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"Mile High Sunrise"
by Bob Hurt

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COVER PHOTO
The cover image, "Mile High Sunrise," by Bob Hurt, was the first place winner in the Texas PPA Magazine Contest. See more of the winning images and the story on page 7.



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CALENDAR OF EVENTS

- | | |
|-------------------------------|---|
| April 26 - May 1, 2015 | Texas School
Addison, Texas |
| June 28 - July 1, 2015 | TPPA Summerfest
Lake Conroe, Texas |
| September 13-18, 2015 | TPPA Road Trip to Yellowstone
Hosted by Cris Duncan |

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To contact any of your PPA Councilors, you may obtain their phone numbers from the TPPA Membership Directory or visit our website at www.tppa.org

Inspirations...

Focus on Education 2015



My goal for the year is to focus on education, and what a great start to 2015 it was with an awesome PhotoGenesis convention. We are all sparked by learning, no matter what our skill level in photography, and Texas PPA is a great place to keep your creative fire going. With registration underway and several classes already sold out, there are still many outstanding classes open at the Texas School of Professional Photography. Whether you are feeling the ho-hum or the excitement of photography, Texas School is the place for you! There simply is not another event like it. From sunup to well into the night, Texas School will blow your mind. It's all about Education, Fun and Fellowship!

Last fall, a good friend of mine in the Austin area, Don Rogers, put together a little reunion of photographers who "hung out together" 20 years ago. What a wonderful evening it was to have all of us together again. The group was made up of photographers who used to consider themselves full-time professional photographers. Only about 5% of the group are full-time professionals today. It got me to thinking that nothing had really changed and that we still had something in common... a love for photography.

We all still love to talk about photography and hold the camera in our hand and capture moments in time. So why are most of these old friends no longer Texas PPA members? It is easy to think that you don't belong to an association when your focus has changed, but why shouldn't they be members? Texas PPA was created by the fellowship of photographers

who loved photography. I guess my point is that, even if your course has changed, I'll bet you are still in love with photography.

Texas PPA membership makes up a family of people who love photography and we want you in our family whether you are just starting out or if you have "hung the closed sign" on your studio for the last time. We all still have one thing in common... we love photography!

We will soon be launching the "We Want You Back!" Texas PPA membership drive and we want to enlist your help. If you haven't seen a friend from Texas PPA in a while, how about picking up the phone and giving them a jingle? In our fast-moving technological society, we sometimes forget that our greatest connection to someone is simply having a verbal conversation with them... the personal touch of actually hearing someone's voice. Tell them that Texas PPA misses them and you do, too. Why do we want them to come hang out? ...because who else will listen to them talk about photography for countless hours and truly enjoy the conversation? We will.

Keep in focus,

Stephanie Huebinger Ludlow, Master Cr. Photographer
Texas PPA President 2015



Set Yourself Apart From The Rest
Be A Part Of The Best

Join TPPA

TPPA.org



Membership Categories & Rates

Professional Active \$95 - Open to photographers and employees of photographers who sell photographic services as a business and photographers employed by a firm whose main business is selling photographs. State Law requires that all such individuals hold a Texas Limited Sales Tax permit.

Limited Associate \$85 - Open to individuals seriously interested in photography and are engaged in an occupation other than photography.

Student \$50 - Open to full time students preparing for a career in photography, in a college or approved vocational/technical school.

Service Firm \$90 - Open to manufacturers, suppliers, laboratories and businesses supplying photographers; includes one person's membership.

Staff Associate \$55 - Open to individuals employed by a Professional Active or Service Firm member or the spouse of a Professional Active member. Staff Associate membership may be accepted only if employer is current member.

Out of State \$65 - Note: Only Professional Active members have all membership rights. Spouses of Professional Active members are exempt from dues, unless they elect to become a Professional Active member in order to vote or exhibit prints. Limited Associate, Out of State, Student, Service or Staff Associate members may not vote, hold office or enter photographs in competition, unless a special category has been established for them.

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Texas Professional Photographer Magazine
COVER WINNER
Bob Hurt



Congratulations to the First Place Winner of the Texas PPA Magazine Contest... Bob Hurt, of Richardson, Texas. His image, "Mile High Sunrise," was selected from dozens of outstanding images submitted for this year's event. As the first place winner, Bob receives a Tamron SP24-70mm Lens (\$1,299 value) from Tamron USA, a 3-Day Workshop (\$295 value) from Virtual Backgrounds, a Signature Album (\$250 value) from Miller's Professional Imaging, a \$300 Lab Credit from BWC Lab, a \$100 Gift Card from Digital Pro Lab, a Gallery Wrap from White House Custom Colour (\$104 - \$117), a \$100 Lab Credit from Pounds Labs, and a Scholarship to the Texas School of Professional Photography. Winners of this year's event were announced at PhotoGenesis in January.

