

OUT OF CAMERA?

PRESENTED TO THE BERKSHIRE MUSEUM CAMERA CLUB – SEPTEMBER 18, 2018.

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PRESENTED BY

THADDEUS B. KUBIS – VISUALIZER AND PHOTOGRAPHER

THADDEUS B. KUBIS

- Trained as a visual communicator, adapting my creative vision to designing aesthetically pleasing images of all aspects of life, creating a fusion of creative visions and offering something truly unique and appealing to stock agencies, corporate clients, galleries and private collectors. My approach to photography has evolved into one that considers conventional and innovative ways of creating images using a myriad of traditional photographic tools and newer technologies to produce images that appeal to both to the consumer and to the business-based client. My mantra is “**Stop taking photos and, start creating images**”sm.

THADDEUS B. KUBIS

- I offer a series of educational “hands on” application-based sessions, including photographic walking tours of regional locations, such as the first region in my new “How YOU can photograph everything series” - How to photograph the Berkshiressm and How to photograph New York Citysm. #howYOUcanphotographeverything, #howtophotographtheberkshires, #howtophotographnewyorkcity.
- OLLI – I offer SIG – Shared Interest Group for OLLI members, to support their interest in photography.
- Lee Library – Special Interest Group for basic photography and offering more “complex” discussions regarding advanced photography.

ASCETICALLY ENABLED PHOTOGRAPHY BY

Thaddeus B. Kubis

- **99 Main Street**
- **Sheffield, MA 01257-0342**
- Stop taking photographs, and start creating imagessm

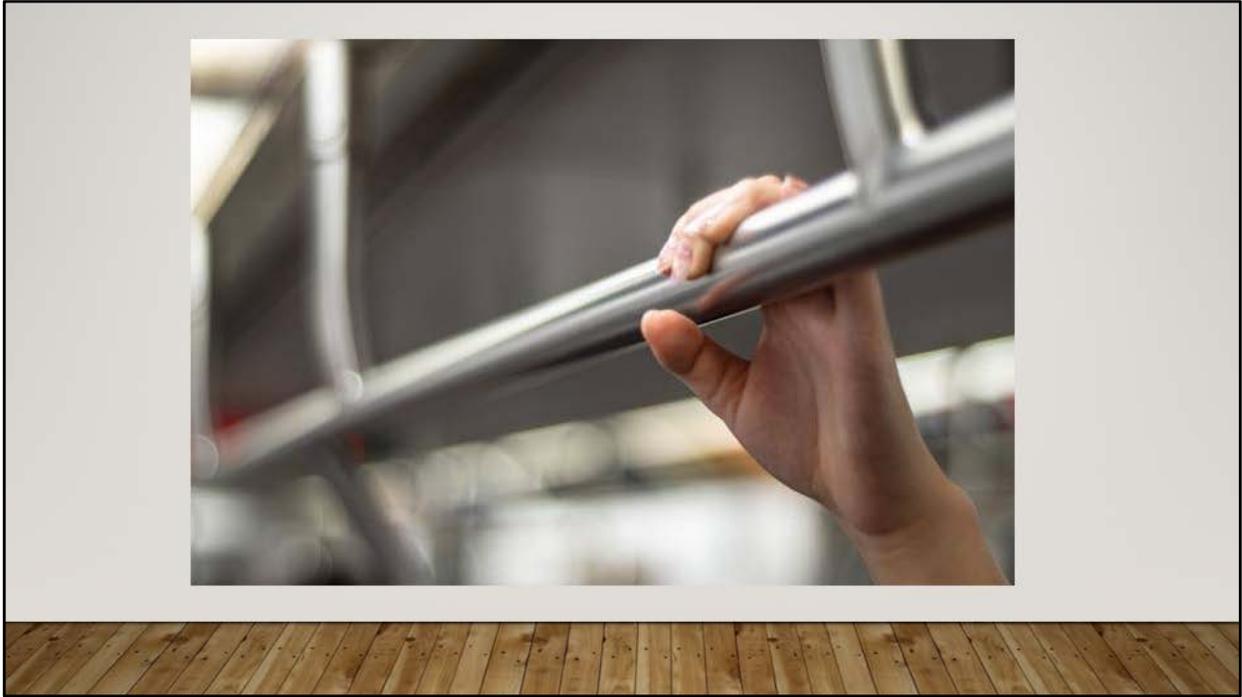
- **917.597.1891** *thad@tbkphotos.com* www.tbkphotos.com

- Proceed As If Success Is Inevitable!



WHAT IS OUT OF CAMERA?

Any thoughts?



Created with the L16, on the "C" train New York City.

