

# THE IMAGEMAKER'S NOTES

## *Do You Know The Five "P's" of Photography?*

### A Brief Note

I think this issue is probably best described as my rant issue. As I look through sites that have photography on them, I am amazed at all the mistakes photographers are making. Sure it's probably just me and I realize that if someone likes it that's okay, but it does not excuse bad photography.

In this issue I am going to highlight a few of my pet peeves with the work I see photographers producing these days. I hope my rants will make you step back and take a look at your own work and hopefully improve.

Thank you,

Alan  
The Imagemaker



A number of years ago, I had the pleasure of studying with one of the best glamour photographers around, Ken Marcus. For those of you who have never heard of him, Ken was a photographer for Playboy and Penthouse in the seventies and eighties. Although Ken is a graduate of the Brook's Institute in California, one of the most intriguing things I found out about him is that he even studied under Ansel Adams. So if you've never heard of him, you can see of his work at:

[www.kenmarcusgallery.com](http://www.kenmarcusgallery.com).

Although Ken has for the most part retired, his motto when shooting was to believe in the five "P's" of photography. For those of you who don't know the five "P's" they are: "**Proper Planning Produces Perfect Photos!**" My question to all of you that are photographers and reading this is what P is missing? Any clue? How about *PhotoShop*?

Of course when I studied with Ken, digital was still a long ways off in the future and it was two years before the very first version of PhotoShop would come out. Film was still the only thing out there and no camera came with a viewer on the back to make sure you got your exposures correct. The closest thing we had to that was Polaroid, which although was a great product for test shots, still wasn't as precise as what you got with film. So we had to plan and know how things were going to turn out before just shooting and hoping that the images turned out. That knowledge set us professionals apart from your average "Guy With A Camera!"

Although I have used PhotoShop for many years, almost since it first debuted, I am distressed at how many people these days make the comment, "*Oh just fix it in PhotoShop!*" Really? Not everything can be fixed in PhotoShop nor should they be. PhotoShop, or any image editing program, is nothing more than a tool to enhance photographs and not designed to correct mistakes made while the original image was created. A competent photographer makes sure to get it right at the time of capture and not while sitting at a computer fixing it in PhotoShop. Besides I have more things to do in my life than fix things in PhotoShop.

So if you are spending hours, editing and correcting your images in PhotoShop, then maybe you need to step back and relearn what you know about photography. Maybe it's time to light or expose your images correctly so that you don't spend hours in front of a computer. Besides actually taking photographs makes you money, not fixing your mistakes on a computer, that costs you money.



**Model: Lacy Nicole**  
MM: 859295

## Model Highlight



**Karla Ballinger**

I first shot with Karla a few months ago after she approached me about working together. From that very first shoot, I could tell she had what it took to be a top model and now she has become one of my favorite models to work with these days and now a very good friend.

Karla is a very creative person and sends me image ideas frequently. Take for instance the outfit she is wearing in the images above, all hers and it's become one of my favorites. You can expect a lot more work from me and her, as we have several ideas for photos in the works.

If you need an outstanding model for your next project, you can find Karla listed on Model Mayhem. Her profile number is: 1442295.



## Filter Overload



**An HDR image of Lacy in a back alley in Indianapolis.**

### ***Is your portfolio overloaded with images using filters?***

Recently I have noticed an over abundance of images using PhotoShop filters, most notably the HDR one. And with the release of PhotoShop CS5 and it's ability to take any image and make it HDR, I'll probably see a lot more. There are a lot of great filters (or actions) out there for image editing programs, but the question to ask yourself is if by using that filter are you enhancing the image or basically just masking up bigger problems.

For the most part, with the exception of Portraiture (for smoothing of skin), I don't use many filters. I may use Gaussian Blur in smoothing out skin, or to blend my burning or dodging of an image; but for the most part I don't rely on them. As I mentioned before, I try to make sure the image is properly done when I'm taking the image.

While shooting the image above, Lacy mentioned to me that she was

even bored with all the over filtering photographers were doing these days and didn't want them for her portfolio. She said one or two was fine but not a whole portfolio of them.

Personally I was experimenting with HDR five years ago, so it's nothing new. I have also found that most of my clients do not find it something they want.

The majority of my image editing is done prior to even opening up an image in PhotoShop and that is done with either Lightroom or Aperture. If I have done my job correctly when creating the image, either of those programs is all I need. It's only to smooth skin or retouch a problem area that I go into PhotoShop.

So if your portfolio is full of over filtered images, maybe it's time to rework your portfolio with more mainstream images. You may be happier with your work and the respect you'll get from not having over edited images.