Judges for the contest consisted of professional photographers as well as representatives from the publishing, printing, and graphic art industry. According to several of the judges, this was a "most difficult" contest to judge because of the wide variety and quality of the entries. The contest was open to current Texas PPA members and there was no theme or entry fee required. In judging the entries, judges were shown each entry as it was received as well as a version of how it might appear on the cover of the magazine with the logo. Prizes were donated by generous advertisers of the Texas Professional Photographer Magazine. They include: Tamron USA, Virtual Backgrounds, Pounds Lab, Miller's Professional Imaging, BWC Color Lab, Texas School of Professional Photography, Arlington Camera, Digital Pro Lab, and White House Custom Colour.

(continued)



2nd Place: "Leather and Wood"
by Vera Brock



3rd Place: "Late Night Rendezvous"
by Cris Duncan

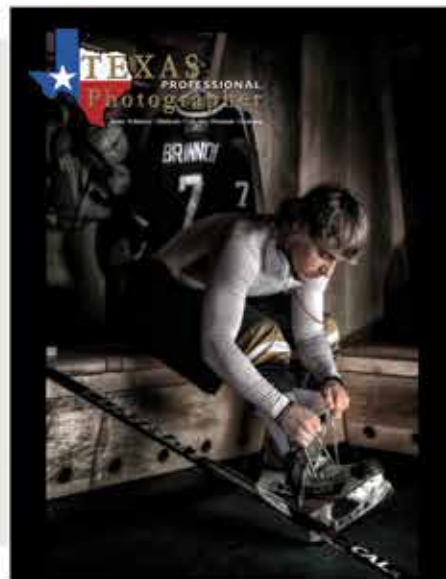
The Second Place Winner of the TPPA Magazine Cover Contest was Vera Brock, of Alvin, Texas. For her entry, "Leather and Wood," she receives a \$100 Gift Card to Arlington Camera, a \$100 Gift Card from Digital Pro Lab, a \$100 Lab Credit from BWC, a Standout from White House Custom Colour (\$90), \$200 Discount Coupon for a Virtual Backgrounds Workshop, and a \$100 Lab Credit from Pounds Labs.

Winning Third Place was Cris Duncan from Lubbock, Texas. For his entry, "Late Night Rendezvous," he receives a \$100 Gift Card from Digital Pro Lab, a \$100 Lab Credit from BWC, a \$200 Discount Coupon for a Virtual Backgrounds Workshop, a \$100 Lab Credit from Pounds Labs, and an Image Block from White House Custom Colour (\$52 - \$71).

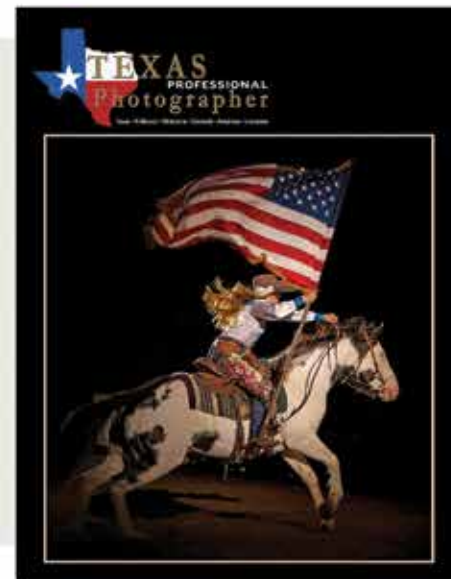
Three Runners-Up were: "Rea Nassiance" by Dane Miller; "I Am Second" by Ken Hatley; and "Old Glory" by Pamela Steege. Each of these photographers receives a \$50 Lab Credit from Pounds Labs, a \$50 Lab Credit from BWC, a \$200 Discount Coupon for a Virtual Backgrounds Workshop, and a \$100 Gift Card from Digital Pro Lab. (continued)



"Rea Nassiance"
by Dane Miller
Runner-Up



"I Am Second"
by Ken Hatley
Runner-Up



"Old Glory"
by Pamela Steege
Runner-Up

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“Nothing Like a Bauble Bath”
by Lucy Huffstetter
Honorable Mention



