



Professional Photographers of Hawaii  
 P. O. Box 2891  
 Honolulu, Hawaii 96802



Dwight Okumoto  
 CPFS, M. Photog., M. Artist, MEL, Cr., APL, F-PPH.

General Meeting-next Wednesday, March 21, 7pm. at Fuji Film  
 Program: Quarterly Print Competition, Photoshop Plug-Ins



# Professional Photographers of Hawaii

March 2007  
[www.PPHawaii.org](http://www.PPHawaii.org)

## Print Judging Months:

- March
- June
- September
- November

## March's General Meeting at FUJI FILM HAWAII

Wednesday, March 21, at 7 pm.

*Don't Forget to  
 Send your 2007 Dues*



**David Taylor**, M. Photog., CPP, F-PPH.

## 2006 PPA National Award Recipient

IN December 2006, PPH presented PPA highest award to David Taylor, for his participation and going beyond in contributing to the industry of photography. Each affiliated State is allowed annually to present the PPA's National Award to an individual who has exceeded through leadership and in the interest of helping others in the photographic industry.

Born and bred in the heartland of southern Illinois, David Taylor received his bachelor of photography from Southern Illinois University of Carbondale. Shooting weddings on the weekend helped finance his education. Yearning for the big city, he moved to Chicago and apprenticed for a number of commercial photographers. After 10 years, David returned to his roots and opened his own wedding and portrait studio. 18 years, one wife and 2 kids later, Chicago winters took its toll on the Taylor's and a move to warmer lands was in order. David and his family now operate their studio in Kailua and enjoy the warmth of the sun and the people of Hawaii. David's wife, Deedee is the state rep for Art Leather, and his son's Dylan and Dean enjoy helping at the studio and on location shoots. David is a Certified Professional Photographer and a Master of Photography.



The Rock



## Permits have been recieved

•**Department of Business Economic Development & Tourism Annual Permit**  
 The first delivery of permits have been distributed at February's meeting. The second batch of permits are expected to be received soon and will be distributed at March's meeting. Remember to always have your permits readily available for inspection.



Mystique

Claude Ayakawa, M. Photog., Cr., F-PPH.

2006 PPH State print competition portrait award, also a Kodak Gallery Award, portrait classification

Title: MYSTIQUE, Camera: Nikon D70s Lens: 105mm f2.8 Nikor Exposure: 1/250 sec / f2.8 Lighting: Natural open shade Technical Information: The subject of my award winning image was a model I had photographed for Honstudio's 2007 Stingrey calendar and the photograph was



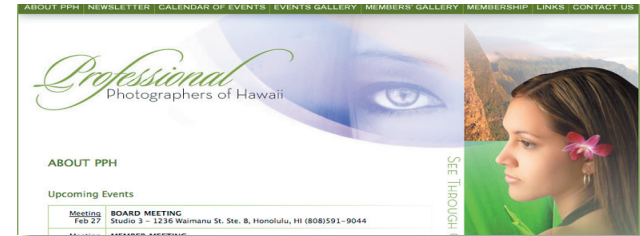
made when I did another assignment for them with the same model. "MYSTIQUE" was not part of the shoot but something I did for myself. The original background was natural green foliage. The image looked good with this background and that was the way the original print was entered and judged in Oklahoma last year but I had some misgivings about the tonality between the green background and the color of the model's face and garment. After much consideration, I found adding a solid black background with Photoshop gave the image a much stronger impact than the original green foliage. The present version is the way I will enter the print in the 2007 Professional Photographers of America's national judging and I am expecting it to do very well.



'Natasha'  
JD Wacker

M. Photog., MEI., Cr., CPP., API.

Your Member's Only website- [www.PPHawaii.org](http://www.PPHawaii.org)



PPH has hired a really reliable web master to keep you informed. Robby, has been updating our site and making sure it runs smoothly. Remember, this

site is for you to post your own images and promote yourself to your customers. It's the benefit of membership.

## Past National Award Recipients



Don Smith  
F-PPH.



