



# IN FOCUS

Newsletter of the Northside Creative Photography Club

Newsletter  
October 2009



Photo: The Marina, Susan Buchanan.

## IN THIS ISSUE

From the President	1
Contacts & News	2
Articles	3/4
Exhibitions & Comps	5

### FROM THE PRESIDENT

I promised more information on the results of research into "The Science of Art..." Remember we are discussing universal principles of artistic experience (outlined in *Embracing the Wide Sky* by Daniel Tammet) that can be used for optimal stimulation of the visual areas of the brain.

- "Peak Shift": the exaggeration of differences, as in caricatures, is innately pleasing to the observer.
- "Grouping": Similar perceptual effects are grouped together stimulating the brain's visual system to send signals to the limbic system resulting in a pleasant sensation.
- "Isolation": Or "less is more" where a single visual component allows the viewer to give more attention to a particular characteristic and this may be form, colour, etc...
- "Contrast": The brain finds areas of contrast more interesting than homogeneous areas, resulting in such areas retaining the brain's interest.
- "Perceptual Problem Solving": where meaning is implied rather than explicit rewarding the

brain's attention through problem solving.

- "Generic Viewpoints": Viewers prefer generic viewpoints over unique vantage points.
- "Metaphor": Finding connections between things is a pleasurable experience for the brain. "Metaphor is art serves as a form of emotional haiku, communicating complex subjective information in a small number of well-chosen words or images."
- "Symmetry": Our brain is wired to pay attention to symmetry as a protective measure: a biological early warning system.

This information is not provided as a strict formula for successful image-making. How to use this information? Look at images, look at art. Work out what, in your viewing experience, is pleasurable, stimulating, attention grabbing. Train your eye/brain so that you will recognize these elements when producing your own work.

"We do not see things as they are, we see them as we are." Anais Nin

**Susan Buchanan**

President, Northside Creative Photography



## CONTACTS

**POST:**  
PO Box 192, Gordon, NSW 2072, Australia

**WEB:**  
[www.ncp.org.au](http://www.ncp.org.au)

**EMAIL:**  
Contact via email is available from the 'Contact Details' page on our Website.

**THE CLUB MEETS AT:**  
St David's Uniting Church Hall,  
Pacific Highway,  
Lindfield.  
(Corner Provincial Road.)  
On the 1st and 3rd Wednesday  
of each month at 7.30 for an 8pm start.

**PRESIDENT:**  
Susan Buchanan: 0428 446 495

**VICE PRESIDENT:**  
Jan Glover: 02 9498 3916

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**TREASURER:**  
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## **FCC INTERCLUB 2009 11TH OCT 09 - PENRITH RSL**

Northside Creative Photography has entered four print sections and three projected image sections. Members are encouraged to have an enjoyable day of photography and support the club.

Guest presenter Esther Beaton

Esther Beaton is an award winning photographer of Australian nature subjects and author of numerous magazine articles nationally and internationally, including Australian Geographic, Australian Women's Weekly, Good Weekend and House and Garden. She has co-authored a book named "Life in the Tall Eucalypt Forests" which has absolutely stunning photos and has been nominated for the Eureka Science Prize.

Viewing of the prints will be from 12.00 am till 1:00 pm and then at 1:00 pm there will be the official opening, with judges comments and presentation of awards, with the conclusion about 3:00 pm.

## **NATIONAL CREATIVE PHOTOGRAPHY COMP 2009**

Northside Creative Photography sponsors this annual competition, which is open to all photographers. Pick up an entry form at the desk on meeting nights, or go to the website [www.ncp.org.au](http://www.ncp.org.au)

Entry forms and payment must be submitted by Friday 13th November – these can be posted (see entry form for details) or given to Jan Glover on meeting nights.

Entries will be displayed at the club on 18th November, and judged by Julie Sundberg, Education Manager,

Australian Centre for Photography.

So put on your creative thinking caps and start to put some ideas together for the National Creative.

## **SUN 25TH OCT: OUTING: FEATHERDALE WILDLIFE PARK: HELP NEEDED**

Due to Susan's commitment to the FCC workshop being held in Port Macquarie on the weekend of 24/25 October, we are seeking a volunteer to take on the organization of this month's outing. Featherdale Wildlife Park is situated at Doonside and more information is available at [www.featherdale.com.au](http://www.featherdale.com.au). Please contact Susan through the website's contact page.

## **SCULPTURE BY THE SEA: 29 OCT – 15 NOV**

Come and see the thirteenth annual Sculpture by the Sea, Bondi 2009 from 29 October - 15 November on the spectacular Bondi - Tamarama coastal walk transformed with over 100 sculptures by artists from across the world.

