



MILLER'S SIGNATURE BOOKS

The premium layflat book
you've always wanted.

BRAND NEW



© Lauren Rosehou

16 cover options



seamless + layflat pages



MILLER'S
MILLERSLAB.COM

1 DAY TURNAROUND *with* FREE OVERNIGHT SHIPPING



COVER PHOTO

The cover photo, "Jackson," was created by Cliff Ranson of McAllen, Texas. The dog was a roadside rescue and was brought to Cliff's studio by a college student during an animal shelter benefit in which Cliff participates each year. The image won the Trophy for Best Portrait of an Animal, the ASP Elite Award, and Best Photographic Open by a Master. "Jackson" is now part of the PPA Loan Collection as well.



OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.

VOLUME 50 No. 6 October/November 2015

Publishing Editor

Bill Hedrick, M.Photog.Cr.
1506 E. Leach St.
Kilgore, TX 75662
903-985-1080
Editor@cablelynx.com

Executive Director

Doug Box, M.Photog.Cr
P.O. Box 1120
Caldwell, TX 77836
979-272-5200
dougbox@aol.com

Printed by

Complete Printing
1501 W. Panola
Carthage, TX 75633
800-964-9521
www.CompletePrinting.com

COMPLETE FINANCIAL INFORMATION ON TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION IS AVAILABLE TO ANY TPPA MEMBER BY CONTACTING DOUG BOX, EXECUTIVE DIRECTOR, P.O. 1120, CALDWELL, TX 77836
DOUGBOX@AOL.COM.

IN THIS ISSUE

- 7 **Sneak Peek or Anticipation?**
Adding Excitement During Photo Sessions
by Gregory Daniel
- 12 **No Window, Window Light**
If You Don't Have It... Make It!
by Cris Duncan
- 19 **Texas School 2016 Classes**
Scholarships Available, Too!
by Don Dickson
- 22 **Creating Sketches from Photos**
Using Photoshop
by Lawrence Millbarger
- 28 **Painting with Light**
One Man's Pride and Passion
by Bill Hedrick

DEPARTMENTS

- 5 **Inspirations**
A Message from TPPA President, Stephanie Ludlow
- 5 **Join Texas PPA Today**
If You Love Photography
- 11 **Spotlight: Melinda Reddehase**
"Elementary My Dear"
- 16 **Spotlight: Janel Randall**
"In Flight Meal"
- 26 **Spotlight: Mark McCall**
"Made in America"
- 34 **News from Around the State**
What is Happening Around Texas

CALENDAR OF EVENTS

- | | |
|--------------------------|---|
| Sept. 19 - Oct. 18, 2015 | Texas Top 10 Workshops
Locations Throughout Texas |
| April 24 - 29, 2016 | Texas School
Addison, Texas |
| Sept. 30 - Oct. 2, 2016 | PhotoGenesis '16
San Marcos, Texas |

The *Texas Professional Photographer* is the official publication of the Texas Professional Photographers Association, Inc., published bi-monthly for members and others for information of industry matters, personal achievements, and news of this and other associations. Acceptance of advertising or publishing of press releases does not imply endorsement of any product or service by this association, publisher or editor. Permission is granted to similar publications of the photographic industry to reprint contents of this publication, provided that the author and *Texas Professional Photographer* are credited as the source.

Articles, with or without photographs, are welcomed for review for inclusion in this publication; however, the editor reserves the right to refuse publication, or if accepted, the right to edit and use on a space available basis. Send all communications, articles, or advertising to:
Editor, *Texas Professional Photographer*, 1506 E. Leach St., Kilgore, Texas 75662. Telephone (903) 985-1080, or Editor@cablelynx.com.

The Fine Art of PRINTMAKING



— Gail Nogle

Showcase your portraiture and
artistic work with **BWC Fine Art**
and Canvas Prints.

- Museum Canvas Wraps
- Photographic Canvas on Masonite
- Fine Art Prints



dallas | 1.800.445.0264 | bwc.net



2015 EXECUTIVE COUNCIL

President Stephanie Ludlow

stephanielonghorn@yahoo.com

205 N. Mays, Round Rock, TX 78644 (512) 246-0063

Vice-President Steve Kozak

Steve@stevekozak.com

5323 Fig Tree Ln., Grand Prairie, TX 75052 (972) 601-9070

Treasurer Trey Homan

Trey@ehoman.com

17222 Classen Rd., San Antonio, TX 78247 (210) 497-3809

Secretary Tammy Graham

tammy@locationsphotography.com

2613 Weisenberger, Ft. Worth, TX 76107 (817) 300-0780

Councilman-at-Large Ross Benton

ross@studiobenton.com

1876 Nacogdoches Rd., San Antonio, TX 78209 (210) 804-1188

Councilman-at-Large Marla Horn

marla@ahh-photography.com

10716 Camelot Drive., Frisco, TX 75035 (972) 567-8613

Chairman of the Board Mark McCall

mmphotography@suddenlink.net

602 Broadway, Lubbock, TX 79401 (806) 783-3003

Executive Director Doug Box

dougbox@aol.com

P.O. Box 1120, Caldwell, TX 77836 (979) 272-5200

Texas School Director Don Dickson

ddickson@lonestarbbs.com

1501 West 5th, Plainview, TX 79072 (806) 296-2276

Magazine Editor Bill Hedrick

Editor@cablelynx.com

1506 E. Leach St., Kilgore, TX 75662 (903) 985-1080

PPA COUNCILORS

Gabriel Alonso (Ft. Worth), Doug Box (Caldwell),
Don Dickson (Plainview), Walter Eagleton (Denton),
Elizabeth Homan (San Antonio), Trey Homan (San Antonio),
Steve Kozak (Grand Prairie), Dwayne Lee (Arlington),
Stephanie Ludlow (Round Rock), Mark McCall (Lubbock),
Cliff Ranson (McAllen), Richard Sturdevant (Garland),
Judy Dumas (Early).

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...



What an Incredible Year!

It's hard to believe that my year as President of Texas PPA is drawing to an end. It's been a highly productive year beginning with PhotoGenesis in January. We moved this annual event to San Marcos, Texas, and gave it a face-lift designed to renew that excitement we all had at one point in our lives when photography was magic. It included on-location workshops with plenty of hands-on activities. The event and the location proved to be so popular that we will return again in 2016!

Next on the calendar was the fabulous Texas School of Professional Photography held in Addison, Texas. When over 1,000 photographers get together for a week of fun and learning, it is an experience that you can only understand if you've been there. This school is the largest of its kind in the nation and I'm proud to be a part of it.

Another major change for the year was the Texas PPA summer seminar. For decades, this event has been held in Kerrville, Texas. This year, the event was given a face-lift and moved to Conroe, Texas. Summerfest 2015 turned out to be an outstanding experience with something for the entire family and surpassed all our expectations. Yes, we'll be returning there in 2016 as well.

As I write this message, we are also in the middle of the Texas 10 Workshops. This fall event was the brainstorm of Steve Kozak, who is the incoming TPPA President for 2016. These workshops are being held at

various locations throughout the state. This is the second year for these fall workshops and they are a great opportunity to attend an incredible program close to your home location.

