



SPOTLIGHT

Jan 2021/Feb 2021

Upcoming Meetings

February 8, 2021

Image Competition

March 8, 2021

Robert Trawick

April 12, 2021

Nichole Manner

May 10, 2021

Jamie Cobb

Special Events

February 7, 2021

Basic Camera Controls

April 10, 2021

Tony Corbell Workshop

July 24th -25th

Cris Duncan CPP Class

September 25, 2021

Scott Detweiler Workshop

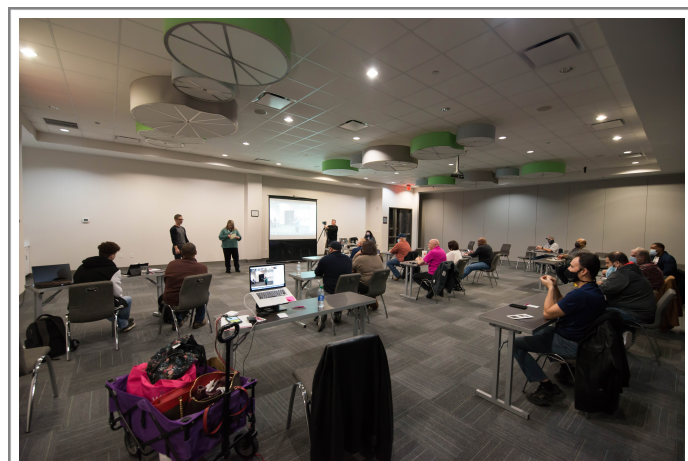


VOLUME WOW FACTOR

Ross Benton with Studio Benton from San Antonio was our first guest speaker for 2021. Studio Benton transitioned from a Low Volume - High Cost studio to a High Volume - Low Cost studio by adding schools. With this transition he has weekends off. Ross joined us via Zoom due to the inclement weather in Texas. He WoWed us with a jam packed program on high volume school photography. Standing Out From the Crowd starts with a strong brand with clear concise messages. Give your clients an amazing session experience and communicate often to stay on their mind. Keep your set up simple with an efficient workflow and set up early.

If you're early you're on time, if you're on time you're late.

-Ross Benton



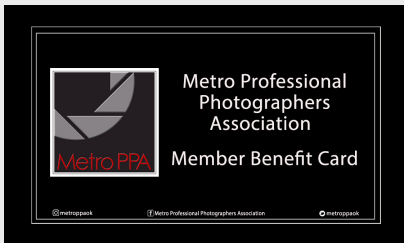
Fellowship

Fellowship Ribbons will be awarded at the February meeting.

Parking

The ALOFT Hotel is providing free parking for the meeting.

MetroPPA is very excited to announce that members will receive a Benefit Card with discounts from our sponsors.



Did You Know?

MetroPPA members can be a member of Indian Nations Professional Photographers Association (INPPA) for \$35.

Some Things Change Some Things Stay the Same



2020 was a challenging year to say the least. If we have learned anything this past year, we have learned to adapt, pivot, overcome and we have grown. We've learned new way to communicate, work, socialize, shop and dine. It's been an uncomfortable year for everyone. 2020 changed us all in some way, shape or form.

The only thing constant is change. If we don't learn to change with the times, we fade away and become obsolete.

I don't know what 2021 has in store for us, but I do know that Metro PPA's commitment to you has not changed. We're committed to helping you better your craft and your business with speakers and special events to help push you forward. You are more than dollars and cents, you are the heart and and soul of the local photography community. Let's embrace the change and grow together in 2021.

Sincerely,
Vanessa Wells
MetroPPA President
2021

Image Competition - by Alonzo Adams

There's no better way to enhance your photographic skills than putting your images to the test in a photo competition. A competition evaluated by trained judges who evaluate images against a set of standards in the photographic community know as the 12 Elements of a Merit Image. You receive constructive feedback, so you know just where and how to improve your images to move on to different levels of competition, and who doesn't like awards!!! Yes, placement awards/ribbons/trophies are awarded to the best images in each category. New this year for PPA Certified Professional Photographers is the Certified Professional Photographers Trophy awarded to the highest print case (up to 6 images) from PPA CPP holders.

What are the 12 Elements of a Merit Image?

