







## Express Your Inner Artist - by Jim Everett

### Session outline




#### Goals

1. Share examples of my own work and style to illustrate my approach and techniques to get results that reflect my vision and expression.
2. Help you understand what it means to create your own photographic art, identify what aspect or genre resonates most with you, and how you can express that.
3. Show how your artistic choices are linked to the way it will be shown and shared.
4. Highlight how a few simple but effective techniques for seeing and taking, then enhancing and showing, can create a satisfying difference in your results.

Slide	Key Points
<b>The visual experience</b>	
 Jim in flowers at Amboy	<p>The artistic process covers both the live experience of being out in nature, and what you do to capture it.</p> <p>We learn to see beauty in nature (GB). Kids see more “pretty” and are “thing-oriented” - they don’t do scenery. Example - 3YO’s flower pic.</p> <p>Artists have studied light for centuries, and now photographers interpret it. Not all people see the same (swamp to develop vs wetland).</p> <p>Our sight is a gift, as is the capacity to experience beauty, which touches us, enriches us, uplifts or calms us and nourishes our soul.</p> <p>Going out into nature, or even in our own yard, you can take your camera and “lose yourself” in the moment.</p> <p>Photography seeks to reflect that beauty and capture the experience.</p>
Jim images  Mindanao  Poppy Coast  LAX-LSV Alluvial  Aussie Dawn  Vancouver Ferry Sky	<p>Photographers and artists develop style preferences: large vs intimate; dense vs sparse; rich vs minimal; delicate vs dramatic. Genres include: coastlines &amp; beaches; deserts, mountains &amp; canyons; seasons; skies &amp; weather; birds &amp; wildlife; wildflowers &amp; forests; insects; aerial; underwater.</p>
Hold up book	<p>Years ago, I was drawn to “Art and the American West” exhibition, and you will see this evident in my images today. What inspires you, your “genre”?</p>

Slide	Key Points
<b>The Art of Seeing</b>	
<ul style="list-style-type: none"> <li>☉ Monument Valley cliché</li> <li>☉ Monument Valley Vertc</li> </ul>	<p>Photographing spectacular scenery or popular subjects can end up disappointing. While even just pointing and shooting can delivers a spectacular, iconic image, the challenge is creating your own unique interpretation.</p>
<ul style="list-style-type: none"> <li>☉ Light sky - Joshua</li> <li>☉ Sky fixed - Joshua</li> </ul>	<p>Camera sees different from the eye. Plus, our memories and emotions reshape the image and experience. Some argue that it should be as taken by camera.</p>
<b>Know Your Strengths</b>	
<ul style="list-style-type: none"> <li>☉ Merced River Valley</li> </ul>	<p>Where are your strengths and sources of joy?                      Looking for, finding, and recognizing subjects                      Seeing unique lighting                      The art of the snapshot                      Careful and unique framing and composition                      Patiently awaiting the right light                      Choosing only the best from a shoot                      Enhancing and perfecting to look “real”                      Interpreting and creating effects                      Turning images into décor</p>
<b>Prepare to take</b>	
<b>The camera</b>	<p><b>Control components -</b>                      aperture, shutter, lens, sensor, filter</p> <p><b>Variables -</b>                      exposure, white balance, depth of field, zoom, file format, focal point, ISO/noise, polarizer</p> <p><b>Tools-</b>                      bracketing, burst, anti-shake, modes, priorities</p>
<p><b>The subject</b></p> <ul style="list-style-type: none"> <li>☉ Mom’s front yard</li> <li>☉ Leaf in snow</li> </ul>	<p>Recognizing a photograph, even in your front yard                      Seeing the lighting and its effect on the subject                      Seeking unique treatment                      Awareness of other elements in frame                      Knowing what you want your picture to say</p>

Slide	Key Points
<b>Frame and compose</b>	
📷 Badwater Sunset	Viewpoint - work various alternatives
📷 Surreal Beach	Position of lighting - source and on subject
📷 Hills of Green	Vertical or horizontal
📷 Ballona LMU	The whole frame
📷 Kata Tjuta	Rule of thirds
📷 Glacial Lake Reflects	Draw in the viewer
📷 Waterfall and Tree	Use energy in your pictures
📷 Hawaii Eastern Range	Frame out bright distractions
📷 Deerfield Shed	Use foreground, chiaroscuro
📷 Vermont Reflections	Use color for drama
📷 Santa Cruz Creek	Selective depth of field
📷 Poppies Expanse	Wide angle and small aperture
📷 Point Reyes	Compose within frame
📷 Desert Flower	Zoom in for intimacy
📷 Half Dome Twigs	Focus on right element
📷 Canyon de Chelly	Use circular polarizer
<b>Enhance and interpret</b>	
<ul style="list-style-type: none"> <li>📷 Ocatillo as shot</li> <li>📷 Ocatillo enhanced</li> <li>📷 Ocatillo interpreted (_DSC7187)</li> </ul>	<p>Enhancing, or working on an image, can be done to recreate the “real look”, add an interpretation that evokes the feeling, or create a whole different, stylized look, as “art”.</p> <p>Is it “art”, “pretty”, decorative? Does it matter? Your call.</p>

Slide	Key Points
<p><b>Switch to Elements</b>                      (Optional if enough time)                      Open _DSC0157 - Hawaii                      Open _DSC7240 - Joshua</p> <p>Not used in presentation</p>	<p><b>Adobe Camera Raw</b> - Correct and enhance</p> <p><b>Adjustment Layers</b>                      Levels, Curves, Colors, Straighten, Cropping</p> <p><b>Image adjustment</b>                      Remove, Clone, Dodge and Burn (HMS), Sharpen</p> <p><b>Effects</b> - Vignette, Saturation, Filters, Blur</p>
	<p><b>Do's and don'ts</b></p> <ul style="list-style-type: none"> <li>✓ Straighten horizon</li> <li>✓ Set black and white points</li> <li>✓ Recover burned out highlights</li> <li>✓ Lift deep shadows</li> <li>✓ Remove unwanted lens vignettes</li> <li>x Oversaturate</li> <li>x Oversharpen</li> <li>x Modify your original</li> </ul>
<p><b>Choose as décor</b>                      Examples:                      Bathroom                      Hallway                      Feature wall</p>	<p>Print size and resolution, finish and framing style, which room, where located, viewing height (and subject), lighting (daylight and decorative), wall colors and other décor, viewing distance, orientation/format, content (personal, memento, décor), realistic or interpreted, single or multiple, how often seen, who will see it.</p>
<p> Joshua dried strands</p>	<p>Small or medium print, intimate setting, ambient light</p>
<p> Cottonwood Road</p>	<p>Large print, end of hallway, good spot lighting</p>
<p> Triptych (Photomation)</p>	<p>Feature wall, say above low TV</p>
<p><b>Other ways to show</b></p>	
<p>Hold up book</p>	<p>Photo Books from Smilebooks</p>
<p>Hold up iPod</p>	<p>Handheld viewer, phone, PDA (iPod)</p>
<p>Hold up tile kit</p>	<p>Print, card, fabric, tile, digital photo frame, mural</p>
<p>Spiritual Lands</p>	<p>Slideshows; Web albums</p>

**Jim Everett, Photographic Artist**  
**Blog:** <http://itookthat.com>  
**Twitter:** itookthat  
**email:** [jimg@jamesgordongallery.com](mailto:jimg@jamesgordongallery.com)