“Snow Angels”
by Dixie Dobbins
Honorable Mention



“Sunflowers”
by Chris Hanoch
Honorable Mention

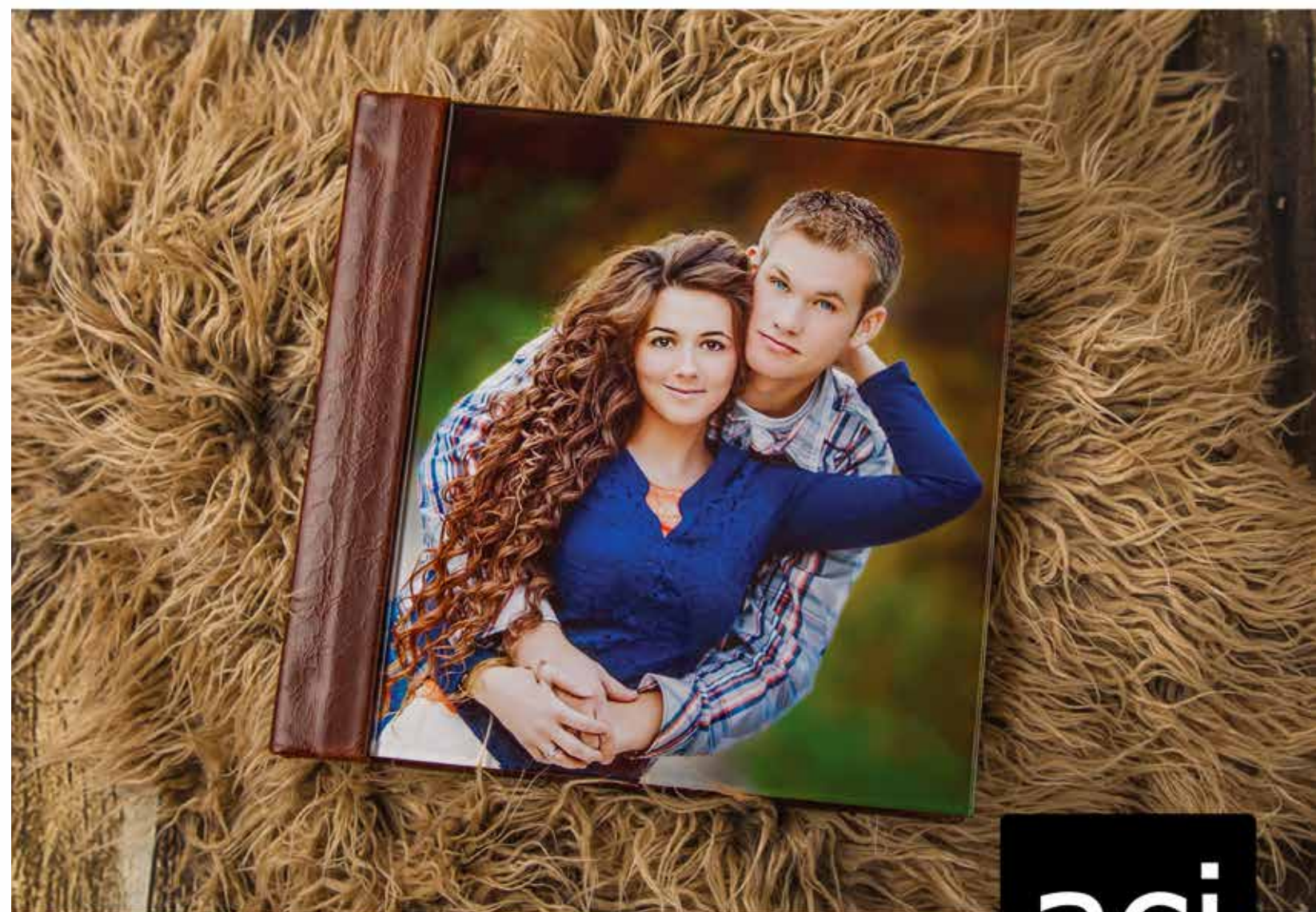
Three Honorable Mentions included: “Nothing Like a Bauble Bath” by Lucy Huffstetter, “Snow Angels” by Dixie Dobbins, and “Sunflowers” by Chris Hanoch. Each Honorable Mention Winner receives a \$50 Lab Credit from Pounds Labs and a \$50 Lab Credit from Digital Pro Lab. Then, all winners will receive an official Texas Professional Photographer Cap courtesy of Texas PPA.

We also want to thank each of our gracious sponsors for donating prizes to this year’s contest... Tamron USA, Virtual Backgrounds, Miller’s Professional Imaging, BWC Imaging, Digital Pro Lab, White House Custom Colour, Pounds Labs, and the Texas School of Professional Photography. Congratulations to all winners and our thanks to everyone who entered the Texas Professional Photographer Magazine Cover Contest!

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La Torretta Lakeside Resort

Conroe, Texas

June 28 - July 1



by
Steve Kozak

At Texas PPA, we know photographers because we ARE photographers. That is why we have put together our dream event! This one is going to be big!

So what makes SummerFest so unique? First, we selected a world class location with the La Torretta Resort. Wow! You are going to be impressed! The resort sits among the piney woods on the shores of Lake Conroe. Literally, you can bring your boat or wave runner and park it right at the resort. The resort features an 18 hole golf course, 12,000 sq/ft spa, fitness center and an impressive water park! The resort has several dining options including a sushi bar and a huge buffet. Plus, every room is a suite!

Then, we asked ourselves, "How can we put together an educational event for photographers of all skill levels to maximize their learning opportunities?" We looked at other events to see what worked and what didn't and kicked around some new ideas and we came up with the slate of speakers and programs that are devoted to one thing...YOUR SUCCESS! We have formatted the programming so that there is less sitting and more doing. For example, you won't just hear a class on underwater portraits, you will actually be able to get into the pool with the instructor and the models to do your own images.

A number of the classes will be held on the lush grounds of the resort where you will be able to use your own camera to photograph the models. Then, bring your laptop as the instructors show you how they put the finishing touches on their images in the Digital Imaging Theater.

Of course, there is the annual TPPA print competition where you compete for trophies and get valuable feedback on your images from our panel of judges. Every judge at SummerFest is a qualified IPC Juror or has taken the judging class at the IPC judging in Atlanta.

