

Presentation for 4th Tuesday Camera Club -- August 23, 2011

Slide 1 black slide

Not counting Weddings, Portraits, Graduation and Photojournalism

* Slide 2 What am I going to do with all these photographs????

* Slide 3 Maybe I'll do something on my own

* Slide 4 Maybe I'll make a few prints...What does that entail?

* a. First make my print...

* b. Then cut my matt buy a frame....

Note: This is a lot of work. But certainly satisfying and you can feel you are the artist from photo to finished work. (Note) Matcutter

* c. We're talking about PRESENTATION!

Most photographs should be matted and shown in frame. However, the photo does not have to be framed. Most print shops such as MPIX and Bayphoto have many selections for you to choose from. When prepared using these suggested ways they are sellable and something to be proud of. Just a printed sheet, even on good paper, is generally not satisfactory to use as a demonstrator.

Places to check for materials to use while preparing your photographs for presentation:

> For mat board:

> Anderson's Book Store here in Newton

> City Blue Print in Wichita

> nielson - bainbridge.com

> Sheet adhesives that are easy to use when mounting your photo to foamcore or matboard - see StudioTak (Amazon.com -

bhphotovideo.com) also (3M #568 Positionable Mounting Adhesive)

> For frames - Check on-line or go to Hobby Lobby in Wichita or

Frame Makers here in Newton

* Slide 5 Or I could just order them... From someone...

* a. MPIX, BayPhoto, Shutterfly and probably others.

These people do a superb job. They will give your photographs a professional look. They cost more than Wal-mart or Wallgreen but they can give you so many options for great looking photos.

* b. They do all the work but for a price... sometimes well worth it.

* Slide 6 What about building a portfolio?

* a. Example

* b. What do I use a portfolio for?

Getting a job. Show to Galleries for possible exhibit. Selling your work to individuals.

One place to order archive materials for portfolio preparation and exhibiting is printfile.com. I used to purchase all my archive materials from Light Impressions, but it is my understanding they may be in bankruptcy.

* **Slide 7 Make my own Greeting Cards**

- * a. Examples (made for #10 envelope size)

Note: Consider making your cards to standard envelope sizes: Such as envelope #10 or check with your local stationary store.

* **Slide 8 Scrapbooking**

- * a. Example 1
- b. Example 2

Sources for book shown in examples above: renaissance - art.com but there are other sources such as exposureonline.com and jennibick.com

* **Slide 9 To show my work I can also use the Social Networks: Facebook, Flickr, You Tube, Email, and a new one for me called ANIMOTO.com.**

- * a. Examples

* **Slide 10 Perhaps show my stuff at retail stores, restaurants, coffee houses.**

- * a. Examples

Examples shown in Lincoln Perk in Hesston.

Simply ask the owner, show him or her your PORTFOLIO and discuss how they will be presented and possibly sold.

* **Slide 11 Or I could show my stuff right on my own walls at home.**

- * a. Examples

Warning: Check with your spouse first. Agree on how they will be presented. Keep the peace.

* **Slide 12 If I've prepared a portfolio, I could use that to impress Galleries or Colleges with the goal of exhibiting work. See the Curator or the gallery owner.**

- * a. Examples

- * b. Make yourself a little playbill..

* **Slide 13 Something to remember regarding selling:**

- * a. Unless you're known outside of your family and friends for your work, it will be difficult to sell your prints for what you think they're worth.

So....

Don't overprice your pictures.

This is hard to do. If you can sell your work for twice or 3 times more than your material costs (not including transportation and labor) that's probably a good place to start. Exception: If it is matted and framed your price goal should be above the costs of matting and framing for your photo plus the fee you will pay them for exhibiting and selling your work. A gallery or any place that wants to display your work, may also want to sell it. They will want to know what their percentage of the selling price will be.

Once you become recognized by the general buying public you will be able to charge much more for your work. Like printmakers you can print just so many and then retire the photo from the market.

Always sign and date your work. If it has a title be sure to note it on the photo. Keep track of the people that buy your work, they may want to buy more in the future.

* b. And don't forget about presentation!

* **Slide 14 Books**

* Self publishing. You can easily find someone that will publish a book for you. In this area there are two book publishers:

a. Mennonite Press, Inc.

Contact: Judy Entz - 1 800 536-4686 - www.mennonitepress.com

Hesston Prestige Printing - 620 327-2337 - printing@hpp.coxmail.com

* c. Example - This is an example of a little book that Sammie Simmons (local poet) and I published.

Example - Another example.

* **Slide 15 Or I can self publish a book and just print one or two copies (or as many as I want) .**

Note: Because of small volume, the cost of a single book is more or less ten times higher than printing in volume.

* a. Example

b. There are a number of places that will publish your book (on line) for you:

* c. Examples: My Publisher - Bayphoto - Shutterfly - Mpix - Lulu - MAC (iPhoto)

Lulu is a bigger publisher who will print however many books you want but seem to encourage printing in volume. Maybe it's worth looking into. All these folks can be found on the internet.