WHAT IS STRAIGHT OUT OF CAMERA?

<https://clickitupanotch.com/power-sooc-straight-camera/>

<https://www.flickr.com/groups/sooc/>

WHAT IS OUT OF CAMERA?

- For this discussion and the competition Out Of Camera (OOC) or SOOC means the image you submit, is the image you viewed, created, visualized in the viewfinder or viewing screen on your photographic system. No cropping except for aspect ratio alterations, no editing, post production of any type or post-production after the shutter has been clicked.

Can it be done sure, is it easy no, but most things of worth in life come at a price, a high price I might add.



Montauk, Long Island, Leica T, Manual meter setting

WAS IT DIFFERENT IN THE PAST?

- Yes, and no, mostly no!

WAS IT DIFFERENT IN THE PAST?



Was it different in the past, no, not really? Post production work was done in the darkroom, or at a retouching studio, where a series of highly skilled, talented “photo retoucher's” fulfilled the needs and requirements of the client. I worked at a firm, that not only provided studio product set ups for Sears, Warner Bras, AMF, nearly every major fashion magazine as well, and others also offered retouching on site. We had multiple B&W print retouchers, a few B&W negative retouchers, color print and transparency and color negative retouchers. In the past we also had variable contrast papers and filters, papers that had different tonal ranges and surface textures.

WAS IT DIFFERENT IN THE PAST?

- Yes, and no, mostly no!
- <https://petapixel.com/2013/09/12/marked-photographs-show-iconic-prints-edited-darkroom/>

Most likely, every famous photograph has some post production, etching, bleaching, cropping, camel hair and air brush work, tonal changes, splicing, combining and more, but not in this competition.

HOW DO YOU CREATE AN IMAGE WITH NO POST?

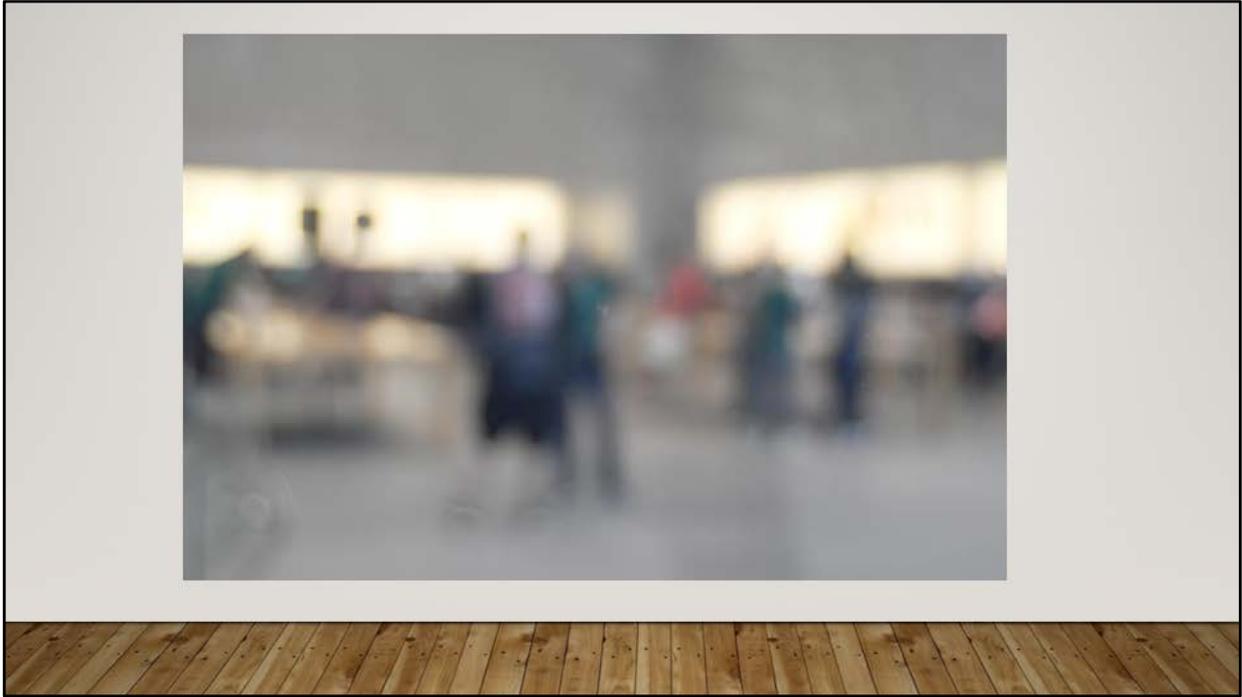
- In one word,

HOW DO YOU CREATE AN IMAGE WITH NO POST?

