



THINK SMART, SHOOT SMART!

# “FLASHES”

PSQ NEWSLETTER  
4<sup>TH</sup> QUARTER, 08

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## Introduction

This is the new look newsletter which hopefully will be your conduit for sharing your news with other clubs. It will also provide links to more information on the web site. We hope you enjoy it. We'd like to thank Diane Francis for the good work in producing the newsletter over a long period of time. I'm doing it out of necessity this time but we desperately need someone to do it on a regular basis please, so let me know if you can help by emailing me at [adrian@infocentre.com.au](mailto:adrian@infocentre.com.au) Thank you, Adrian Lowe.

## President's Piece

- **The Annual General Meeting** that was held in August gave us a new Management Committee: President: Myself; Vice President and Education and Training Officer: Adrian Lowe; Secretary: Pam Curtis; Treasurer: Barry Cheeseman; Convention Liaison Officer: Trish Taylor; Judges executive Representative: Gerard Saide; and Competition's Officer, Ben Stoffl. The Management Committee Support team consists of: Vicki Roberts who is assisting Adrian Lowe in his capacity as Education and Training Officer; Exhibitions Curator: Julie Geldard who is assisted by Lyn Fredericks; Web Master: Mike McPartland (Mike is looking for assistance with this); General Members: Elizabeth Kodela and David Gillespie. **We are looking for an editor of our newsletter, “Flashes”.**
- While I would like to thank all of the new committee and support team for their enthusiasm and dedication for this coming year I would like to particularly thank the committee members stepping down from their positions this year, 2009:
  1. **Our 2008 Vice President, John Edwards.** John has been on the PSQ Committee for many, many years in various capacities and was, for all who has had anything to do with PSQ, been the Face and Voice of PSQ. He has kept PSQ going even though many others were not prepared to set aside time for the Society. His intimate knowledge of the workings of PSQ cannot be equalled.
  2. **Our past Treasurer, George Greenaway.** George has also given his valuable time to PSQ for quite a few years.
  3. **Our 2008 editor of Flashes, Diane Francis.** Diane, has managed to get out our newsletter over the year even though she has had enormous family and health problems.

**Thank you to each of you!**

- I am looking forward to the Art and Science of Photography in October. We are continuing with our determination to promote the Art as well as the Science of Photography.
- So far we have had 2 Submissions for a new logo. If you would like to enter this competition the closing date is the 31<sup>st</sup> of October. Please send me your ideas!
- Welcome to Goondiwindi Photography Club and Roma Photography. I'm hoping to visit Roma before the end of the year.

Best wishes, Phillipa Frederiksen

## Committee

The Management Committee has been trimmed down to 7 members to make it easier to get a quorum for meetings. Other members constitute the Support Team.

**The Executive Committee and Management Committee meetings** will be held on the first Saturday of each second month (Jan excluded) so the next one is on at 12.30, 1/11 at 48 Eyre St, Mt Gravatt East. You're welcome to attend but please let me know for catering and chairs.

## Education and Training - Adrian Lowe

There is a raft of new initiatives not just for judges but for club members too. In brief, they are:

### Accreditation

Judges and industry leaders have been consulted in the development of this system and it has the support of both committees and the AGM.

We have a high standard of judges now who have proven themselves as masters of the art, but with the new rationale, they will be further trained in broad facets of photography and worthy of giving highly qualified advice on the art and science of photography.

There is now an annual accreditation process for judges based on achieving a certain number of points in areas of attendance at seminars, club judgings and a club report. The main need was to encourage judges to attend seminars to gain an ongoing balanced knowledge on technique and importantly, subject content, or the meaningful and artistic side. It was a popular view that an image is more than mere camera competence, and evaluation needs to encompass content and how it affects the viewer as well.

This approach will be the emphasis of seminars and judgings and it happens that the first paragraph of PSQ's constitution includes the phrase "..... the art and science of photography ....." We believe judges and members will have a better chance of "being on the same page." Also judges need to be qualified enough to give advice rather than excuse an opinion, otherwise how can we accept comments to better our photos; how do we learn?

The other important need was to have feedback by clubs, so one club report per year is required and no unfavourable feedback during the year that can't be settled by training or discussion.

It could be that a Certificate will be given each year and it may take a couple of years to get everyone on the same page. Judges and clubs will benefit with greater knowledge and better services.

Our NSW counterpart are also considering going down this track.

**Judge's Classifications** - 2 new classifications are being added to the Judge's ranks.

- One is an **Apprentice** who would be under the wing of a mentor to look after a member who has long term potential to become an Understudy. This could be over a period of years.
- The other is a **Special Events Judge** who no longer judges clubs on a regular basis but is qualified under the new scheme for at least one year, to be available for panels, shows and the like.

### Judge's List

Clubs were frustrated with either not being able to contact judges because of wrong numbers, ringing out or disconnected, or they're no longer judging at all. So it was a major job to clean up phone numbers, emails and those who no longer wished to judge on a regular basis or at all. The list has gone from 76 to 53 club judges and 4 Special Events Judges so far. Sometimes people move and don't think to let everyone know, so as a fail safe option, competition officers are asked to let us know if they can't get hold of judges.