Family fun is also a priority as La Torretta offer the water park with lifeguards, putt-putt golf, a teen center with video games and more, a sandy beach lagoon with paddle boarding and so much more. There are scheduled activities throughout the day that are hosted by and supervised by the resort staff.

Mark your calendar for June 28-July first. We are so sure you are going to enjoy this resort that you may want to come early or stay longer to enjoy this wonderful vacation destination. For more information, visit...

www.tppa.org/summerfest



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“Eight is Enough” - Margaret Bryant is well-known for her outstanding images of dogs. Each year, she creates a fund-raising calendar for the Weimaraner Rescue of Texas and this year learned that the group had taken in a litter of Weimaraner puppies. The set was carefully planned in advance and is a combination of three images. One image had the three puppies, another image had four puppies, and the third image with the puppy in the back. “The secret to making this happen,” she explains, “is having the puppies tired out before placing them in the images and then using show leashes on them to keep them in place.” In addition to being used on the Weimaraner Rescue calendar, the image earned a merit at IPC in 2013.



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Image by Monty Nuss Photography

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Fashion Posing for Women

Part 2: The 5 Tricks of a Fashion Shoot



by **BRY COX**



Fashion shoots are fun, but we need to go into the shoot with a system. Shooting fashion isn't easier than other styles, it doesn't mean just shooting thousands of haphazard images hoping something works, and it doesn't mean we forget our training.

Instead as professionals we use our skills to set ourselves up for success. We get great images all shoot long, no excuses, and we do it quickly and by taking very few images.

So how do we do it? Here are 5 big tricks to a better fashion shoot.

1. You must balance the creative and the technical sides - We each have two sides to our brain, the creative and the technical, and in every photo shoot they war with each other, especially in a fashion shoot. Learning to balance these correctly will mean amazing results.

In a fashion shoot, the creative side wants to be a free bird and just do whatever. It wants to shoot hundreds if not thousands of images and just have fun, letting the technical side take the duty of sorting them all out later and fixing all the exposure problems and other issues. It doesn't want to be technical or know stuff or have a plan, it just wants to shoot and have fun.

The technical side on the other hand wants structure, it wants things perfect, and wants correct exposures and poses. It wants to fix every detail, and constantly nags you about the placement of your lights and wonders if details of a pose are correct. It has a quest for perfection, but left unbalanced it returns rigidity.

Both sides of the brain alone are the death of a shoot, yet both are needed in harmony for a great shoot.

Balancing them means having a structure to the shoot, yet allows for flow, letting little things go. It means noticing details, but only fixing the ones that matter, and it means knowing what matters.

It means understanding your gear manually, so you can be free to create and not worry if things are working. It means feeling the shoot and not looking at the back of the camera, but instead interacting with the model and having fun. It means noticing the nuances of reflections in the eyes while you nudge a light, or how the slightest adjustment in a pose changes everything.

Learning to balance both sides of the brain means your images will be fun and full of life, but will also have perfect exposures and color balance. You'll be able to pull out of the model a genuine expression, and your lighting will makes her eyes pop and skin glow without retouching.



Example #1



Example #2



Example #3

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2. Think and shoot in short “Idea Sets” of just 3-5 images, no shot the same - You are not allowed to shoot the same thing twice. You must change every shot. The trick is to think in small changes and refinements for just 3-5 images, but then you must make a big change.

Start with a photo, then refine a small detail and shoot again, refine it even more and shoot again. If you need to refine and shoot one or two more times, that's okay, but after 3-5 images you're done and must shake that off and do something completely different. Now we start that process again for another 3-5 images. No image can ever be the same.

Slight refinements within an “idea set” can include changes in expression, very slight changes to the details of a pose, and slight adjustments to your camera position.

Big changes for a new “idea set” can include a complete change of pose, a new outfit, change of the hair, a different background, a new lighting setup, or even a change of lens.

Working like this is good for the creative side, the technical side, and it's good for the entire shoot. The creative side likes flow and energy, and loves a challenge. The technical side likes structure and a plan, and the entire shoot benefits because we have an awesome variety of images with nothing being the same.

3. Looking at the back of the camera is not allowed - If you want to get in the groove of a shoot, have excellent interaction with your model, get great expressions, feel in the zone, and be in balance with the creative and technical sides of your brain, then you can't be looking at the back of the camera after every shot. We never shoot and look, shoot and look – that's not allowed.

So go into your camera settings and turn off the ‘Auto-Preview’ setting. It should never be on. On the rare occasion when a client is off changing in another room and you need to see an image, there is a top-secret button on your camera that no one knows about called ‘Play’ that does the same thing.

When I train photographers, I share a lot of my tricks for fast lighting setups and perfect exposures. Use those tricks and trust that everything is working. Feel the shots internally as you're taking them and notice every detail.

If you need to review an image, take a breath and calmly think back and review it in your mind. The more you pay attention to the details of the shoot and get into it, the better you'll be able to recall nuances of the image from your own subconscious, including what flashes did during that split second.

And as an added bonus, you'll be amazed at how long your batteries last.

4. You must understand posing, and see everything - Constantly ask yourself, “Does that work or is it distracting?” Remember that every part of a person's pose either works for an image or it works against it and is a distraction. We want to remove distractions and also flatter, and the best way to flatter is to remember my one rule of posing: women need to conserve space visually in a photograph and men need to take up more space visually.