- **Carefully!**

Carefully consider what is the desired outcome, the scene, the components of the scene, the location, time of day, the optics, the camera system, the format, aspect ratio, the composition, your point of focus, the mood, the feeling, the lighting, the esthetics and “look” of the final image – all before you click the shutter.

There are steps that you need to take, these start with the effective use of the light and understanding the color, the impact of light, the contrast the scene will provide and, your overall ability to make the image happen, the way you want it to happen.



Apple store, Broadway, NYC, Leica T and a Meyer Optik Goerlitz 50mm lens.

WHAT IS PRE-VISUALIZATION?

WHAT IS PRE-VISUALIZATION?

Do you pre-visualize?

I do, have you tried?

WHAT IS PRE-VISUALIZATION?

Do you pre-visualize?

Are there advantages to pre-visualization?

Many, including developing a greater, more defined creative eye, a deeper understanding of the subject and the balance of negative and positive space that makes up your composition as well as a greater awareness of the spatial balance of the potential composition. A pre-determination of the aspect ratio, the tonality of the image, the composition of the image and the end result of the image. The end result is determined in part by the exposure and your use of the Exposure triangle.

WHAT IS PRE-VISUALIZATION?

Do you pre-visualize?

Are there advantages to pre-visualization?

Are there dis-advantages to pre-visualization?

Loads, including templating, weak understanding of the ET or using the “P”, or Auto settings, falling back onto the incorrect aspect ratio, or composition template, fear of being creative and a un-real desire for post production. Forced images is the most common error, along with no understanding of what you are seeing, for example always fitting a square peg into the 1:1 format aspect ratio.

WHAT IS PRE-VISUALIZATION?



Ansel Adams made this term famous, he not only believed in the concept, but he invented an exposure system, the ZONE System and a developing processing system that supports the exposure driven by the zone system settings. In short, the Zone System is based on exposing for the shadows, developing for the highlights and he shifted the developing times to compensate for his change in tonal selection and exposure. The zone system divides the full tonal range into ten sections, 0 being total black, X being total white.

You may be familiar with a like term Dynamic Range, film has a dynamic range of 13 stops, Canon and Nikon sensors have a dynamic range of 14 to 15 stops.

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The WB was set to Cloudy and the image seemed to be too yellow, So I took a "Kelvin" regarding and set my "K" meter and the result was as or very close to as I saw, pre-visualized the image.

Pre-visualization does not mean altering the image unless you want to, it means to me, a realistic reproduction to the way "I" see the image.

WHAT IS PRE-VISUALIZATION?

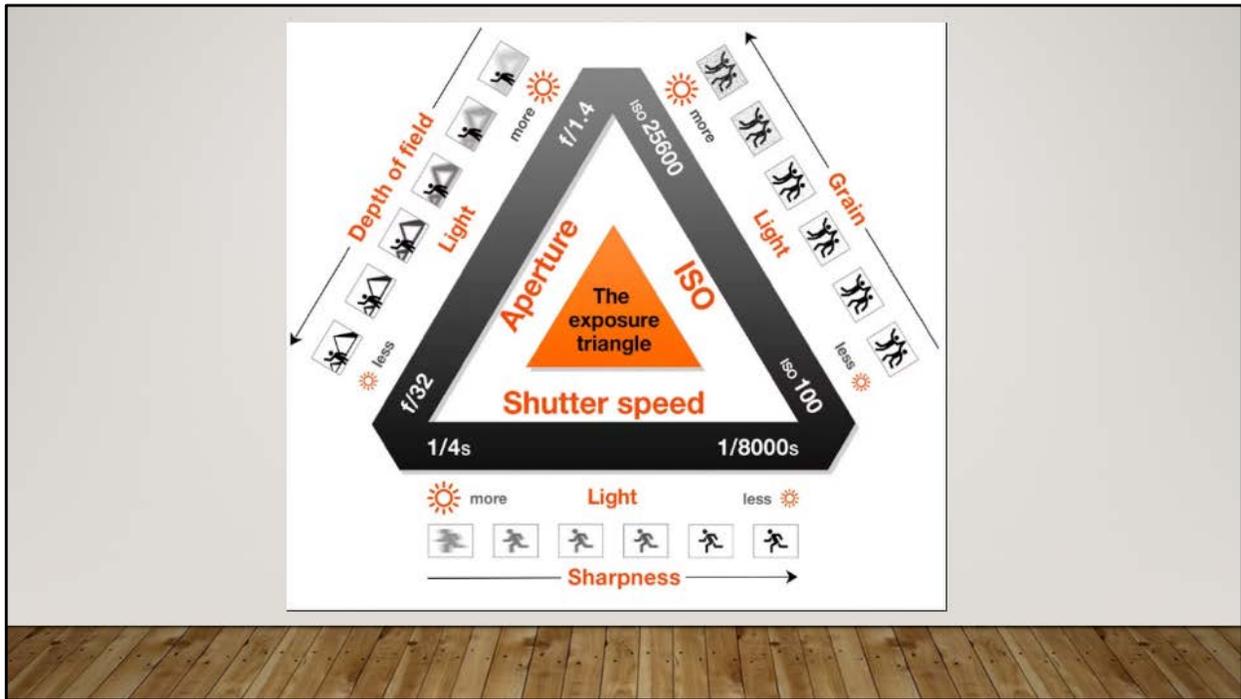
- Can you control pre-visualization?

