

AUGUST 2010



July 2010  
Photo of the Month  
Sponsored by



*Randy Harris*

Canon EF 100-400 lens on Canon 7D  
Settings: f 5.6 @ 1/640 sec ISO 400 at 320 mm  
Processed in LR3 w/ "Old West" Preset

### Photo of the Month Contest

**August:** The theme this month is "Hot". Choose your favorite image taken within the last 3 months. If you have any questions just send an email to [Michael Miles](mailto:Michael Miles)

Here is exciting news about our monthly photo contest. In addition to our photo of the year contest, we are also going to have prizes for our monthly contest winner. Dury's has agreed to award a gift certificate of \$100 for the first place winner each month and they are going to publish the winning picture on the Dury's website each month. We are also going to open the contest to picture sizes up to 8.5 x 12.

#### Rules for Photo of the Month Contest -

1. Photograph must pertain to the Monthly Theme (i.e. Aug. is HOT).
2. Image size limits: Minimum 4 x 6 to Maximum 12" (long side).
3. Place one photo in the Marked Folder on the center table.
4. Photograph needs to be taken within the past 3 months.

*Note: Be sure an put your name on the back of your image.*

*The next meeting will be on  
August 17, 2010 @ 7:00 pm*

*Speakers of the Month*

**Member's Round Tables**

Speakers will consist of members of the Nashville Photography Club which will instruct in Mini-class settings



*Introduction to  
Photography Class*

A class covering the basics of photography is given before each of our meetings beginning at 6:30. If you are new to photography or just need to review some of the basics this would be a good place to start.

*Meeting Time & Place*

We meet on the third Tuesday of every month at 7:00 PM at First Baptist Nashville, 7th and Broadway in downtown Nashville. People start to arrive between 6:15 PM and 6:30 PM come and chat with other photographers.

*Future Programs*

If you have any suggestions, e-mail them to [Michael Miles](mailto:Michael Miles), or let him know at the next meeting.

*Membership Dues*

The membership dues are \$25.00 per year (The dues were raised by \$5 at the April meeting). Also add a \$5 membership fee for additional family members. Checks are made payable to the Nashville Photography Club. We begin collecting dues for the new year at the July meeting. If you are unable to attend the meeting, you can mail the check (made payable to Nashville Photography Club) to the following address: Elaine Williams, 1018 Victoria Lane West, Hendersonville, TN 37075. At this past May meeting it was voted that the month you join becomes your annual renewal month. All current members would continue to pay their annual dues in July.

## Current Club Exhibits

We currently have two exhibits hanging, one at [Phat Bites](#) and the other at [Dunn Chiropractic Clinic](#). The photos are swapped out every few months. So if you would like to exhibit one of your photos you can contact [Wayne Wilkerson](#)



## Events & Announcements

### Future Photo and Speakers of the Month

AUG	2010	HOT	FOCUS GROUPS
SEP	2010	PLANES TRAINS & AUTOMOBILES	<a href="#">JIM ZUCKERMAN</a>
OCT	2010	WEATHERED	<a href="#">BAKER &amp; DONELSON LAW FIRM</a>
NOV	2010	FIRE	<a href="#">JOHN SCHWEIKERT</a>
DEC	2010		CHRISTMAS PARTY
JAN	2011	FROZEN	<a href="#">BOB SCHATZ</a>
FEB	2011	SWEETHEARTS	<a href="#">STACEY IRVIN</a>
MAR	2011	MOTION	<a href="#">PEACHTREE CAMERA</a>
APR	2011	NEW BORN	OPEN
MAY	2011	CURVES	OPEN
JUN	2011	SPORTS	OPEN
JUL	2011	EYES	OPEN
AUG	2011	CHILLIN	OPEN
SEP	2011	SILHOUETTE	<a href="#">PEACHTREE CAMERA</a>

### NPC Group Outings

#### Nashville Zoo Member Mornings & Nights

August 11 8am      August 17 4pm      August 25 8am  
[Nashville Zoo](#)

#### Cheekwood Botanical Garden

Saturday Aug 6 @ 6:30 pm & Sunday Aug 7th @ 9:30 am  
[Chihuly at Cheekwood](#)

#### The Hot Air Balloon Extravaganza - FALL COLORS

This will consist of three people per balloon - and a cost of approx \$100.00 per person. This would take place during fall colors to take advantage of a new perspective of the pretty fall leaves.

You can find extensive details about NPC events on the NPC [website](#)



## Product of the month

### **Bumblebee Ultra-Light 222**

If you need a new way to (lightly) pack and protect your camera gear, consider the new Bumblebee Ultra-Light 222 backpack from Kata. Every aspect of this \$275 bag is meticulously engineered for durability, protection and economy of weight.

The backpack is completely modular, with dividers to configure the inside compartments. It is built on a removable aircraft-grade aluminum frame and includes a mesh back for comfortable ventilation. The bag weighs 5.1 pounds with the accessories.

## Fun Websites

NPC has a [Facebook](#) page!