Un-retouched and un-corrected examples by Bry Cox from a demonstration fashion shoot at the Texas School of Professional Photography.

Our habit as artists must be to analyze every single area of every person before we take a photo. The more you do it, the quicker you'll get. Soon, you'll see every elbow, waist, and knee out of the corner of your eye.

5. Lighting must match the pose - I have a lot of videos and training on just lighting. But the quick summary is that lighting and posing must work together. If I adjust a pose, I must adjust my lighting to match. If I move my lighting, then I must adjust the pose to match. Lighting must be manual, measured, and angled such that images look perfect, right out of the camera.

Lighting isn't just about getting an exposure, but rather it's about sculpting people, making their eyes pop, and skin glow. When you do it right, there is no need to retouch.

Coming up in Part 3 in this series, I'll show these principles in action using more of this shoot that I did at Texas School as part of a large crowd demo in under 5 minutes. In that time, I created about 35 total images grouped in smaller idea sets. You'll see them un-retouched, un-corrected, un-cropped, and grouped into sets, along with details on how and why I did what I did.

Of course, I teach all of this and more at Texas School. Come train with me, and in the meantime, check out more of my tutorials at BryCoxWORKSHOPS.com.

Good Luck and Happy Shooting!



In his class at the Texas School of Professional Photography, Bry will share his system to create images that are creative and emotional while being technically awesome. Your images will be different, fresh, and won't require a lot of post-production work. “Celebrity Style Imaging” is the trademarked name of Bry's studio because he photographs everyday clients the same way as VIP clients.



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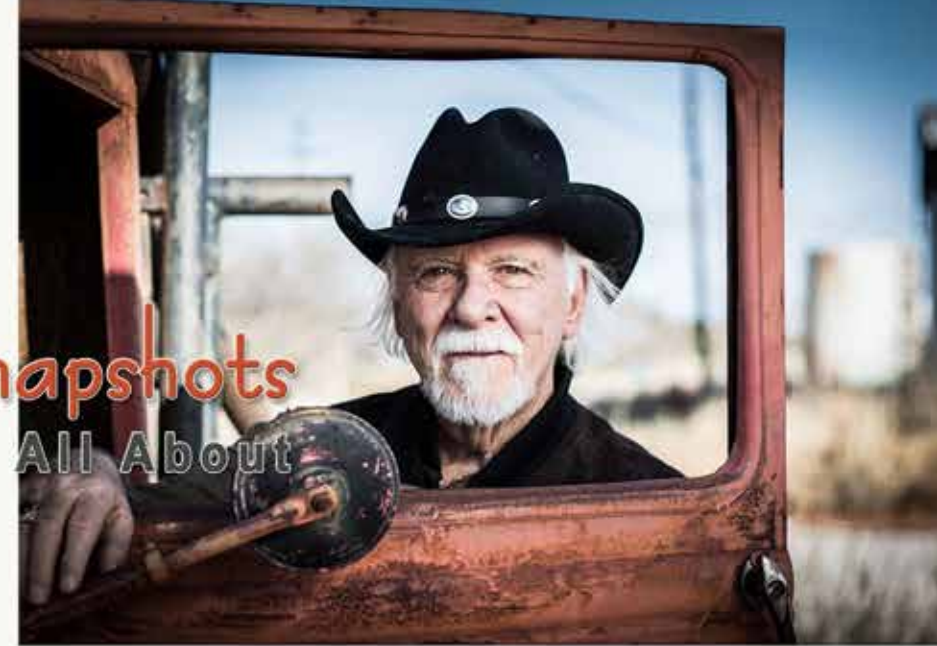


school and sports

Real Time Snapshots

What Life & Time is All About

by
 Samuel Brassfield



Recently, I was the subject of a photo shoot by my grandson, Jake Meyer, and his wife, Destiny. They operate Admyer Studio in Bertram, Texas. After viewing their work, I came up with an idea to encourage my grandkids in their new venture of modern digital photography.

To me, their photography is art. It's more than just shooting some pictures of subjects because they do it with creativity, imagination, and originality. Their work is creative with a genuine freshness, much different than the old form of photography that I grew up with in my 73 years. I call it "real time" snapshots of what life and time is all about.

I chose the signature theme for this shooting and called it "TIME." My reasoning was that we all are framed by time and what time brings and what we do with our time is very important. We don't live just for ourselves but must make a difference for the next generation.

I grew up when this old truck was practically new and drove one like it. I lived in a house like this old farm house when it was still livable. I lived those days and years in real time and have seen what time has brought to humanity as we face this 21st century. The truck and the house as well as myself have experienced "Time."

Time moves on and so do people. I value my remaining time and pray I will be around for some time more, living in real time and leaving my family a "living legacy." I want them to see their family roots without insisting that they live in past time. I want them to value my "reflections" of "the good old days" without getting stuck in the past while looking forward to a bright future.

There are thousands of senior citizens out there who have a personal story to tell and a legacy to leave for their offspring... Grand Paws and Grand Maws like me who are unique and irreplaceable and have great histories to record for posterity sake. What Jake and Destiny did for me is something I will always cherish. Other photographers should take note of it.