Providing all of these events to you as a TPPA member is no small task. It takes a lot of teamwork and dedication. I want to thank everyone who gave of their own time to serve on a committee for any or all of these events and I want to thank the TPPA officers and staff for the countless hours of hard work each one has given to make this association what it is today.

Your incoming TPPA President, Steve Kozak, is one of the most capable and energetic individuals I've ever met and already has a fantastic lineup of talent for the coming year. Everyone has done their part to make this "your" association and all that is left is for you to take advantage of everything it has to offer. It has been an honor to be your President.

So... 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.



Often First Always Best

At WHCC, everything we do is focused on your success. That's why "Often First, Always Best" is our motto for developing new products and services. We constantly strive to be the first to bring great new products and services to our clients. When we're not first, it's because what we have isn't good enough yet. You see, the only thing we want more than being first is giving you the best. Not just our best—the industry's best. It's a high standard, but we wouldn't have it any other way.



Learn more about who we are
and what we believe at whcc.com



SNEAK PEEK OR ANTICIPATION

Gregory Daniel

FDPE, FSA, M.Photos. CR., CPP, F-ASP

Sneak peek: n. A preview, especially of something not yet public; an opportunity to see select portions before it is officially available (not to be confused with sneak preview). "I Just saw the sneak peek on Youtube."

Ok, so this is from the "Urban Dictionary" and I am not sure of the accuracy, but it should work for the purposes of this article. I am a huge proponent of social media for the purpose of elevating the clients experience or building anticipation in your process. That being said, it is my opinion that far too often image-makers reveal too much of the magic prior to the client's order appointment. But if used correctly, social media is also a perfect way to help flame the "Buzz Fire" and add to your toolbox of institutional marketing solutions. So how much is too much and where is the line of not enough?

Every family has their unique special stories that are often shared during special occasions. My brother taught me many skills growing up but one that

stands out at the moment was the ability to completely open our Christmas gifts without any parental detection. He could remove wrapping paper like a skilled heart surgeon. Our parents would begin the tedious process of wrapping all of our presents weeks and weeks before Christmas and neatly place them under the tree. This is what I would call "building the experience!" Nightly, we would listen to Christmas music while sipping hot chocolate trying to guess what was in each box. Shaking, sniffing, tugging, hypothesizing and dreaming about the items we asked for during the year.

The special holiday experience began to shift the year we were able to crack the wrapping code of ethics. I remember my brother unwrapping a pair of boots and his new tassel jacket (please refrain from obvious inclinations of judgment) and wore them to the mall. He was able to pull this stunt off and get the items back into the boxes with stealth and perfect wrapping. The only actual flaw in this otherwise brilliant strategy was our inability to act truly surprised on Christmas day.

I tell you this story because much of our holiday experience is the anticipation for the actual event. You see, knowing what is in the box actually takes away from our overall experience. There are many ways we use anticipation to add to our client's overall experience. In fact, we have found that using this principle of anticipation dramatically heightens their experience and boosts the buzz factor. Let's take a closer look at anticipation...

Anticipation: n. The feeling you feel when you feel you're going to feel a feeling you've never felt before. "I can't wait... for my tax refund, for this day to end, until they get here. The anticipation is killing me!"

There are many elements we add to build client value and experience during each client touch point, but for this message, I will just touch on one very important area. If you are like me, you know when the magic is taking place during the camera study. I certainly make it known through my excitement when this is happening. If you have ever taken one of our classes before, you should be shaking your head up and down with total understanding. This is a perfect time to give your clients a sweet, quick look at the back of your camera. That little glimpse is just enough to build their anticipation of what's to come.

We have also taken to a practice that involves Lesa capturing an image of me during the camera study with the client, using my camera on my iPhone. This image capture is not intended to be a stunning image for printing or used as one of their portraits. Its sole purpose is to grab a piece of the experience and the emotions of the event for the client and post it. Posting an image that represents what they felt during the camera study builds their excitement, which typically plays out in the social media world.

We have found that using anticipation principles are far better than unwrapping the present prior to the appropriate reveal moment. I am certain, as much as my brother and our clients would like to know what exactly is in that box, that knowing is not always what is best for everyone involved!



Greg and his wife Lesa Daniel are internationally recognized for their artistry. Though he is one of the most awarded photographers in the United States, Greg has the utmost privilege of living out his passion every day alongside Lesa in operating their portrait photography galleries in both Indialantic and Titusville, Florida. He has achieved both the title of Master of Photography and The American Society of Photographers Fellowship. In addition, Greg is was one of the youngest members to be inducted into the prestigious Cameracraftsmen of America in 1991, proud founding member of the International Society of Portrait Artists (ISPA) and on the Board of Directors for Professional Photographers of America.

Professional Photographers of San Antonio

Sharing the Vision

www.PPGSA.org

5:30pm Cocktails/Greeting
6:30pm Dinner
8:00pm Speaker

DoubleTree Hilton
37 NE Loop 410
San Antonio, TX 78216



Jenny Eisenhauer
October 21
Winning with High School Sports



Tony Corbell
November 18
Lighting Program



Kate Caudillo
January 20
Creating Your Photography
Business Success Roadmap



Ralph Romaguera
February 17
Seniors



Dane Miller
March 16
Boudoir

members of affiliate guilds may attend at the PPSA member price



800.313.6748

www.dfwphotoexpo.com

5th Annual DFW Photo Expo

Arlington, TX • November 14th & 15th, 2015 • 10am - 6pm

Located at the Arlington Convention Center in Arlington, TX. The 5th Annual DFW Photo Expo is an incredible and FREE trade show that includes:

- **Ongoing Seminars** throughout both days
- **Trade Show Specials** available only at the DFW Photo Expo
- **Door Prizes and Early Bird Giveaways**
- **Factory Representatives** available to answer questions and offer information and advice
- **Special Product Demonstrations**
- **Exclusive Photo Chicks Boutique** for the female photographer

If photography is your passion, then DFW Photo Expo is where you want to be.

It's a gathering of the brightest minds, breakthrough products, and a cast of the industry's leading trailblazers.

A community event to celebrate our customers and to hold our biggest annual sale.