Here are some useful links for promoting your photography:

[FLICKR](#)

[ZENFOLIO](#)

[MODEL MAYHEM](#)

[FOTOBLUR](#)

[PHOTOBUCKET](#)

[PICNIK](#)

[ANIMOTO](#)

[JPG MAG](#)

[PICASA](#)

[WEBSHOTS](#)

Here are some useful links for backing up your files online

[CARBONITE](#)

[SUGAR SYNC](#)

[IDRIVE](#)

[MOZY](#)

[BOX](#)

[MYOTHERDRIVE](#)

### **ELECTED OFFICERS**

President: [Mike Miles](#)

President-Elect: [Randy Harris](#)

Secretary: [Laurie Gibbs](#)

Treasurer: [Elaine Williams](#)

[Ashley Ligon](#), Newsletter Editor

### **Board Members At Large:**

[Charles Rader](#) (2011), [Brent Wright](#) (2011), [Tom Oakley](#) (2012) and [Ashley Ligon](#) (2012)

If you have any suggestions or ideas for next months publication send me an email



## *So what is Lightroom?*

*by Bob Douglas*

In this article I will attempt to tackle what is Lightroom. It will not delve into details but is meant to be a brief overview. So many photographers ask isn't Photoshop's Bridge an equivalent product? Why should I learn yet another product? I barely understand PS. What is the value add? These are all very valid questions that most photographer grapple with when evaluating Photoshop Lightroom 2. Technically Photoshop Lightroom 2 is the product's name but for the sake of brevity it will be reference as LR in this article.

LR can be thought as a complete workflow tool. It handles importing images, cataloguing, developing, creating slide shows, web publishing and printing in an intuitive UI (user interface). In other words most of your image processing requirements can be accomplished entirely within LR. All of the standard darkroom adjustments are available to include some localized adjustments. For many images I never leave LR. The only reason to leave is to leverage

PS's layers, filters, masks and vector tools. The beauty is if you do need these functions you can launch PS from within LR and when you are done with the PS edits you can return to LR for the rest of your workflow. Since LR uses a true database searches and file operations are much quicker especially for those with many images.

Also of note many third party developers have or are porting their PS plugins to LR and in some cases they cost less. My best advice for those considering adding LR to their toolkit is prior to plunking down your hard earned cash purchase or borrow Scott Kelby's Lightroom 2 for Digital Photographers. This book lays out the workflow and the features in plain English and tons of excellent screen shots. After reading the book you will be in a better position to know if you want/need LR.



# PRICING YOUR PHOTOGRAPHY

By: Barry Lively



You've decided to exhibit and sell your photographs. Congratulations! By exhibiting, you'll be thrown right into the experiences that will focus and refine your creativity. You'll learn to edit your images down to a presentable, cohesive collection. And, you'll have the pleasure of deciding how much to charge. Ugh!

Two criteria come to mind when considering pricing. Price based on *costs*, and price based on *perceived value*.

Costs include the raw materials of the finished piece and the business costs to produce and market your work. Raw materials are items such as: paper, ink/developing, matting and framing. One rule of thumb for pricing is to price the work at 10 times your raw material cost. For example, if the combined printing, matting, and framing materials used in a 16"x20" finished piece is \$30, the piece would be priced at \$300. This formula may or may not provide you with a useful price, but it only gets more ambiguous from here.

Business costs include: equipment, travel, marketing, education and so on. If you'd like to include the cost of doing business, I hope you have a good accounting system. This hypothetical superb accounting system will allow you to calculate the cost of doing business for each individual piece. You can experiment with this using a spreadsheet. Once you have that, you could price at three times your total cost:  $3 \times (\text{cost of business} + \text{cost of raw materials})$ . If you would like to sell through a gallery, you'll also need to consider their commission. Galleries typically have a commission of 50%. If you will sell directly and through galleries, don't price your work differently based on location. If you do, you'll be creating a schizophrenic value message.

The mystical part of pricing comes into play when you price according to what people will buy or the *perceived value*. People buy based upon how they value the object. Someone's sense of value can be affected by:

- the quality or style of the work (decorative vs. high art?)
- archivability of the materials (paper, ink, matting)
- quality of framing, matting
- physical dimensions of work (bigger is more value?!)
- desirability of the artist
- the venue that the work is displayed (cafe vs. gallery)
- scarcity of the work





## PRICING YOUR PHOTOGRAPHY cont.

A perception of value can often have little to do with the amount of effort or cost put into a piece. If you are using a complicated process that puts \$100 worth of cost into an 8"x10" print, your selling price may be limited by the market's perception of value. So, where can you start? You could see what photography sells for at certain venues and base your prices on that.

Here are some price ranges for photography at a recent art fair:

### **Matted pieces (by matt size)**

11 x 14 - \$35 - \$125

16 x 20 - \$55 - \$150

### **Framed pieces (by frame size)**

11 x 14 - \$75 and up

16 x 20 - \$115 and up

18 x 24 - \$150 and up

Comparing prices this way also assumes that art is at some level a commodity. Sometimes it is, sometimes it isn't. Be aware that seeing a piece priced for a certain amount doesn't necessarily mean that it is a valid market price. An artist could have \$2000 pieces that never sell. On the other hand, I've also heard of artists selling more by raising prices.

If you plan to continue selling work and subsequently experiment with adjusting your prices, then try to make sure ***your prices only go up***. That is, start out pricing a bit lower, and if you sell well, increase the prices... never decrease them. That way, the people that bought early on now have work that is higher valued, rather than losing value. Many artists suggest that you should only increase your prices when you can't create fast enough to keep up with demand.

If you are selling your work as a hobby, then you may not care about these guidelines. You may want to just cover your raw material cost, plus a little spending money to buy more photography equipment. It may be reward enough to have someone purchase your work and display it in their home. If your work doesn't sell, you can use it for a subsequent show, or to decorate at home.