## Seminars

There will be at least 2 x 1 day seminars in addition to the PSQ Photography Forum and PSQ Convention, all of which are now designed for judges and members alike. The first is on the 25/10 with details at [www.psq.infocentre.com.au/Seminar0810.pdf](http://www.psq.infocentre.com.au/Seminar0810.pdf) and also sent out recently. We encourage as many members to attend as possible as you will find a refreshing take on photography and should inspire you to have more fun and impress people with your work.



## DVDs

There will be DVDs available of forums, conventions and seminars available to clubs and members at a reasonable price. This will particularly benefit people in remote areas who can't get to the events because of cost and/or time. DVDs of this year's Forum and Convention will soon be ready. We will look at online payment or simply cheque. No one needs to miss out on the presentations at seminars provided from now on. Nothing beats being there for the camaraderie and interaction but when you just can't be there, this will be a big help.



## Judge's Handbook

The judge's Handbook is being massively upgraded to include more technical/technique material, presentation skills, creative aspects, and image evaluation approaches. It will be available to Apprentices, Understudies and judges, with additions sent electronically.



## Judges and Club feedback system

There was a need seen to have clubs and judges give us feedback on each other to improve the services and systems in place. Simply email me at [adrian@infocentre.com.au](mailto:adrian@infocentre.com.au) with your comments and the committee will look into it. It can be anything from comments on judgments from clubs to suggestions from judges as to how a club may improve their process.



## Think SMART

PSQ has adopted the "Think SMART, shoot SMART approach to image creation and evaluation" rationale, details of which are at [www.psq.infocentre.com.au/Smart.pdf](http://www.psq.infocentre.com.au/Smart.pdf) It will be one of the talks at the PSQ Seminar on the 25<sup>th</sup> of October.

## Call for Apprentices

Are you someone who aspires to being a judge one day but don't think you're quite ready? Or is there someone in the club who doesn't know it yet but would be a prime prospect to put under someone's wing? Let us know and we'll provide you with a plan.



## Web site changes

We are designing pop up pages for judges so clubs have a more informed idea of judge's expertise and even a photo to ward off evil spells. It will also list talks available from judges.

As already mentioned, the judge's list will now only list those judges who are available for clubs and those who only do show or other special events will be separately listed.

We'd like to list more club news but this depends on clubs submitting information. Perhaps newsletter editors can prune info to send us.

There could be an online form so clubs and judges can change details easily. That way you don't need to wonder who to send it to.

We're also looking at online tutorials on the masters and on specific genres such as Nature. These tutorials can be accessed by individuals or played to the club if you can access the web at the meeting.

If you have any other ideas, let us know.

## Club Focus

We would like to feature club's photos on a monthly basis so need you to send your images to [bushell@powerup.com.au](mailto:bushell@powerup.com.au) in any size and format and Michael will do all the work to resize etc and upload them to the site. There will be a chosen image for the front page advertising the club and then a gallery of the club's photos. Here's your chance to get your club up in lights and all it needs is the club committee to give someone the responsibility to send a batch of images once a year at the most. Would you like us to define a roster?

## PSQ Seminar 25/10

Already mentioned and gone out to clubs, this is the first of general seminars to promote the **Art and Science of Photography**. The word Art can conjure up controversial and misleading ideas to mind but all will be revealed on the day. It will be held at St. Bartholomew's Hall, cnr of Mountain St and Logan Rd, Mt Gravatt East on Saturday 25/10 from 9 am till 4.30. Morning and afternoon teas and 4 great speakers (well, 3 great ones and me) for a paltry \$15. Details are at [www.psq.infocentre.com.au/Seminar0810.pdf](http://www.psq.infocentre.com.au/Seminar0810.pdf)

We're offering a framed photo to one lucky attendee so be there and be in it.

## New approach and logo

There is a competition being run for a logo to fit in with our new "Think SMART, Shoot SMART!" approach which is explained at [www.psq.infocentre.com.au/Smart.pdf](http://www.psq.infocentre.com.au/Smart.pdf) in more detail.

Is the film strip still the best to honour our roots? If not what's an alternative that looks as good? Here's a good one by Brett Butler, so submit your logo entries to Phillipa at [phill.f@bigpond.net.au](mailto:phill.f@bigpond.net.au) by the end of October so we can review it at the Committee meeting on the 1/11.



## New clubs

PSQ has grown to 42 clubs with the addition of the ones below. We welcome **Goondiwindi** and **Roma** to our group and if anyone is around the area, do call on them.