Presented by:



544 West Randol Mill Road
Arlington, TX 76011
817.261.8131 • 800.313.6748

BOWENS
the power behind the picture

Canon

datacolor

FUJIFILM

HOODMAN

K&H
CAMERA

KenkoTokinaUSA

Panasonic

OLYMPUS

Manfrotto

MeFOTO

Nikon

PHOTODEX

thinkTANK photo
Be Ready "Before The Moment"

SIGMA

SONY

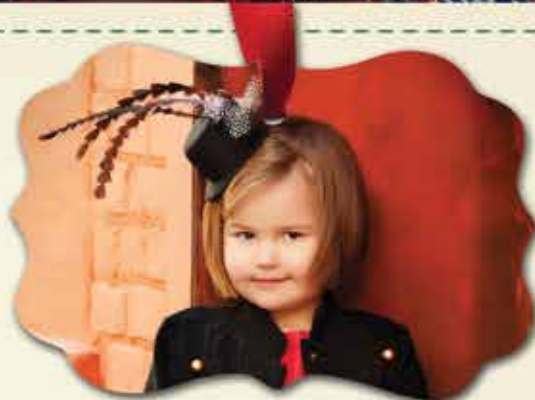
TAMRON

Westcott

2015



HAPPY HOLIDAYS FROM OUR FAMILY TO YOURS!
LOVE, THE SMITH FAMILY



Spread some good cheer

PRESS CARDS • JEWELRY • ORNAMENTS

Artistry Cards • Artistry Folded Cards • Postcards • Folded Cards

Metal Charms • Mother of Pearl • Cuff Bracelets

Porcelain Ornaments • Artistry Metal Ornaments • Laser Cut & Artistry Ornaments

For more gift ideas, visit www.acilab.com/products

Circle Pendant, Artistry Ornament, & Mother Of Pearl © Mark Garber Photography



American Color Imaging | www.acilab.com | 800.728.2722

Spotlight Pics

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.



“Elementary My Dear” - Melinda Reddehase, of Spring, Texas, loves the process of working on images for print competition. “It allows me to think through an idea and plan each detail,” she explains, “which is something I rarely get the luxury of doing in my day to day studio work.” The inspiration for this image was, of course, Sherlock Holmes. The subject was photographed on a grey background in Melinda’s studio and each element of the final image was composited around him. The fireplace is five images combined. The chairs, wall sconces, smoke, and even facial hair was added in post production. The room was originally photographed in daylight with one wall being windows. The image was accepted into the PPA Loan Collection.

Melinda Reddehase, M.Photog.Cr., has a Bachelor of Arts Degree in Photography from Sam Houston State University. After graduation, she opened her own studio and was, for a time, the youngest studio owner in Texas. Her sister, Cristie, joined her full time at the studio two years later and they have been an amazing team for over 14 years. Photographing seniors, babies and fine art photography are her first loves. Recently, she has taken her talent for lighting and composition to enter the world of fine art cinematography. Frequent work on movie sets and high-end cinematography for studio clients has become a new and exciting adventure for her.



No-Window, Window Light

Cris j Duncan
M.Photog.Cr. CPP F-TPPA

Window light has to be one of the most beautiful light sources we can use. It has a soft direction of light, can be easily manipulated by moving your subject closer or farther away. It covers a large area and is free... if you have a window.

What if you don't have a window? You make one.

In most cases, window light is a soft, diffused light unless the sun is coming directly through the window. For this article we will focus on the former. The reason window light works so well is its light quality. To re-create the window light look, you must first understand why the quality is what it is.

Light quality all goes back to size of source relative to the distance from and size of subject. Simply stated, the larger the source, the softer the light quality. Keep in mind that softness of light is determined by the transition from highlight to shadow, the shadow edge transfer. Do not confuse density of a shadow with light quality. It is easy to see very rich, dark shadows and think it is hard light. So, if we understand that size matters, we can then begin to create a source that will look like and act like window light. You will need a large source. I have used 4x6 boxes, 5' Octabanks, umbrellas and even used multiple modifiers to create a large source. Some were successful in re-creating window light looks, other were not. In most instances I still needed a larger light source.

I began using a 9x12 foot painter's dropcloth that I found at my local hardware store. It is very, very affordable (\$9 for two), easy to transport and to set up. Simply unfold the cloth and clamp it to a background stand or between two light stands. Place a strobe or speed light behind the cloth (*see diagram 1 on page 15*). Keep in mind that the farther the strobe is behind the cloth, the softer and more efficient your source will be.



Where the Pros Go for Inkjet

At Imaging Spectrum we don't just know printing, we know photographic printing. We give real advice from real pros to help you choose the right products for your particular needs.



800-342-9294

www.imagingspectrum.com

inkjet@imagingspectrum.com



EPSON®
EXCEED YOUR VISION

FUJIFILM

Kodak

≡ **Hahnemühle** ≡
FINEART

INKPRESS

ILFORD

NORITSU



The idea is to eliminate the hot spot. The farther the light source can be from the cloth, the more diffused and even the transmission of light will be once it hits the dropcloth. You now can easily change the light direction by rotating the cloth, changing strobe position, moving your model or your camera. You now have "window light" anywhere. I have used this in clients homes, the studio, and even on commercial/architectural assignments.

I want to continue with another technique for no-window, window lighting in a slightly different direction. Once again, remember that you must understand the principle of size of source. This is crucial to creating the look you want and need.

The tools for creating light are many but they all can be confined to a few categories: Daylight (The sun), Ambient (Available Light), Electronic burst (Flash or strobe) and Continuous light (LEDs, HID, Video lights). These tools can be used in many ways but they can also be simplified... direct, additive, subtractive, transmission, and reflective.

Previously, we created window light with electronic burst and a transmission technique. For this second example I want to create the same look but with a reflective approach. To create a soft, low contrast, directional



A painter's dropcloth with a strobe or speed light placed behind makes a very affordable light source which simulates window lighting.



EXPECT MORE

MORE INNOVATIVE PRODUCTS
MORE CUSTOMER SERVICE
MORE EDUCATION OPPORTUNITIES

At Pounds we take pride in providing unsurpassed customer service and creating innovative, creative products. We strive to share our insights and be a true partner with our photographers.

If you're looking for a lab that provides every resource needed to achieve your professional goals and does so with the highest standards and integrity, you're looking for Pounds!

EXPECT MORE THAN A PRINT
EXPECT THE BEST
EXPECT POUNDS

pounds
 LABS MORE THAN A PRINT

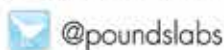


Open an Account



Products & Services

www.poundslabs.com | 800.350.5671



wedding and portrait



seniors



school and sports

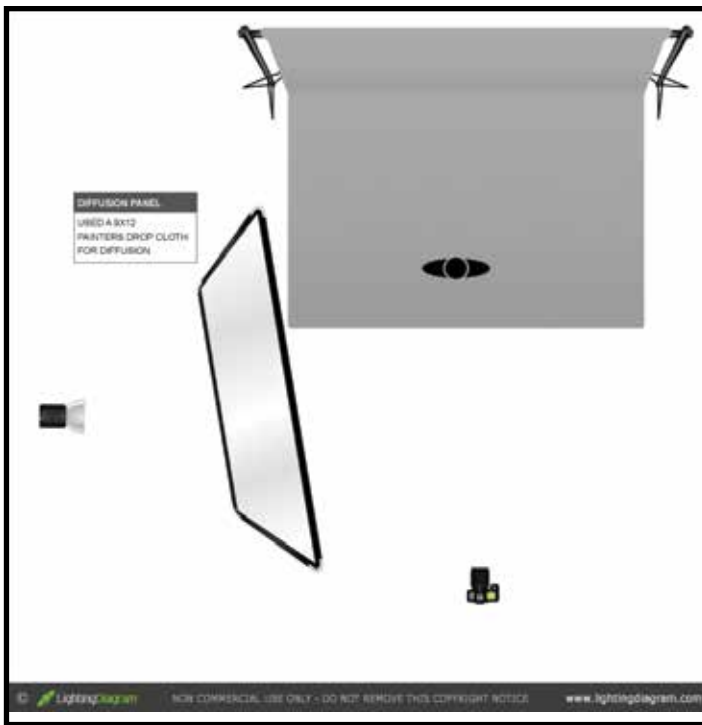


Diagram 1 - Light setup using painter's drop cloth in a home or studio setting to simulate window lighting.