* **Slide 16 Showing in booths at festivals and street walks.**

* **Something to think about:**

- > Prepare for this:
- > Prepare example prints well presented
- > Have extra prints for sale
- > Be prepared to sit all day
- > Safekeeping for overnight

There is usually a rental fee for the booth or booth area. Sometimes you have to have your own display racks as well as booth and cover. Plus something to sit on. You will have travel expenses plus sleeping and eating costs. So you will need to price your work accordingly.

* **Slide 17 I have prepared Multi-Image programs for organizations like:**

* **Slide 18** The Sedgwick County Zoo

* **Show the clip**

These shows (I did 3 of them) were for their annual membership drives. I used 3 to 4 projectors and a computer to control the projector lamps on and off with synchronization to a sound track. This required setting up and tearing down the projectors and stands, tables, amplifiers, tape recorders, and screens. It broke down to about 500 pounds of equipment. It took 2 hours to set up and 1 hour to tear down. The audience loved it. Plus I got to meet a lot of people associated with zoos and even got to meet with Jane Goodall. It was a lot of work, but very gratifying.

*** Slide 19 Other organizations I've prepared and presented Multi-Image programs for include:**

- * a. The Wichita Symphony
- * b. The National Association for Law Placement (out of Washington DC)
- * c. CASA
- * d. Numerous other organizations in the area.

* A word about music you use with your slide shows. It is against the law to use any music that is copyrighted, even if you are not going to use it to make money. Unless you pay! When I used music that I knew was copyrighted, I contacted the publisher or in some cases I contacted the musicians themselves. I worked with the Mannheim Steamroller out of Omaha Nebraska frequently when doing the Zoo projects. They always gave permission but I had to pay a usage fee of about \$150.00 for each program no matter how often I showed it. Others just gave verbal permission. I found a musician/composer who lives in Cottonwood Falls and paid him a small fee to let me use his music. Anytime I am going to use copyrighted music I try to work with the musician or I don't use their music. There are CD disks prepared by sound companies that you can use that is copyright free. Most of that music is not very exciting. Or I am currently working with musicians, performing slide shows with them as they perform live music. Or you can write and record the music yourself. There are programs that will help you do this. For PC's, Sony makes a software program called Acid Music Studio 8.0 and for Mac's, the software is called GarageBand.

* A word about Multi-Image type software programs. For PC's again Sony sells a software program called Sony Vegas Movie Studio HD 11 plus you will need DVD Architect Studio 5.0. You can find it on their website under software. MAC has three software programs used for producing both slide shows and videos: One is called iMovie another is iPhoto and the third is called Final Cut. There are levels of expertise that cost more and more as one gets to be more expert. Sony Movie Studio can be purchased for under \$100.00. Final Cut is around \$150 to \$200 bucks. Movie Studio is very easy to learn and pretty straight forward in usage. iMovie is pretty easy to learn too. Look them up on the internet. I have used all four programs to prepare slide shows but my favorite program to use is Final Cut.

*** Slide 20 Live Performances**

- * a. Example - With Vada Snider and Karen Loucks
I occasionally present slide shows in coordination with Flute and Piano programs performed by Vada Snider and Karen Loucks. Sometimes we get paid for them sometimes we don't. We recently prepared a promotional DVD to send out to organizations that would like a program at a specific time. I have taken the liberty to play that DVD promo for you tonight.

- * **Slide 21**
- * Play the show..

List of contacts, On-line suppliers and retailers.

For mat board:

- > Anderson's Book Store here in Newton
- > City Blue Print in Wichita

For adhesives and other supplies:

- > nielson - bainbridge.com
- > Sheet adhesives that are easy to use when mounting your photo to foamcore or matboard - see StudioTak (Amazon.com - bhphotovideo.com) also (3M #568 Positionable Mounting Adhesive)

For frames

- > Check on-line or go to Hobby Lobby in Wichita or Frame Makers here in Newton

Archive materials for portfolio preparation and exhibiting materials:

- > printfile.com_

On-line photo printing:

- > MPIX, BayPhoto, Shutterfly

On-line archival materials:

- > printfile.com

Scrapbook and Journals:

- > renaissance - art.com
- > exposureonline.com
- > jennibick.com

Books - Printing Companies

- > Mennonite Press, Inc.
Contact: Judy Entz - 1 800 536-4686 - wwwmennonitepress.com
- > Hesston Prestige Printing - **620 327-2337** - printing@hpp,coxmail.com
- > On Line: My Publisher - Bayphoto - Shutterfly - Mpix - Lulu - MAC (iPhoto)

Software for Music:

- > For PC's, Acid Music Studio 8.0 and for Mac's, the software is called GarageBand.

Software for Multi-Image shows:

- > For PC's Sony Vegas Movie Studio HD 11 plus you will need DVD Architect Studio 5.0 To burn to a DVD.
- > MAC has three software programs used for producing both slide shows and videos:
One is called iMovie another is iPhoto and the third is called Final Cut

On Line programs for Multi-Image Shows:

- > You Tube
- > Animoto.com

There was a question about microphones. I have one designed for use with a computer. It has a USB cable that connects directly into a USB port on the back of my iMac. It will probably work on a PC too. It is called YETI THX USB microphone and can be

found at www.bluemic.com. It is an excellent mic and has a lot features. Cost around \$180.00.

Duane Graham