Visit [www.sculpturebythesea.com](http://www.sculpturebythesea.com)

## **POINT LIGHT PHOTOGRAPHIC WORKSHOPS**

4 / 50 Reservoir Street Surry Hills  
BLACK & WHITE FINE PRINTING COURSE  
Wed Eve starts Oct 28,  
INTERMEDIATE COURSE  
Thurs Eve starts Oct 27.  
LARGE FORMAT PHOTOGRAPHY  
A Large Format Photography Weekend!  
Discover the beauty of View Camera's and huge Negatives.  
[www.pointlight.com.au](http://www.pointlight.com.au)

## **NEWSLETTER SUBMISSIONS:**

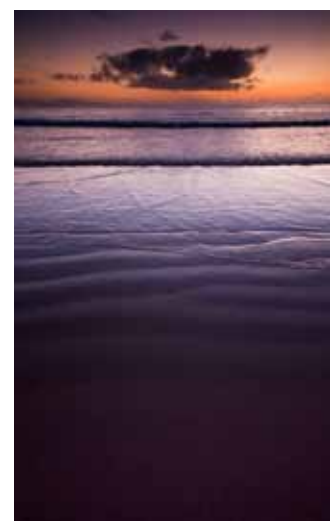
We invite you to contribute to InFocus. If you have images you would like to see appear or a story with or without accompanying images, we would like to hear from you.

To ensure our newsletter goes out on time, please have any submissions emailed to Jan Glover at [editor@ncp.org.au](mailto:editor@ncp.org.au)

**MATERIAL DEADLINE: 30th October 2009 or prior.**

# Weekend Away – Port Stephens

Seventeen members enjoyed a relaxed weekend away, staying in rather palatial cabins at Anna Bay, only a hundred yards from the beach. On Friday night the group enjoyed dinner together in the cabins with chicken and salad from the local shop. Saturday morning there was a short walk to the beach to photograph the beautiful sunrise, and the rest of the day was spent exploring the area. Saturday night was fish and chips on the beachfront, with a good opportunity to photograph boats. After another pre-dawn walk to the beach on Sunday morning, the group gathered in one of the cabins for some entertaining portrait photography. In the afternoon the trip over the sand dunes to Tin City was the highlight of the weekend. The overcast weather provided some great lighting, even producing a spectacular rainbow. Returning in the dark, the power failed in the dune-bus - fortunately it was only a short walk back to the carpark. A reminder to always carry a torch!



Photos: Steve Mullarkey and Dawn Zandstra

## Steve Mullarkey – AVs the Potential

Well if you attended Steve Mullarkey's presentation on making audio visuals you will know that those boring old slide shows should be a thing of the past. Steve kept his audience well and truly entertained and informed on the night.

Apart from his own excellent shows Steve demonstrated the most popular AV making software around from free programs to the most expensive covering: Microsoft Picture story (free), Proshow Gold/Producer, PicturestoExe and Foto Majico for Mac users.

Steve is a convert to PicturestoExe which has all the functionality of the more expensive Proshow Producer but he admitted it takes a little more patience and skill to develop shows than the more intuitive Proshow products. Personally I found PicturestoExe too hard to use at first and I am a fan of Proshow Producer but I can see the advantages of PTE as demonstrated by Steve and that's not just in the price.

A most useful tip from Steve was the existence of enthusiast's websites where people demonstrate how to produce very clever tricks – such as the moving travel route on a map eg <http://www.proshowenthusiasts.com> and <http://www.picturestoexe.com/forums>

Above all it was the movement sometimes dramatic, sometimes very subtle that gave Steve's sample shows their attention holding edge over static images. Movement combined with a suitable selection of music also enhanced the shows and made them very entertaining – even a Tom Lehrer song helped along a show on do's and don'ts.

In response to the enthusiastic response on the night Steve will be working with the NCP Committee to put on a workshop before the end of the year. Saturday November 7th looks like a possibility so check the Forum and notices for details.

Don't forget the 2010 Social Night Challenge (see this Newsletter and the Forum). Susan Buchanan has offered to partner with any Mac users to develop an entry.

**Carolyn Pettigrew**



## AV Social Night – February 2010

**The Challenge** The challenge is to make an AV from 30 unrelated images. Sound hard. It's not really all it requires is a bit of imagination and perhaps a sense of humour.

**What's involved** In December on the Top Shot (Dec 2) night participating AV makers/teams will order a CD (free) on which you will receive 30 images. The CD's will be posted. Using ALL the images on the CD the AV maker(s) will create a show of no longer than approximately 5 minutes.

You can: use an image twice, use only part of an image, (crops, colour conversions etc are acceptable), add a voice over, add music, **but** you must use all the images at least once and add no new images other than the title and acknowledgements. Have fun. At the first meeting in February your skills will be rewarded.

**Who can be involved?** Everyone! First of all we need images. You can send in an image, any image, to [ncp.photos@gmail.com](mailto:ncp.photos@gmail.com) and mark AV Social Night in the Subject line. Images

must be jpegs. We will need at least 30 images so please start sending them in ASAP. Send in your images as large as you can email them. Later when it comes to producing your show images can be reduced in size (stills 1024 x 768 or 1600 for images with pans).