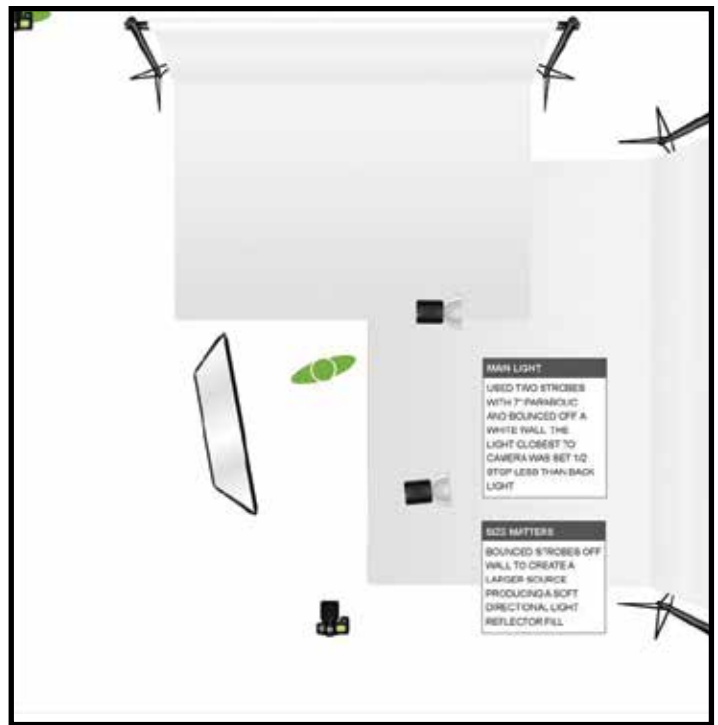


Diagram 2 - Light setup where strobes are bounced off a white wall or background to simulate window lighting

Cris Duncan owns and operates CjDuncan Photography, a portrait and commercial studio in Lubbock, Texas, with his bride, Deanna. The Duncans are instructors at the Texas School of Professional Photography and the founders of Find Your Focus Photographic Education. www.findyourfocus.org

light, I need a large source. In this case all I had at my disposal were my studio strobes, an umbrella, 3x4 soft box and a studio space. When my model was wanting a soft, dreamy look for her maternity image, I knew I needed a window light look... a larger source. I used a white wall that



was in the studio and two strobes. The strobes were directed at the wall and then reflected back to my subject (diagram 2 above).

The use of reflective light turned the entire wall into a light source. In turn, it provided a light source that produced a soft, pleasing light quality. I was able to create window light without a window.

A photographer is a "problem solver." Every photographic assignment will come with its own set of challenges. It is our job to find a way to give the client the image they need regardless of the situation and it usually starts with light. This all worked because of the science of light and that is what makes it so amazing. Light will always do the same thing because it is governed by science and laws of nature. It is predictable and reliable.

Get Recognized Free Business Imprinting

- Albums
- Folios
- Folders • Easels
- Memory Mates
- Photomounts
- Boxes • Bags

Promo code:
**EVERYTHING
2015**

from **michel** COMPANY

On any imprintable stock item thru October 30, 2015
Plus FREE studio logo option available with purchase

www.michelcompany.com | 800.621.6649 | 847.887.9066

1151 S. Northpoint Blvd. Waukegan, IL 60085

Spotlight Pics

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.

“In Flight Meal” is a composition of two photographs taken by Janel Randall while on two separate vacations. It is truly an international print. The hummingbird, a female calliope, was photographed in Canada with a Nikon D2X. A feeder was used to lure the birds into a 3 off-camera flash setup used to stop the wing action. The flower, a white oleander, was photographed in Mexico with a point and shoot camera and the color was later changed to pink in post production. The final composite was created in Photoshop and Janel used Corel Painter to express her fine art style for the finished print. Janel has had several prints selected for the IPC Loan collection, and will be awarded the Master of Photography degree at Imaging USA in January 2016.



25% OFF ALL GREETING CARDS

- > PHOTO CARDS
- > FLAT PRESS CARDS
- > FOLDED PRESS CARDS
- > ARTISTIC EDGE CARDS



Photo Greeting Cards sold in sets of 25

Choose from Lustre or Metallic paper

Press Greeting Cards sold in sets of 12

Choose from Standard, Linen, Pebble, Pearl & Premium Heavyweight paper

Premium Envelope options available for Press Greeting Cards

Gold & Silver Foil

Natural White Cotton

Return address printing available for all Greeting Cards

Choose from 9 fonts

Choose from 4 font colors

On sale October 29 - December 1, 2015.

PRINTS & FINISHING • PHOTO ALBUMS & PRESS BOOKS
GALLERY WRAPS & FINE ART • METAL PRINTS
PRESS PRINTED PRODUCTS • PHOTO GIFTS • SPORTS

www.fullcolor.com
800.382.2101

FULL COLOR

Never go unnoticed.™



SIGMA

BONA-FIDE.

The lens for the high mega-pixel era.

A large aperture standard lens
delivering outstanding resolution,
exquisite images with beautiful
bokeh. A bona-fide classic.

A

Art

50mm F1.4 DG HSM

Case, hood (LH830-02) included.
USA 4 Year Service Protection



SIGMA USB Dock

Update, adjust & personalize. Customization
never thought possible. Sold separately.



Super! Incredible! Coming Soon!



2016

41st Annual Texas School April 24 - 29, 2016

by
Don Dickson

The 2016 Texas School of Professional Photography will once again be held at the Intercontinental Hotel and Conference Center in Addison, Texas. Classes will be held April 24 through 29, 2016. Over 1,000 photographers attend Texas School and we look forward to another great year in 2016. The hotel, located north of Dallas, just off the North Dallas Toll Road, is the setting for this event.

The 523 room Intercontinental Hotel has agreed to a room rate of only \$121, so more people will be able to stay at the host hotel. More information is available on the Texas School website at www.texasschool.org. You might want to go ahead and book your room because they will sell out fast.

Online registration for the 2016 Texas School begins at 11pm on January 3, 2016. Last year the first class booked in only 3 seconds with several others within 2 minutes! If you've never experienced Texas School, you've missed

out on one of the best learning experiences available to photographers in the world. There will be at least 36 classes covering every topic imaginable and all are designed to help your business grow and be successful. In addition, we are going to repeat the Big Texas Shootout where every student will be able to practice what you have learned in class and compete for over \$5000 in prizes and cash.

As everyone knows, the photography industry is changing. You have to be on top of your game. Texas School offers everyone the best education in the country and at the most affordable prices. 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. So, mark your calendar now for April 24 - 29, 2016, and come and see what the "Texas School Experience" is all about.