I really think that this style of photography is the "new wave" for our generation of folks who have paved the way for the new millennial generation to build upon. They want "real time" and lasting memories and professional photographers who recognize this may discover a whole new market for their work.

Samuel Lee "Paw Paw Sam" Brassfield is the grandfather of Jake Meyer, owner of Admyer Studio in Bertram, Texas. Sam provides some valuable insight into how one client views the services of a professional photographer



A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to TexasProPhotoMagazine.com or email the Editor at Editor@cablelynx.com.



“Sisters” - David Edmonson explains that this image is a continuation of a series he is doing of his daughters and granddaughters called “Sisters.” The image was taken in his studio using a single natural window light and mirrors to provide separation. The props are all pieces that David has been collecting for this concept. “My idea is that my daughter is teaching her niece how to play an instrument and to find her own voice to make her own music in life,” explains David. “We all have our own song but it helps when older generations teach the younger.”

David was originally a commercial photographer. After joining forces with his son, Luke, in 2002, they both realized that commercial photography did not accomplish their goal of being able to work together, so they made the transition to portrait and wedding photography. Both are quite humble about their success and their passion for photography. “Personally,” explains David, “I see God as the author of all creativity. His light is the best light.”

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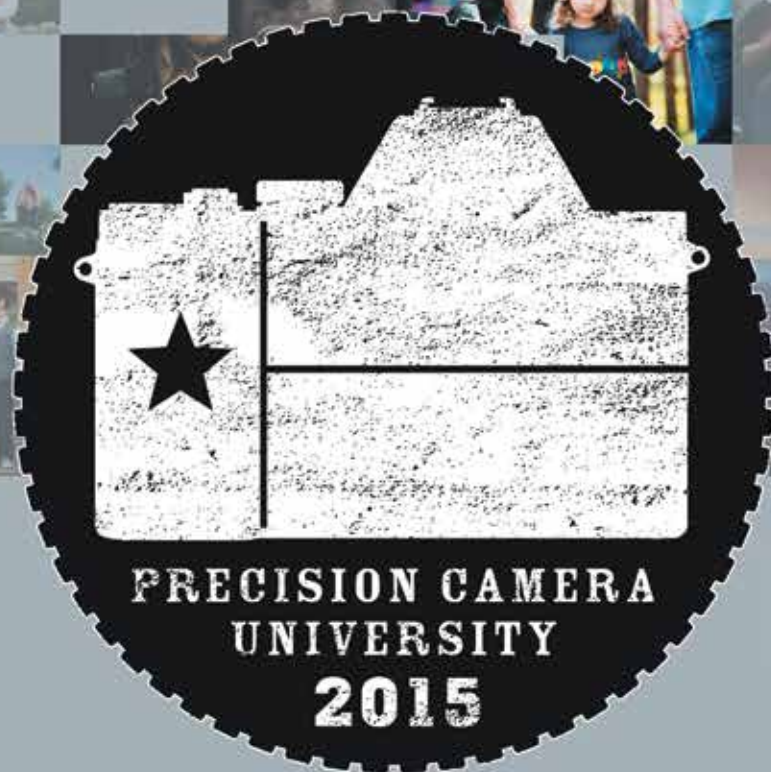
“Hog Barn” - To create this image, Robert Suddarth used a “Painting with Light” technique, photographing individual elements and combining them in Photoshop. The location and angle were carefully selected before dark and the motorcycle was placed strategically to compliment the background. With the camera positioned on a sturdy tripod, Robert used a 1000 watt LED flashlight and “painted” each element during a series of 30 second exposures. The final image was made from 25 different layers using “layer masks” to remove unwanted areas.

After all layers were in place, the brightness can be adjusted on each layer to blend the final image. Afterwards, the layered file is saved as a PSD so that any future adjustments can be made on any layer. A flattened version is then saved as a JPEG or TIFF file.

Robert Suddarth is one of the leading photographers in the Lubbock, Texas, area and is a Master-Craftman and Past President of the Texas Professional Photographers Association.



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TEXAS INVENTOR receives National Acclaim

"The Salute Award represents our opinion of the best and most affordable products that target the needs of the government video facilities."

courtesy of TV Technology

National Videographers Embrace VB Technology

Among the 150 exhibitors at the Government Video Expo in Washington, D.C., was a well-known figure from Texas... Dr. Henry Oles. His "Scene Machine" virtual projected background system has been around for quite a few years and can be found in portrait studios around the world. But it was all news to videographers until a few weeks ago.

Green screen technology has long been the trade tool for videographers but it is not quite so popular with many who use it. That's what Henry Oles discovered when he demonstrated his Scene Machine which now can be a serious tool for video production. To those who saw it demonstrated at the Government Video Expo, it was a new and exciting piece of technology that solved many of the problems associated with green screen. In fact, it is the only available alternative to using green screen in that industry. To prove their point, Henry Oles was presented the Salute Award for "...the best and most affordable products that target the needs of the government video facilities."