Irvin Yamada  
M. Photog., Cr, F-PPH.



Floyd Honda  
F-PPH.



William Renio  
F-PPH.

Irwin Rosen  
Harry Higa  
Donn Sakamoto



Rudy Arucan  
F-PPH.



Carl Ogata  
F-PPH.



Claude S. Ayakawa  
M. Photog., Cr, F-PPH.



Kay Okumoto  
Cr., F-PPH.



Paul Sakai  
F-PPH.



Dwight Okumoto  
CPPS., M. Photog., M. Artist,  
MEI., Cr., API., F-PPH.



Raymond Young  
F-PPH.



David Taylor  
CPP., M. Photog.,  
F-PPH.



James Kim Han  
CPP., M. Photog.,  
F-PPH.



Don Emmerich  
CPP., M. Photog., M. Artist, MEI.,  
Cr., API., F-ASP, F-PPH.

## Future Shoot-Out in the Planning

PPH is getting the details ready for an upcoming post summer Shoot-Out.

**Patrick Delos Santos** is chairing this event and has plans for a full day of photography and models. Updates to follow at future meetings.

### March's General Meeting

FUJI PHOTO HAWAII

#### UPCOMING EVENTS

March 21- General Meeting-7pm. Print Comp, Photoshop Plug-Ins

April- General Meeting- hosted at **IMAGES by STEVEN** - 7pm.

April PPH Flea Market- KCC campus

May- General Meeting

June 20- General Meeting at Fuji Photo Hawaii, Quarterly Print Competition

September- General Meeting at Fuji Photo Hawaii, Quarterly Print Competition

Photo Shoot-Out!- updates to follow

November- General Meeting at Fuji Photo Hawaii, Quarterly Print Competition

December 2, 2007- PPH Holiday Party  
FOR ADDITIONAL INFORMATION,  
CONTACT DWIGHT 591-9044,  
FOR ALL PPH EVENTS

**Terry Takaki** - has just returned from PMA in Las Vegas and will be showing a couple of new items.

**Tech TIP:** Periodically check your camera's sensor chip for dirt and dust. Close your aperture to f/22 or smaller, shooting into a white card, lens out of focus, and adjusting your shutter speed for exposure. Review your file looking for the dark specks. Cleaning your sensor requires only specific solutions and swabs designed for your particular camera/sensor. King Digital has a full selection of cleaning supplies for your sensor type. If uncertain, do not try cleaning your own sensor, have your sensor cleaned by qualified techs. Replacement of a scratched sensor, may cost more than the value of your camera.

## Across the Panel- Perfect 100 points!



'Surfer Sanctuary'- 100 points, ASP 100 Traveling Loan Collection  
Don Emmerich, M. Photog., M. Artist, MEI., Cr., CPPS., API, F-ASP., F-PPH

## Print corners for entries

In addition to having your prints judged, images scoring 77-79 points will be receiving an "Accepted Entry", or scores of 80 and higher will be given a "Merit Award" corner.

- The Entry Fee for the Quarterly Competition is \$5 up to 8 entries per competition month.
- Each entry will also receive one PPH Fellowship Merit point which applies to your personal PPH Fellowship program.
- Electronic files should be on a CD disc.
- Electronic files specs: 8x10" @ 250 dpi., jpg., sRGB.
- Paper prints: 16x20" mounted on 1/8 to 1/4" cold pressed board, (smaller prints, 8x10", will also be accepted).
- Titles are required for each entry (avoid using 'Untitled').
- At the meeting, arrive 15 minutes earlier to complete entry forms.
- Neighbor Island members may also email jpgs to Dwight, up to 24 hrs. prior to judging.
- For additional information and help, contact Dwight at 591-9044.



## First time entrants!!!

a Cameracraftsman of America 100th Year Anniversary book

will be awarded to the highest total of accumulated points to a 1st time entrant at March's Quarterly Print Competition. *Hint: 'Enter the maximum 8 entries for better odds'*. The 100th Anniversary CCA book is hard covered, full color publication retailing for \$89.00.