2016 Texas School Instructors

Ross Benton
Doug Box
William Branson III
Carl Caylor
Tony Corbell
Bry Cox
Gregory & Lesa Daniel
Cris & Deanna Duncan
David & Luke Edmonson
Hanson Fong
Beth Forester
Dan Frievallt

Mike & Suzy Fulton
Joel Grimes
Jeff Gump
Russ Harrington
John Hartman
Jamie Hayes & Mary Fisk-Taylor
Elizabeth & Trey Homan
Julia Kelleher
Britney & Kirby Fullgraf
Laurie Klein & Kyle Perler
Steve Kozak
Don MacGregor

Gary & Kathryn Meek
Sandra Pearce
Sam Puc
Thom Rouse
Jim Schmelzer
Marilyn Sholin
Richard Sturdevant
Woody Walters
Billy Welliver & Mitch Daniels
Janice Wendt
John Wilson
Steve Winslow & Sophie Lane



Scholarships Available

Texas School of Professional Photography

by
Don Dickson

Each year the Texas Professional Photographers Association grants a number of scholarships to the Texas School of Professional Photography to be held at the Intercontinental Hotel and Conference Center in Addison, Texas. These scholarships are available to newcomers to the profession as well as photographers who have been in photography for several years and meet certain requirements. You may qualify!

Two types of scholarships are available. The first is a classroom scholarship that pays the week's tuition to a class. To be eligible for this scholarship, you must be a member of TPPA by July 1, 2015, and you must renew your 2016 membership prior to attending the 2016 Texas School. In addition, you must not have received a Texas School scholarship during the previous ten years. Also, you must not have been in photography for more than five years, or if you have been in photography for more than five years, you must have earned a minimum of 20 Fellowship Points from TPPA. The final requirement is that only one application per studio or firm will be accepted.

The second type of scholarship is a "Wrangler Scholarship." To be eligible, you must be a current (2016) member of Texas PPA, have

attended the Texas School in the past, willing to work, able to get along well with people, able to take directions well, must have a car, must have satisfactory computer skills, and must be available by 9 am on April 24, 2016.

If you want to be a part of a very elite, fabulous, hard working group of people who are a very important part of the success of Texas School, and would like to be considered as a wrangler, then apply online today at <https://www.texasschool.org/wrangler-application/> to obtain a Texas School Scholarship or Texas School Wrangler application.

If you have any questions, ask any of the trustees, talk to someone who has been a wrangler in the past, or contact Cindy Romaguera, at 504-799-9729 or email her at Cindy@Romaguera.com. Remember, a Wrangler Scholarship is a "working scholarship." When you are a wrangler, you get very close to your instructor, classmates, other wranglers, and the Texas School staff.

Sign up now and check the website and this magazine for further Texas School updates.

FINERWORKS

ONLINE FINE ART COLOR LAB

PHYSICAL LOCATION IN SAN ANTONIO, TX



FINERWORKS.COM

1-800-567-8594

HAHNEMÜHLE
FREDRIX
MOAB



Archival & Affordable
GICLEE PRINTING
Since 2003



BORDERED



MOUNTED



CANVAS





Creating Sketches

from photographs with photoshop

LAWRENCE MILLBARGE

You can add variety to your commercial portfolio by producing sketches of existing photographs. Using practically any version of Adobe Photoshop, the options are endless and the tools provide a great amount of flexibility and creativity.

Like anything else in Photoshop, there is always more than just one way to do anything. But here are some simple steps you can use to get started.

Step #1 - Open an image in Photoshop (*see illustration 1*) and, using the Layer Palet, go ahead and duplicate the original layer. Anyone who has been working with Photoshop for any length of time realizes how important it is to keep an original version of the image on a layer to itself.

One way to duplicate a layer and place it above the original layer is to go up to the top of the screen to the Layer menu and click on Layer>New>Layer via copy. However you decide to do it, Photoshop will make a new layer and place it above the original “background” layer and title it “Layer 1.”

Step #2 - Desaturate the layer. Go to the Image menu at the top of your screen and select Adjustments and then Desaturate (Image>Adjustments>

Desaturate). This step will completely remove any color from the image and it will appear as a black-and-white image (*see illustration 2*).

Step #3 - Duplicate the layer you’ve just created and desaturated. You can do just as you did in Step #1 and use the Layer menu at the top of your screen and click on Layer>New>Layer via copy. Your new layer will appear on the Layers panel, just above the previous layer.

Of course, there are shortcuts for such things. In Windows, you can press Ctrl+J to accomplish the same thing (Command+J on Mac). The new layer will be labeled “Layer 1 copy.”

Step #4 - Once that is done, you will need to “invert” the image. To do this, go to the Image menu at the top of the screen, choose Adjustments, and then choose Invert (Image> Adjustments>Invert). This will invert the brightness values in the black-and-white image and make it look like a negative (*see illustration 3*).

Step #5 - Next, you will need to change the blend mode of the inverted layer from Normal (which is the default setting) to Color Dodge. To do this, go to

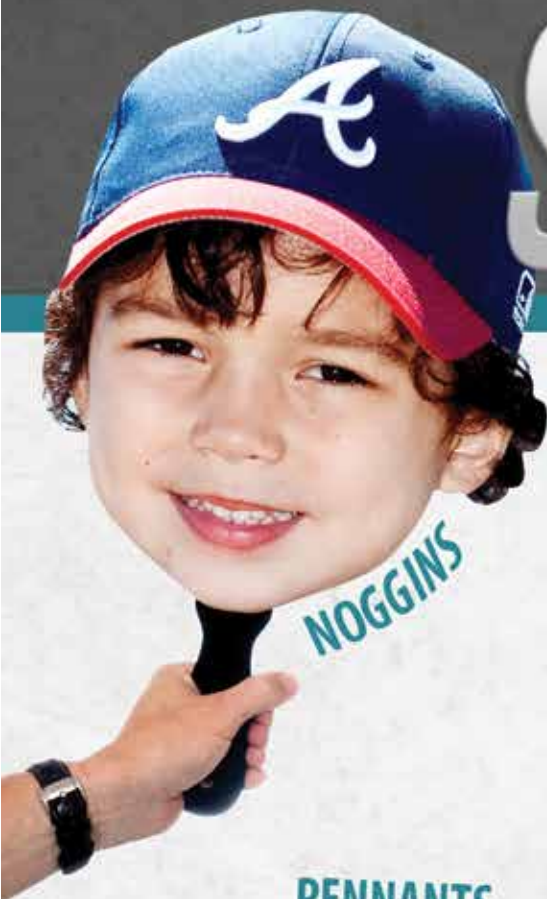


Illustration #1



Illustration #2

SPORT MORE!