1. Impact

Viewing an image for the first time always evokes some kind of feeling. Sometimes they can make us sad, happy or angry. Sometimes they force us to look inward at ourselves. That's called an impact, and the more powerful the image, the more powerful the emotional response of the viewer.

2. Technical Excellence

This is the print quality of the actual image itself as it's presented for viewing. There are a lot of aspects that speak to the qualities of the physical print. These can include:

- Retouching
- Manipulation
- Sharpness
- Exposure
- Printing
- Mounting
- Color correction



3. Creativity

Your point of view is exactly that— yours. And it's unlike anyone else's. This element speaks directly to that perspective. It shows your imagination and how you used the medium to convey an idea, a message or a thought to the viewer. This is how you differentiate yourself from others.

4. Style

There are many, many ways to apply this element to your work. Maybe you use light in a specific way on a subject, or maybe you make a technical decision for the express purpose of underscoring desired impact. When subject matter and style come together in an appropriate manner, the effects on an image can be spectacular. But remember, when subject matter and style don't work together, the results can be, well, less-than-spectacular.

5. Composition

When all the visual elements of an image come together to express intent, that's when the magic of composition happens. Good composition captures a viewer's attention and directs it where you, the artist, want it to be. Depending on your intent, you can make something that pleases the viewer— or disturbs them.

6. Presentation

How you showcase an image is just as important as how you compose it. Everything in the presentation should work to enhance your image and not distract from it. Keep this in mind when choosing mats, borders and everything in between.

7. Color Balance

Proper color balance can bring a sense of harmony to an image. When the tones all work together to support an image, the emotional appeal is that much greater. But color balance doesn't have to be used to bring harmony to an image. You can use color balance to evoke any number of feelings from a viewer. The choice in how to take advantage is entirely up to you, but no matter what, be sure your choice enhances rather than distracts.



8. Center of Interest

This is where an image's creator wants a viewer's attention focused. Sometimes there can be a primary and a secondary center of interest. Sometimes everything in an image will work together to create that center of interest.

9. Lighting

The use and control of light has an effect on every aspect of an image. It informs dimensions and shape, it sets tone and mood, and, like every other technique, proper lighting can be used to enhance your image while improper lighting can detract from it.

10. Subject Matter

Even though it lacks words, your image is still telling a story, and your subject matter is central to that. So make sure that your subject matter is right for the story that you're trying to tell.

11. Technique

How you choose to execute your image is key. It's also a holistic decision. Technique informs everything in the creation of your image. From lighting and posing to printing and presentation, it all works to show off the techniques that you've mastered and applied to your craft.



12. Story Telling

What does your image evoke in a viewer's imagination? What do you want your image to evoke in a viewer's imagination? Keep in mind: You are creating art. And while the act of creating is a personal thing, so too is the act of viewing. Your image is a story, and the one it tells your viewer may be one you never knew you were telling.

Now you are ready! Let the creative juices flow and enter the 2021 MetroPPA Image Competition.

Entries are due by 11:59PM on February 2, 2021 and live judging and feedback is on February 8th 2021 at 6:00PM at Aloft Hotel in Oklahoma City. More information available www.printcompetition.com

THE LAST CLICK

New for 2021 is Thirsty Thursday. The first Thursday of every month is social time for all photographers. We meet at a local coffee shop or eatery to enjoy fellowship in an open forum in a less formal setting. This month we met at All About Chai in Bricktown and we talked all things social media. Keep an eye on our social media platforms for the next get together.

I really enjoyed the discussion tonight. Thanks for organizing the event. I think discussions like we had will be beneficial to others. An open forum for others to bring thoughts and ideas will really help develop our craft. I am really happy I joined MetroPPA. I have grown so much from my short time in the organization.

-Jose Martinez



New this year are updated name badges. The front will include a headshot and the members name along with MetroPPA Logo. The back will have a the members name and business name. A QR code with the members information include name, email, phone and website. The lanyard will be Gray for new members 1 year or less, Black for years 2-5 and Red for 5 years and up.

*The first badge is complimentary.
Replacement badges are \$10.*

Email Vanessa at metroppapresident@gmail.com with your headshot and information.



Be sure to check out the website and follow Metro PPA on social media to stay current on all events.



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