## Looking for the latest digital information?

Ricardo Finney's recommended sites to check out...

<http://www.letsgodigital.org>

Online magazine for digital imaging w/digital news and reviews

<http://www.steves-digicams.com>

Digital Camera information and news source

<http://www.robgalbraith.com>

Digital photography insights. One of the best sites online for depth of information

<http://www.digital-photography.org>

Independent reviews of professional and prosumer digital photography equipment for all major brands and all formats

[http://www.digital-photography.org/digital\\_photography\\_cameras/digital\\_photography\\_links.html](http://www.digital-photography.org/digital_photography_cameras/digital_photography_links.html)

Exceptional A-Z photographic links site

PROFESSIONAL PHOTOGRAPHERS OF HAWAII

'Partners for Your Business'

"Success through Your Professionalism"

For Information & Applications for either membership- contact Dwight Okumoto-591-9044

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## PPH association Polo Shirts

are available and information of additional orders will be announced at March's General Meeting.



## PPH's Annual Flea Market in April

Terry Takaki and Ricardo Finney are chairpersons for the upcoming flea markets. The locations has been set at the Kapiolani Community College's campus. Exact times and seller's fees will be given as the event approaches.

# General Meetings at FUJI FILM HAWAII

Selected months we'll be meeting at the FUJI FILM HAWAII headquarters.



**Directions From H-1 Freeway:**  
Take the Waialeale off-ramp (Exit 7) and turn on to Paliwa Street. Continue driving until you see the Golden Coin Restaurant then turn right on to Puko Street. Drive straight until you see Wholesale Unlimited on the right and then make a right turn on Mokuola Street. Continue straight ahead. Fujifilm will be on the left side.

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FUJI's Newest Professional Digital Camera  
**FUJI S5**



# Guidelines to help you see what a PPA Affiliated judge looks for The 12 Elements of a Merit Print

The Photographic Exhibitions Committee (PEC) of PPA uses the 12 elements below as the "gold standard" to define a merit image. PEC trains judges to be mindful of these elements when judging images to the PPA merit level and to be placed in the International Print Exhibit at the annual convention. The use of these 12 elements connects the modern practice of photography and its photographers to the historical practice of photography begun nearly two centuries ago.

Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one. They are:

- 1. Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion.
- 2. Creativity** is the external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
- 3. Style** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.
- 4. Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.
- 5. Print Presentation** affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.
- 6. Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.
- 7. Lighting**—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.
- 8. Subject Matter** should always be appropriate to the story being told in an image.
- 9. Color Balance** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.
- 10. Technical excellence** is the print quality of the image itself as it is presented for viewing. Sharpness, exposure, printing, mounting and correct color all speak to the qualities of the physical print.
- 11. Technique** is the approach used to create the image. Printing, lighting, posing, film choice, paper selection and more are part of the technique applied to an image.
- 12. Story Telling** refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

<b>96-100</b>	<b>EXCEPTIONAL</b>
<b>90-95</b>	<b>SUPERIOR</b>
<b>85-89</b>	<b>EXCELLENT</b>
<b>80-84</b>	<b>MERIT</b>
<b>78-79</b>	<b>REVIEW</b>
<b>74-77</b>	<b>AVERAGE</b>
<b>70-73</b>	<b>BELOW AVERAGE</b>
<b>69 &amp; Below</b>	<b>Non Exhibition</b>



'The Circle'- David Wacker, 5 years old



**2007 Western States Print Competition**

The Professional Photographers of Washington, Inc., is hosting the 2007 Western States Print Competition, March 30th - April 3rd, at The Quinault Resort Casino, Ocean Shores, Washington.

- PPA Regional Competition Rules
- PPW Print Competition Rules
- Print Entry Form
- Print Entry Corners
- Print Case Labels
- Contact Print Competition Chairman

**- IMPORTANT -**  
**PLEASE Read ALL Competition Rules!**

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

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