

Phoenix Photographic Group

Newsletter from Meeting of 4th February 2019

Introduction

This week was scheduled to be Members' Pics with a special line in photos of Rugeley. A popular session as 23 people turned up to take part.

News Items

A dearth of real "news" this week, but two items came up worthy of mention:

Graham Williams had delivered a splendid talk last week, but Rob pointed out that some people in the group had been talking whilst Graham was presenting; to such an extent that others found it difficult to hear what Graham was saying. Rob pointed out how rude this is, particularly with an external invited guest presenting. Joe noted that at least two of our own members had complained of exactly the same issue when they had been pitching to the group.

So – please – no one is wanting to stop 'audience' members interjecting, asking questions etc, but having a 'private chat at the back' is not fair on the person standing up at the front or on the rest of the group. Let's be aware and not do this eh?

Ian talked about the single new topic for members' pics. This is a challenge to the group for each person to imagine they want to sell, and therefore advertise, something. Can be anything. But the end goal is to create a compelling 'ad' or poster that would engage potential buyers. Why is this a challenge? Because there's quite a lot of skill and imagination required. Firstly your 'ad' or poster must have an image that catches the attention. It's usually – not always - necessary for that image to be relevant to what you want to sell. But then there needs to be text – large enough and clear enough to be read – that informs the reader of what's for sale, at what price and – importantly – how or where they could purchase. The background's key!

If you have a problem with overlaying text – don't worry. We can do that with or for you when we view the crop of photos at the next Members' Pics. The challenge is for you to take a photo, showing the 'wares for sale' in an attractive light, along with a plain-ish backdrop that provides a big enough space for overlaying the text you've decided is necessary.

Here's a quick example, assuming what you want to sell is a desktop computer. PCs all have complicated specifications, so it's necessary to spell those out. A single colour backdrop will give a good space for the text needed:



Whereas here's another similar example, but with a background that's too busy:



So, there's your challenge. Think of something you want to "sell". It doesn't have to be physical – it might be tickets to a concert, tickets for a balloon ride, life membership of the National Trust – whatever you like. Having decided what, create an image that would really "grab" a buyer's attention and which has a backdrop for 'words' of a suitable colour/texture and size.

Activities

The main event got under weigh and Ian wowed us with photos sent in by members of the group – about 250 in total. They were all good and some were really stunning. Last week's walk-about in Rugeley provided some great shots, some fascinating shots and some really interesting shots, as well as a good opportunity to discuss how and where the photos were taken.

Next Meeting

Will be 11th February at the village hall. This will be a practical session aimed at helping us all get exposure and colour bang-on, whatever lighting we use ... in preparation for our upcoming studio session with the mini wild animals. Bob will be leading this and some notes from him to have look at before Monday are attached to the email that brought you this Newsletter!

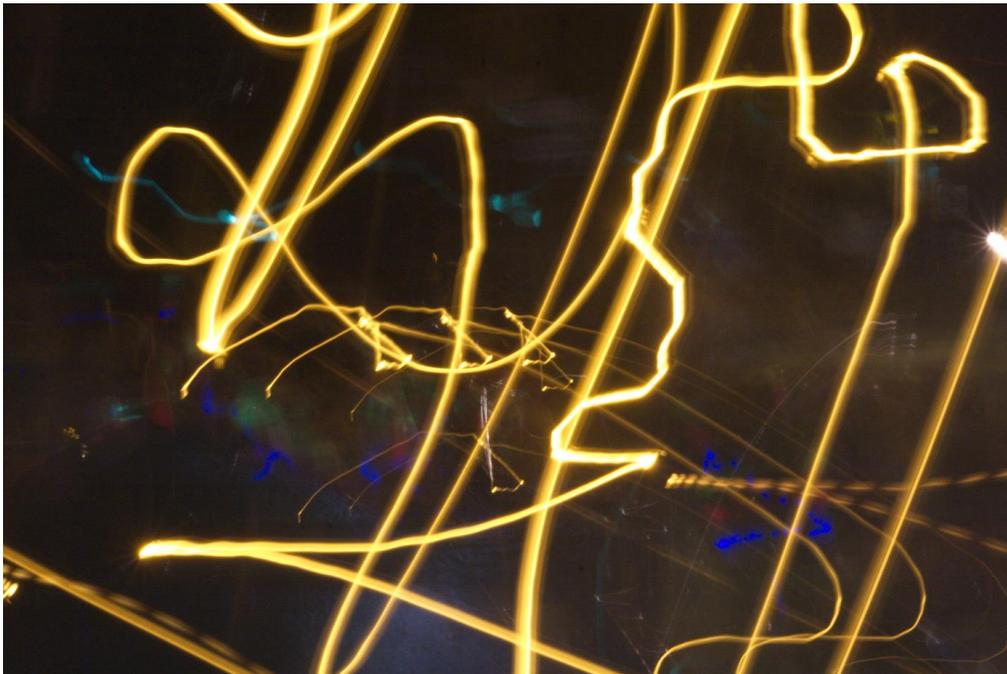
Members' Pics Topics

Ad Images

Please send your images to: - ianchalstead@yahoo.co.uk



Clive Simpson



Gary Grant



Brian Gladwin



Geoff Allsop



Harold Potter