a Scene where one or more Subjects are in Motion



In this presentation, Charlie will discuss the art of photography when the primary subject is in motion. He will review the major factors that need to be taken into consideration to obtain impactful images, and strategies to address those factors, drawing examples from his sports, family and art photography.

Toward the end of this presentation both successful and not-so-successful shots will be presented, allowing you to test your newly acquired skills.

For further information, please contact Jane Postiglione (posti9j@comcast.net) or Joan Field (joan421@comcast.net)