NOGGINS

CLASSIC PLAQUES



PHOTO BALLS



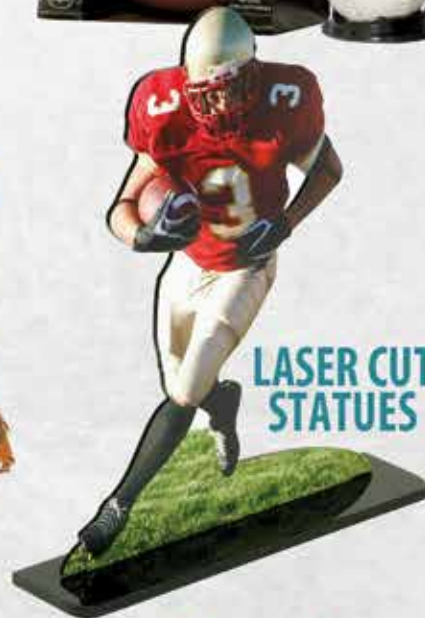
PENNANTS



TRADER CARDS



LASER CUT STATUES



DOG TAGS



KEYCHAINS



PHOTO BUTTONS



BAG TAGS



HIGH VOLUME PRICING AVAILABLE

See more products at bit.ly/SportMore.



For access to our full line of Sports graphic prints & products, download our FREE DPL ROES Professional ordering software.



DigitalProLab

An Amazing Alternative to **Green** Screen for Portrait and Video Production



This image... is next to impossible to produce if using green screen, but not with Virtual Backgrounds.



Virtual Backgrounds
www.virtualbackgroundsphotography.com
(512) 524-7085

DISCOVER

**What Virtual Backgrounds
Enables You To Do!**



Illustration #3



Illustration #4

the Layers panel and look on the top-left of the panel. Click on the fly-out tab on the window and scroll down and select “Color Dodge.”

This will temporarily turn the image to white, so don’t be alarmed. Photoshop is essentially filling the image with white.

Step #6 - The next step is to apply the Minimum Filter. To accomplish this, go up to the top of the screen to Filter and choose Other and then Minimum. (Filter>Other>Minimum). A new dialog box will open with the default setting of one pixel. Just click OK to close the box.

The photo is immediately converted into a very detailed “sketch” of the original image (*see illustration 4*). However, you can modify that image by darkening the sketch lines and even adding color.

Step #7 - Next, merge the existing layers into one new layer while keeping the original layers (for backup or whatever). To accomplish this, go to the Layer panel and hold down the Alt key (Option in Mac). While still holding down the Alt (Option) key, click the fly-out menu on the (upper-right) of the Layer panel and scroll down and select Merge Visible. This will duplicate and merge the existing layers and place them on one layer above the existing layers.

Step #8 - We are now fine-tuning the image by changing the blend mode and adjusting the opacity to darken the lines in the sketch. With the recently

created layer selected, go to the Layer panel and change the Blend Mode (window in upper-left of panel) from Normal to Multiply. If you think the sketch is too dark, you can lower the Opacity value (upper-right of panel) from 100% (default) down to 80% or whatever looks best (I set mine to 80%).

Step #9 - Add some color... if you want. To accomplish this, we will be using colors from the original image. Fortunately, we still have that original layer on the layer panel (if all steps have been followed). First, select the Background layer (will be highlighted on the panel). Then, make a copy of the Background layer by going to the top of your screen to Layers and choosing New and then selecting Layer via Copy (Layers>New>Layers via Copy). This will create a copy of the Background layer and place it directly above the original.

Step #10 - The next step is to move that newly-created copy of the Background layer to the top of all the other layers on the layer panel. You can “drag” it to the top of the heap or use a shortcut... Shift+Ctrl+] (Windows) or Shift+Command+] (Mac). This will instantly move that layer to the very top of all the other layers.

Step #11 - Finally, change the Blend Mode from “Normal” to “Color” and adjust the Layer Opacity. With the Background Copy layer selected on the Layer panel, change the Mode from Normal to Color (upper-left of Layer panel). This will “colorize” your sketch. At this point, you can lower or raise the Opacity as desired. In this example (see illustration 5 below), the Opacity was set to 90%.



Illustration #5

Creating sketches from photographs is just another tool in the Photoshop arsenal that can help set your work apart from the competition. But this technique does not have to be limited to commercial photography. Try the same technique on a variety of images from your portfolio and see for yourself how they can create excitement and interest.

Spotlight Pics

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.



“Made in America” - Mark McCall, of Lubbock, Texas, attends a lot of air shows, especially those that allow him to get “up close” to the aircraft. Although vintage aircraft are his favorites, he also enjoys watching aerial teams like the Air Force Thunderbirds, who were performing at Cannon Air Force Base in Clovis, New Mexico. Mark carts his equipment around in a mobile, four-wheel, plastic, sit-inside wagon (the type used to take a 3 year old to the beach). The wagon provides a nice step-up platform to see over crowds, a way of getting low level shots, and to haul lawn chairs. As Thunderbird #4 rolled by the crowd on his way to the flightline, Mark stood on his wagon to get a clear shot and captured the aircraft from less than 50 feet away using a Canon 5D MkII with a 70-200 lens. “Normally, I would not need this much resolution for a shot like this, but I didn’t expect to be able to get that close,” he says. In post-production, Mark removed the plane from the original background in Photoshop, retracted the landing gear, and replaced parts of the F16 that were hidden by the landing gear. Next, he cloned the F16 and placed it all against an image containing lots of clouds and blue sky, composing each plane in perfect formation. The image was placed in the PPA Loan Collection.



COMPETITIVE PRICES FREE SHIPPING* FANASTIC SERVICE

*On orders of \$200 or more.



**CAMERAS FOR
VIDEO AND STILLS**



**STUDIO LIGHTING
AND SUPPORT GEAR**



**PRO PRINTERS, INKS,
AND PAPERS**



**Check out our ongoing
classes & events @**
precision-camera.com/classes

VISITING LECTURES & SEMINARS | WEEKEND EVENTS | ONE-ON-ONE TUTORIALS



**WE BUY & SELL
QUALITY USED GEAR!**

FILM | DIGITAL | FLASH | LIGHTING



**In town on a shoot?
Need rental gear?**
We have all the equipment you need.

PHOTO STUDIO | CAMERAS & LENSES | STUDIO & PORTABLE LIGHTING | BACKDROPS & SCREENS

Canon
SONY

ZEISS

Leica

Nikon

OLYMPUS
Panasonic

SIGMA
[pro]master

FUJIFILM
ACRIMA

TAMRON
lowepro

EPSON
DELKIN DEVICES

Profoto



PRO DISCOUNTS

Contact: Park Street
800.677.1023 Ext. 360
pstreet@precision-camera.com

In West Anderson Plaza
2438 W. Anderson Ln & Burnet Rd
Austin, Tx 78757 512.467.7676 800.677.1023
M-F: 10-7 Sat: 10-6 Sun: 1-5

PRECISION
CAMERA & VIDEO
www.precision-camera.com



Painting with Light

American Pride & Passion

by
Bill Hedrick

Painting with light is a creative technique that can give your still-life photography a new dimension. Whether we realize it or not, we “paint with light” each time we take a photograph. We simply do it faster... in a fraction of a second. In essence, we “paint” whatever the lens sees in one quick stroke. But what if we could control each element of that image independently, manipulating the angle and intensity of the light that illuminates each of those elements?

Fortunately, this technique does not require a lot of equipment. You won’t need to spend a fortune on electronic flash and light stands. All you will basically need is a light source (even a flashlight), a sturdy tripod, a dark location, and a camera capable of long exposures. Digital cameras have made the process much easier and more efficient than in the days of film because you can view your results instantly and make any corrections as you go.