### Goondiwindi Photography Club

PO Address: Po Box 705, Goondiwindi, Qld, 4390  
Meeting Venue: Victoria Hotel (Emu Room), Marshall Street. Goondiwindi  
Dates: 3rd Thursday of each month at 6:00pm  
President: Janet Doyle  
Treasurer: Brenda McColl  
Secretary: Pauline Clyne, [paclayne@bigpond.com](mailto:paclayne@bigpond.com)



### Roma Photography

PO Address: Po Box 1302, Roma, Qld, 4455  
Meeting Venue: Roma Community Arts Centre, 38-40 Hawthorne Street, Roma  
Dates: Last Wednesday of each month at 6:30pm  
President: Alister Brown (07) 4622-5118  
Secretary: Nellie Brown, [browngully@bigpond.com](mailto:browngully@bigpond.com)

## Around the Clubs

**Kingaroy and District Camera Club** turns 50 this year and any past members, any contact addresses with past members or any photographs either of past members or entries in past competitions would be welcome. Contact Russell Ensor 0439943393 or email [kingaroysecurity@bigpond.com](mailto:kingaroysecurity@bigpond.com)

**Kingaroy and District Camera Club** will be holding a "Photographic Trash and Treasure" afternoon on Saturday March 14 2009. This will be held in conjunction with a competition open to all with the title "Trash/Treasure". Details are still sketchy at this stage but as this develops more information will be forwarded.

## **PSQ Annual Barbeque** – Gerard Saide

This year's BBQ will be hosted by the Toowoomba Photographic Society. Could you please mark your calendars for Sunday 9 November at 12pm. The venue is Queen's Park along the Lindsay St side. Lunch will be approximately from 1pm to 2pm. At about 2pm we will have models arriving for photo opportunities until about 5.00 to 5.30 pm. The cost is \$15 and we will also be running a raffle. Hope to see you in Toowoomba on the 9th. Enquiries and RSVP by 2 Nov 08: 46 391348 or [gerardsaide@hotmail.com](mailto:gerardsaide@hotmail.com)

## **Competitions** – Ben Stoffl

The PSQ Committee is going to contact all clubs/societies regarding the annual competition because only 10 of 40 clubs entered the 2008 competition. We are prepared to consider all suggestions as to how we can improve the format, timing or whatever regarding the competition in order to improve the participation rate.

Please start discussing whether any or which changes will encourage your club to participate in 2009 and let us know by filling in and returning the questionnaire which will be sent next month to all affiliated clubs and societies.

So far we have decided that next year's competition subjects will be 'People', 'Creative', 'Social Documentary' and 'Pictorial' and we are considering bringing the whole competition forward with all entries to be submitted by 30th March.

## **PSQ Convention 09**

The convention will be held between the 6th and 8th of June 2009 at the Caboolture Memorial Hall King Street, opposite Caboolture Park Shopping Centre. [www.psq.infocentre.com.au/Convention09.pdf](http://www.psq.infocentre.com.au/Convention09.pdf)

There are more than 7 main speakers, a trash and treasure stand plus trade displays. Diarise it now and book ahead because another event is being held at the same time and accommodation will fill up quickly.

## **Do you see what I see?**

Photographers need to be good observers of the world around them. The only problem sometimes is we may not recognize exactly what it is that impresses us about the subject and what we see is not necessarily what we get out of the camera because our brain selectively focuses, selectively exposes to the point of interest and excludes things we're not really interested in. So the actual point of interest may only be a small part of the scene in the overall field of our vision. The camera however takes it all so unless we learn to realize that unique part of the subject and use things like cropping/composition, depth of field, the right point of view, the right exposure for the actual point of interest, include supporting elements and exclude detracting elements, what viewers of our photos see is not what we see.

## **Passion for Photography**

If you often find it difficult to know what to go out and shoot, ask yourself the question, "What do I love in life or what am I inquisitive about?" It could be animals, insects, the ocean, the land, farm life, athletics, careers, motorbikes, cars, people (babies, teens, men, women), frozen moments, architecture, the mad, the small or the large. Or is it a particular technique such as movement, soft focus or extreme wide angle?

Research photos by other people and get inspired. Develop a technique that goes with the topic. Develop a book. Do an audio visual. Showcase it. Become a master of that area and then teach others.

Work with another with the same passion and get out there, and then get the results out there. Good luck.

## Photos

We ask you to submit your favourite club shot to share either for review or simply to showcase. Perhaps clubs could send in something that depicts the local area and in that way our remote clubs can give us a feel of their surrounds?

Here's a photo to start it off by an anonymous photographer who took a HDR (high Dynamic Range) shot of a soon to be demolished pagoda in the Chinese Mall of Fortitude Valley in Brisbane. Canon 40D, 11-18mm lens. Note the HDR process which shows details in what would have been dark shadows under the pagoda, mid tones in the buildings and highlights of the sky, and still retains depth and dimension. HDR image blending of several bracketed exposures increases the normal digital range of tones that gets it closer to what our eyes actually see.



Here's a magnificent shot from Vince Bowser from Bribie Island Photo Club called "Imagination" and taken with another Canon 40D, F22@1/40sec 17-85mm lens, ISO125. Place being Igauzu falls in Brazil, South America.