When it comes to making an AV you can go it alone or if you are not an AV maker you can join a team. Working in teams (2, 3 as many as you like) you can put your creative skills to the test – story telling, scripting, narrating, selecting music etc.

**Technical** From September (2009) onwards all members are invited to send one image as outlined above. In January, a week before the Social Night let us know the name of your show, what AV program you are using and whether it is for a PC or Mac. Your AV must be on a CD and handed in before 7.45pm on the Social Night 3 February 2010.

**All enquiries to [publicity@ncp.org.au](mailto:publicity@ncp.org.au)**

# Competitions and Exhibitions

## Photograph of the Year 09

The Better Photography Magazine "Photograph of the Year 09 Award" is open to all non-professional photographers. There are three sections - People, Places, Creative. Entries close on 30th November. Prizes include Nik software and the overall winner will win their choice of Canon, Nikon or Sony DSLR cameras or lenses to the value of \$5000.

Online entry only:

[www.betterphotography.com](http://www.betterphotography.com)

Entries close 30 November.

## Canon EOS photo5 competition

A unique competition – register on the website and you will receive 5 items in a brown paper box. Then let your imagination run wild.

<http://www1.canon.com.au/worldofeos/Photo5/>

## australian centre for photography

**257 Oxford Street, Paddington**

**Tue - Fri: 12 - 7pm, Sat & Sun 10am - 6pm**

**South: War** Fri 16 Oct - Sat 21 Nov

Sean Flynn, Tim Page, Stephen Dupont, David Dare Parker, Jack Picone, Ben Bohane, Michael Coyne, Ashley Gilbertson  
"At present there are 43 conflicts taking place on our planet. Once, the battlefield was the place of devastation, now it is streets, alley-ways, schools and places of worship. People and places are no longer protected or sacred and in much of the world it is now safer to be a soldier than an unarmed civilian" "SOUTH members' statement

## The 2009 Nikon-Walkley Press Photo Exhibition

**Fri 16 Oct - Sat 21 Nov**

The Nikon-Walkley Photographic Awards recognise the invaluable contribution of press photography to the Australian news media. From capturing split-second moments to documenting people, places and communities over time, press photographers chronicle the world around us.

Every year more than 1000 photographs are judged for selection in the Awards. The exhibition showcases a shortlist of more than 100 works by Australia's best photojournalists.

## Sydney Life Photography Exhibition

**1- 25 Oct**

This exhibition is a major component of Australia's biggest public arts festival, Art & About and features 22 works by Australian photographers, displayed along the beautiful grand central walkway of Hyde Park North.

## Stills Gallery

**36 Gosbell St Paddington.**

**Tues-Sat 11am-6pm.**

**Robyn Stacey – Empire Line. 24 Sept - 24 Oct**

**Artist Talk: Saturday 10 October 2pm**

Robyn Stacey's Empire Line combines traditional still-life painting and contemporary art. Drawing on the collections of the NSW Historic Houses Trust she selects and then photographs preserved original artifacts to evocatively recreate the lavish interiors of 19th Century estates such as Elizabeth Bay House and Vaucluse House.

## Mosman Festival Photography Comp & Exhibition

**Sat 17 Oct to Sun 8 Nov.**

Prizewinners will be announced at the Official Opening Night and launch of the Mosman Festival on Friday 23rd October, 6.30pm. (RSVP on 9978 4178)

Some of our members' entries have been selected for display at the exhibition.

Mosman Art Gallery, cnr Art Gallery Way and Myahgah Rd.

## Ballarat International Foto Biennale

I have been busy visiting the final days of the Biennale in Victoria and am happy to say that I have been swept away by the quality and variety of exhibitions. As a taste have a look at the following websites:

[www.ballaratfoto.org](http://www.ballaratfoto.org)

<http://www.timgriffith.com>

<http://www.photography.rmit.edu.au/alex/bio/biopage.html>

[www.daoustnathalie.com](http://www.daoustnathalie.com)

<http://free.art.pl/solaris/solaris/Home.html>

[www.drexbrooks.com](http://www.drexbrooks.com)

[www.billingtonphotography.com.au](http://www.billingtonphotography.com.au)

[www.silvertrace.com](http://www.silvertrace.com)

[www.waynequilliamphotography.com.au](http://www.waynequilliamphotography.com.au)

<http://lauren-rabbit.blogspot.com/>

[www.samanthaeverton.com](http://www.samanthaeverton.com)

[www.garysteer.com.au](http://www.garysteer.com.au)

These are some (but not all) of the core programme exhibitors that I saw – some I liked and some I didn't. Ask me, if you are interested. Then there was an extensive fringe programme as well – particularly the alternative photographic processes around Trentham. But that is for another time.

**Susan**

Upcoming Events : October 2009

Wed 7th October : Competition : Creative : Judge : George Hofsteters

Submission of Portfolios

Wed 14th October : Committee meeting

Wed 21st October : Portfolio Presentation night

Sun 25th October : Outing : Featherdale Wildlife Park