The “continuous” light source should be something you can easily manipulate

In the image of the little yellow submarine, Eric wanted to make a whimsical recreation of the scene from when the hull was first rolled out of this same facility over 30 years ago. “I’m trying to imply a sort of Tom Sawyer / Huckleberry Finn feeling mixed with a Norman Rockwell flavor.”

and carry, such as a flashlight. Depending on the subject matter, you might select to use a small light or a larger and more powerful light. But a good, sturdy tripod is essential to the process and should prevent any movement of the camera during and between the long exposures. A dark location can, however, be the most difficult element. If you are photographing a rather small subject, a dark room in the studio or home is easy to find. If you are photographing a larger subject outdoors, finding a “dark” location can be a bit more tricky. Light sources such as streetlights, even at a distance, will illuminate portions of the location during long exposures. A passing car can ruin a shot.



SIGMA

COMMANDING.

A high performance, ultra telephoto zoom.

Portable, durable and performs to the highest of photographic standards.

Powerful and commanding.

S Sports

150-600mm F5-6.3 DG OS HSM

Case, Hood (LH1164-01), Shoulder strap included.
USA 4 Year Service Protection



SIGMA USB Dock

Update, adjust & personalize. Customization never thought possible. Sold separately.



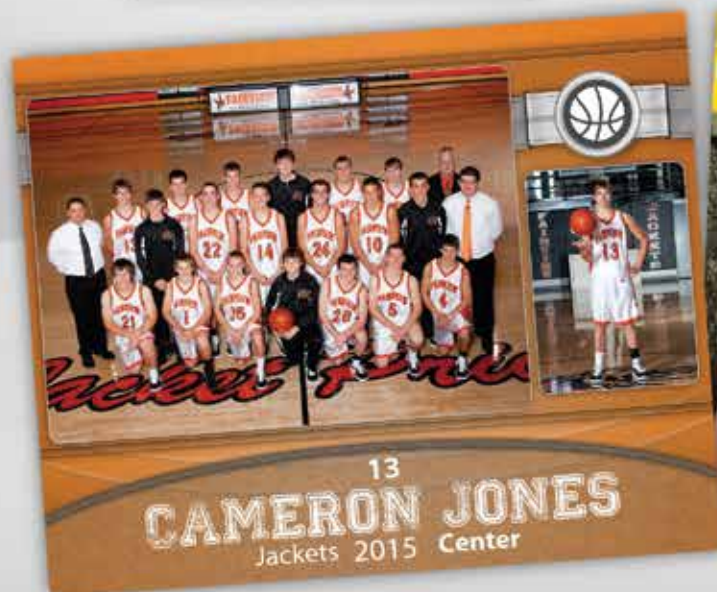
Stand Out from the Crowd Create Amazing Sports Memorabilia with Full Color Sports



Sports Overview

- ▶ Over 30 Moneybag envelope options
- ▶ Quick Start Programs
- ▶ Choose from 7 different graphic lines
- ▶ Over 30 different sports are available
- ▶ Over 25 colors to match team colors
- ▶ Easy and flexible ordering
- ▶ Ultra fast order delivery
- ▶ Great customer service
- ▶ Sports Guide Available
- ▶ Details at fullcolor.com/sports

Trading Cards



Memory Mates



Magazine Covers



Dog Tags

FULL COLOR

Never go unnoticed.™

www.fullcolor.com
800.382.2101

To find out more about our sports products, please visit fullcolor.com/sports. And don't forget to check us out on Facebook and Twitter!



"Captain America," tells a story of someone making amends for a youth misspent. The bike owner ponders an earlier life of supporting the wrong causes, self-absorption, and avoiding the draft. "After his spiritual awakening, it is now time to make amends in his own unique way. He is indeed a one-man traveling parade who is on a mission," explains Eric. The small child included on the far left of the frame represents the innocence of our hero and the desire in us all." Eric took this photograph, along with five volunteers, at The Rock Store, a popular dinner hangout for bikers and celebrity bikers, located in the mountains north of Los Angeles.



The steps of the process are relatively simple. First, set your camera on a tripod and take a sample image (lights on, daylight, etc.) to verify your composition. Next, set your shutter speed to a relatively long value and stop down the lens aperture as needed. Then, with your light in hand, turn off the lights and get started.

Some experimentation is recommended to determine how much "painting" you will need for each element of the image. But that's the great thing about digital cameras... you can view what you've done in real time and "do it over" if necessary. How "precise" you want to be is strictly up to you.

With larger and more elaborate objects, you'll normally need to make separate exposures for each element of the image and combine them later in Photoshop. In the old days of film, this process was done using separate exposures but using one piece of film. Back then, it was not possible to view the results of each exposure and you had to wait until that piece of film was processed to see the final results.

Perhaps some of the finest examples of "painting with light" can be found in the work of Eric Curry, a commercial photographer from California. Eric was an art graduate who worked as a professional photographer in Denmark

for 12 years after graduating from the Art Center College of Design in 1980. His field of expertise was still-life and special effects. "Back then, I often used multiple 4x5 cameras to shoot multiple exposures on the same sheet of film to create what was then pretty complex shots for advertising. Without a large budget to work with, there was no money for fancy props or special effect models. So, most of the techniques I developed were out of necessity... smoke and mirrors," Eric explains.

Returning to America in 1992, he began applying the lessons of lighting discipline, composition and studio special effects to the world of industrial location photography because it affords, as he comments, "A much broader pallet of avenues for creativity." Today, he mostly photographs corporate aviation on location. He was using the "painting with light" technique 30 years ago while photographing large jets for Scandinavian Airlines in Denmark but today he uses the technique primarily for his private shootings.

"It is hard to use this technique to do a lot of commercial work because of the forces in the market place," Eric explains. "Clients want a lot of views, from different angles, with different poses, etc. When shooting for myself, I like to put all the energy that we photographers would usually pour into all those different



The photograph of the Navy hard suit was actually taken aboard the U.S. Navy's "Kellie Chouest" just prior to an overseas deployment. "The shot is sort of a tribute to the history of navy divers," Eric explains. "You can see the old fashioned brass hard hat sitting on the left side. The Navy agreed to bring that along from their facility in San Diego so we could include it in the photo." The suit itself is the "Atmospheric Diving System 2000" which is made by OceanWorks in Vancouver, B.C. and is rated to a depth of 2,000 feet. There are apparently only four such suits in the world rated for that extreme depth and two of them are on the deck of this ship.



Eric spotted this '56 Chevy at a local car show and was struck by the classic, almost iconic look of this restored automobile. "My initial inclination for the styling of the photograph we made together was to create something with a look and feel very much like American Graffiti. Similar to an advertisement for those burger joints of the 50's and 60's, with that sort of heavily airbrushed, illustrated flavor to them," explains Eric. The location of this image was a nostalgic restaurant in Torrance, California. The restaurant manager is pictured in the far-right background. The carhop girl on skates is one of the hostesses of the restaurant.

versions of a photograph into one single great image. There are no other versions, no different angles to choose from. I only have one shot. If it fails, well... that's that. My philosophy in life and photography is that you make choices and live with the consequences."