"I never realized how much videographers dislike green screen because of its issues, but there is no other choice for them," explains Oles. Some of the problems with green screen technology include green fringe around the subject and having to worry about what colors the subject wears. Post production is also a time consuming issue with green screen as well, not to mention having to light the green screen separately and maintaining a good distance from it. None of these are issues with the Scene Machine and videographers took notice in a big way.

The show is sponsored by a group of video magazines, the main one being TV Technology. The event is held in Washington, D.C., to be accessible to government personnel but it is open to anyone in the videography field. However, as it turns out, the government is one of the largest users of video technology and there are a great number of private companies in that area serving the government. By demand, Virtual Backgrounds will be going back to the Washington, D.C. area to present day-long workshops so videographers can actually work with the product themselves.

Dr. Henry Oles is a long-time Texas PPA member and supporter and his company, Virtual Backgrounds, is based in San Marcos, Texas. Henry and his wife, Marian, owned their own studio for many years and eventually decided to provide a new tool for portrait photographers that would provide them with exceptional flexibility and creativity. The original concept was to project a slide of any scene onto a highly-reflective screen positioned behind the subject. With this system, a studio photographer can provide an infinite number of settings in the comfort of a studio all year long, enabling them to be different from others who photograph on location. His latest addition to the system, video technology, has made the system even more flexible. One of its latest features is the ability to capture a scene with a cell phone camera and instantly download that image and project it as a background. The background can be a still or moving image.

With all of the changes that have affected the photography industry the last decade or so, Virtual Backgrounds may have discovered a whole new market... one that is also open to enterprising entrepreneurial professional photographers.

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Don't Miss Out On Texas School! Some Classes Still Available

STEPHANIE HUEBINGER LUDLOW
texas school trustee

We are down to the wire for registration for Texas School and already many classes are filled. However, there are still some classes left, although they are going fast! If you haven't registered, do so now!

In 2012, 2013, and 2014 we had over 1,000 photographers attend the Texas School of Professional Photography. In 2015, we expect enrollment to bust 1,000 again! The cost? Only \$525 for TPPA members and \$620 for non-TPPA members...and that includes all evening meals. Also, at the 2014 school, we gave away over \$45,000 in door prizes, lab credits, studio make-over, and more. This is the best education value in the country with the finest instructors in the industry.

We are excited about the room rate at the Intercontinental Hotel this year. This Five-Star Hotel has agreed to keep the room rate at only \$116 so more people will be able to stay at the host hotel which boasts 523 rooms. More information is available on the Texas School website at www.texaschool.org. We recommend that you book your room now because they will sell out prior to the school.

If you've never experienced Texas School then you have missed out on one of the best learning experiences in the world that is available to photographers. There will be 36 classes covering many different topics and all are designed to help your business grow and be successful. As everyone knows, the photography industry is changing. You have to be on top of your game to be successful. Texas School offers everyone the best education in the country and at the most affordable price.

Along with classroom instruction there is a fun and exciting social life at Texas School with parties, meal events, entertainment, and an impressive trade show. Another good reason to attend is that all evening meals will be FREE thanks to our many sponsors. The Big Texas School Shoot Out will also be back. Bring your camera and you'll be able to photograph top models, cars, motorcycles, and much more. In addition, there will be an awesome Trade Show with prices that are only good at this one event.

This will be the 40th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 26 to May 1, 2015. Registration for The Texas School of Professional Photography is already underway. Each year many classes fill within the first 5 minutes of registration opening and this year was no exception but there are still many classes open and available.

So go to our website: www.texaschool.org, for a list of available classes and reserve your own spot for the photographic event of a lifetime!

A Word About Our Classes

Basic Level - For students with very limited photographic experience or for a refresher course for experienced students.

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overcoming the effects of Fluorescent Lighting

BY JIM BACON



Have you ever wondered why you get such inconsistent results while photographing under fluorescent lighting? It's time to solve the mystery that some blame on the digital camera itself.

Unlike incandescent bulbs which emit a relatively steady wave of light, the fluorescent light source is continually changing in brightness and temperature. It all has to do with the mechanics of fluorescent bulb itself which emits photons as electricity and thereby excites the atoms inside the bulb. Since our homes are powered by "alternating current" (AC), the fluorescent lighting is continually reversing polarity within the bulb in a cycle known as a "sine wave" (see figure 1).

As the current goes from zero to positive and to negative and then back, the changing voltage causes the atoms inside the fluorescent tube to emit light of varying intensity and wavelengths. This entire process of polarity change takes roughly 1/60 of a second... the "cycle" of alternating (AC) current in American homes. During that brief time, two pulses of light are emitted, one during the positive cycle and one

during the negative cycle. So, if your camera's shutter is open for less than 1/60 of a second, the light from only a portion of that cycle is recorded on the camera's sensor and you have no way of actually knowing which portion was actually recorded until you see the results, which can be "all over the place."