Several years ago, Eric Curry worked on a personal project he called "American Pride and Passion." The concept was a result of his desire to literally give something back to this great country of ours. "The goal of highlighting everyday heroes hiding in plain sight seemed a worthy subject for this particular technique I had developed," says Eric. "At the level of execution that I am practicing this style of photography, I am very selective of my subject matter because it is such a large commitment from myself and all of the volunteers who help make each shot." Since "going public" with his project, Eric has already had two one-man museum shows of his work.

Each image in his American Pride and Passion series is an attempt to draw out the beauty and passion from everyday objects that come alive during one of his night-time, controlled lighting sessions. "By carefully composing and lighting these real-life objects, and with the help of volunteer photographic assistants, I'm striving to interpret them as metaphors for values of character, honor, integrity and pride, exemplified by the people who work with this equipment on

a regular basis," says Eric. "Through these photographs, I strive to share with the viewer the passions enjoyed by our fellow countrymen... whether laborer, professional, volunteer, corporate CEO or just a guy who owns a cool, old pickup truck. We all share this American experience together."

He is often asked, and the question always gets a laugh, to list his favorite. "I have so many favorites because there are so many good memories of the people I meet and interact with on location during the course of creating these photographs," he explains. "Being able to interact with the people who are so very passionate about what they do is inspirational to me. The life experience gained is a big part of my favorite list."

On his website, AmericanPrideAndPassion.com, Eric provides detailed narratives of each of the images in his collection. Each image has a unique story of its own. Each photo is a unique and one-of-a-kind masterpiece. So, if you are looking for a way to motivate the artist within you and impress your clients, try it yourself.

Three of the crew members of this vintage B-25 are pictured in the shot outside the plane. The fourth person happened to be strolling by wearing vintage aviator attire while Eric was shooting that evening. After being quickly relieved of his cake and mixed drink, he was hustled up into the bombardier's station with strict instructions to "freeze." The dog, Emma, was a "mutt" Eric borrowed from one of the guests at the event. She was totally uncooperative during the first four tries at getting her to pose. Finally, at the end of the shooting session and after one last try at placing her on the seat, Emma just gave up and went to sleep. She looks great just lying curled up on the passenger seat.



slim wraps

Choice of pearl or velvet touch
Soft and sleek contemporary wrap
Optional stand-out mounts add depth



Image by Hayne Photographers

www.hhcolorlab.com | 1-800-821-1305





NEWS FROM AROUND THE STATE



Contributors: Heart of Texas - Tom Sargent; Houston - Dixie Dobbins

Heart of Texas - The July meeting of the Heart of Texas Professional Photographer's Guild's had a schedule conflict and Tom Sargent was pressed into service as the speaker. Tom is currently working towards his Photographic Craftsman degree so it was a good opportunity for him to practice and to help the guild at the same time. Tom spoke on the topic of "Commercial Photography 101" to provide an overall view of the subject. He finished the program with a tour of a recent industrial job and explained how he handled some problems that presented themselves during the assignment.

In the July print competition, winners in the Professional Division were: Rhonda Williams, first place; Cecy Ayala, second place; and Shelly Taylor, third place. Winners in the Associate Division were: Darrell Vickers, first place; Billy Lauderdale, second place; and Tim Williams, third place. Winners in the People's Choice Division were: Rhonda Williams, first place; Luke Stokes, second place; and Billy Lauderdale,

third place. The July meeting also had a Challenge Competition called "Stop Action Photography." Winners were: Darrell Vickers, first place; Billy Lauderdale, second place; and Rhonda Williams, third place.

The August meeting was held at Coach's Smokehouse, a new location in Waco. Guest speaker was Greg Phelps who made the trek all the way from the valley to present a program on "Pricing Your Work." Using his approach to pricing, a beginning "pro" photographer or an established one can easily figure how to price their work and make their prices fit their demographic area and client base. Greg also provided directions on downloading it from a website to use in your own studio.

August winners in the Professional Division were: Cecy Ayala, first place; Rhonda Williams, second place; and Luke Stokes, third place. Associate Division winners were: Rick Duhrkopf, first place; and Darrell Vickers, second place. People's Choice winners were: Luke Stokes, first place; Jill Hubbert, second place; and Rick Duhrkopf, third place. There was also a Black and White competition with the parameters of using only available light. Winners were: Darrell Vickers, first place; Jill Hubbert, second place; and Rhonda Williams, third place.

Houston - At the July meeting of the Professional Photographers Guild of Houston, Bree Adams presented a workshop and program on making maternity and newborn portraits. She discussed her background, style of photography, the experience she creates for her clients, and how she markets her photography to new clients.

At that July meeting, there was a large turnout for the image competition. Winners in the Master's Division were: Karen Butts, first place; Cat Dybala, second place; and Aileen Harding, third place. Winners in the Active Division were: Sherry Piche, first and third places; and Curley Marshall, second place.

Also in July, Nikki LaWell presented a half-day workshop called "Polished Presentations Produce Profitable Portraits."

Articles for Magazine - If you have an article of interest to our readers, why not submit it to the Texas Professional Photographer? Photographers of all skill levels have something of interest to others. You don't have to be a professional writer to submit an article for publication. Just write it in your own words and let us do the rest.

Information on submitting an articles for publication in the magazine can be found on the magazine website at TexasProPhotoMagazine.com. If your article is published, you will receive points toward your TPPA Fellowship degree. Try it... we'll make you famous!



The Only 40" 6-Color Press in the Ark-La-Tex!
& Full Color Short Run Digital Printing Services

Other Services Include:

- E-Commerce Online Ordering Service • Web Proofing
- Award Winning In-House Graphic Design
- Full Service Bindery & Finishing • Mail Processing • Total Digital Workflow
- Customized Order Fulfillment Services
- FTP Server For Large File Transfer

FREE QUOTES! FAST TURNAROUND!
GUARANTEED 100% CUSTOMER SATISFACTION!

Proud to print the Texas Professional Photographer Magazine!

COMPLETE PRINTING & PUBLISHING

1501 W. Panola Carthage, TX 75633
 800-964-9521 • 903-693-9306 • Fax 903-693-4780
www.CompletePrinting.com

meet. your seo expert.

ALEX LOVES DISCOVERING NEW RESTAURANTS, WATCHING THE WALKING DEAD, AND BOOSTING YOUR RANKINGS IN GOOGLE.

When you work with PhotoBiz you get more than just a beautiful website — you get a team of professionals, dedicated to the success of your business.



LEARN MORE AT:
[LANDING.PHOTOBIZ.COM/SEO](https://landing.photobiz.com/seo)

Face Mounted ACRYLIC



Photography by David & Luke Edmonson

Unique

Stand out from the crowd with Acrylic Face Mounted Photographic Prints from **BWC**.

This unique finishing method gives your image the appearance of floating off the wall with a museum style cleat system.

It's a clean, modern look your client's will love.



BWC has been developing images since 1975.
Make us your Personal Printmaker today.

dallas | 1.800.445.0264 | bwc.net