As seen in the illustration on the following page (see figure 2), there is no way to predict the outcome because there is no way of knowing what part

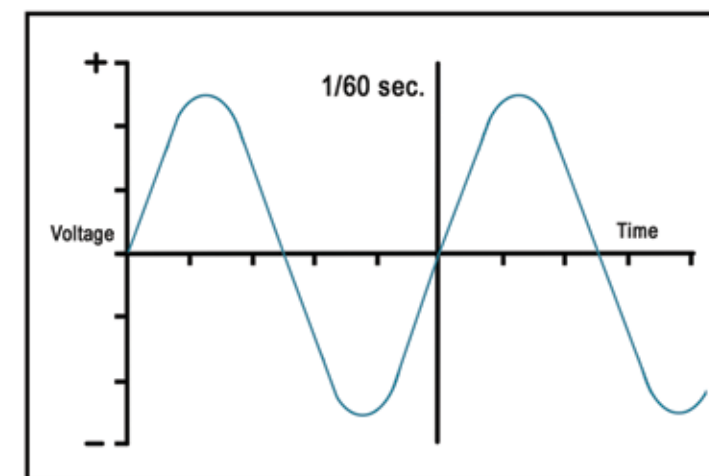


Fig. 1: As the alternating current used to power the fluorescent bulb goes from zero to positive and to negative and back, the changing voltage causes atoms inside the tube to emit light of varying intensity and wavelengths. With faster shutter speeds, it is impossible to predict what part of the wave you will capture on the camera sensor.

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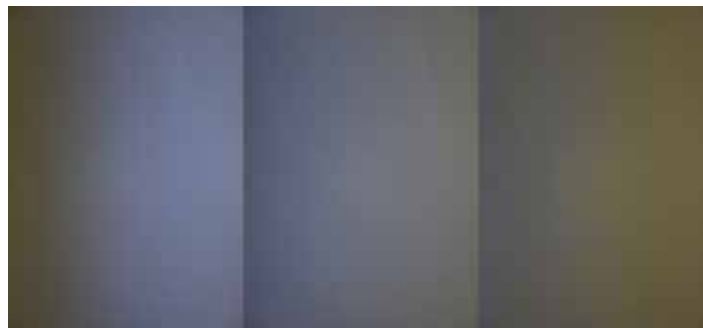


Fig. 2: One piece of paper taken in three short bursts at 1/320 sec. each. There is no way to predict what portion of the light wave will be recorded during the short exposure, resulting in varying color and density.



Fig. 3: Same images at 1/30 sec. The problem is solved by using a slower shutter speed that records the entire 1/60 second wave cycle of the fluorescent light source.

of the cycle you will catch during a short exposure of less than 1/60 of a second. This illustration was made of three short bursts taken of the same piece of solid paper, at 1/320 of a second. The problem is that, with faster shutter speeds, the second shutter curtain begins closing before the first curtain is fully open, resulting in different parts of the image sensor being exposed at different times throughout the wave cycle.

Photographers began noticing this phenomenon after converting to digital capture and some blame it on the digital camera itself. The fact is that the same problem existed with film. The difference is that today's digital cameras allow us to use much higher ISO settings and therefore faster shutter speeds to capture images under available light. In the days of film, ISO 400 was considered to be "borderline." Today, one can obtain excellent results at ISO 1600 or higher. As we began using faster shutter speeds with available light, the problem simply became more noticeable.

The cure is actually quite simple... use a slower shutter speed that records the entire fluorescent wave cycle (see figure 3). Also, since fluorescent tubes vary in color, a custom white balance is highly recommended.

Jim Bacon is the owner of Expressions Photography in Flint, Texas. He is a wedding, portrait, and commercial photographer with over three decades as a professional photographer. His specialty is commercial images of cars, particularly Corvettes. www.expressions-photo.com.






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ALSO NEW... Your TPPA Membership is now good for 12 months from the date you join! We have eliminated the January to December terms for membership. So, if you join TPPA today, you get 12 full months of membership and your renewal date will be the same as your joining date.

The Texas Professional Photographers Association is the largest state affiliate of the Professional Photographers of America with hundreds of top photographers in Texas as well as other states around the country. Founded in 1898, TPPA has served as the voice of professional photographers and has set the standards for professionals for generations. Member benefits include:

- **Texas Professional Photographer Magazine:** Our award-winning, bi-monthly magazine features informative articles to keep you informed of the latest techniques and marketing ideas.
- **The Texas School of Professional Photography:** Our week-long photography school held in Addison each year with dozens of classes taught by top instructors from around the country (*Registration Fee required*)
- **PhotoGenesis:** Our annual educational event and trade show (*Member Discount*)
- **TPPA SummerFest:** A family oriented event in June at the La Torretta Resort, Water Park and Spa in Conroe (*Member Discount*)
- **Texas Ten Workshops:** Regional classes and workshops held in cities throughout Texas (*Member Discount*)
- **The Photo Pages:** Our new TPPA Members Only forum
- **And so much more!**

The question is often asked, “Do I have to be a professional photographer to be a member of Texas PPA?” The answer is “no.” Many professional photographers today did not start out that way. However, it was the opportunity to be with professional photographers that made them realize how exciting it is to be a part of such a profession.

The Texas Professional Photographers Association has been around since 1998, serving the profession and those who love photography and you are invited to become a part of it all.

Dues Structure

Professional Active \$95 (\$8 per month on monthly payment plan) - Open to members in three categories:

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