Yes, the very definition of pre-visualization is control, the control you exercise over the composition or subject.

WHAT IS PRE-VISUALIZATION?

- Can you control pre-visualization?
- The Exposure Triangle
 - <https://petapixel.com/2017/03/25/exposure-triangle-making-sense-aperture-shutter-speed-iso/>

The Exposure Triangle is a great tool to use to hone your ability to shoot SOOC.



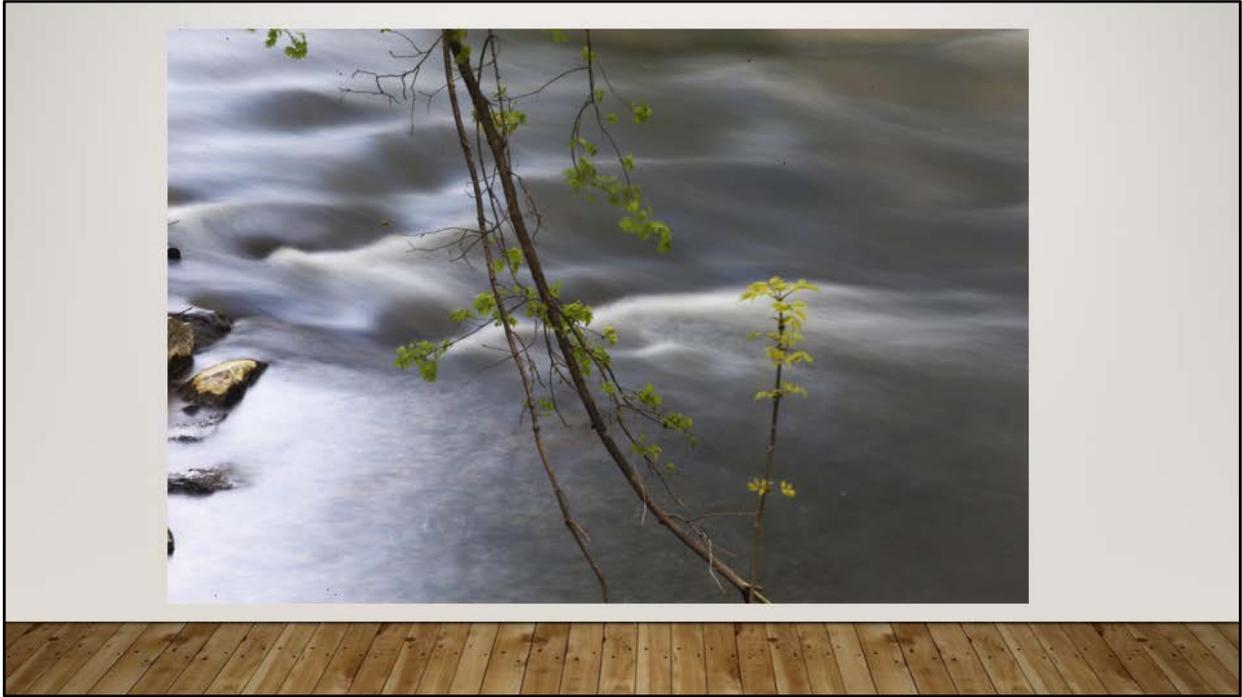
The ET, provides you with 3 major tools to control the images, and if you start to combine the segments of the ET, you have a broad, nearly endless combination of exposure and pre-visualization controls.

Simply you can control the amount of light and noise (grain) contained within your composition/subject using ISO.

You can control the impact of motion, the level of motion, light, and the sharpness (movement) via Shutter Speed.

Aperture allows you to control the depth of field, the Bokeh, the focal point and the level of sharpness that the main element in your composition will exhibit.





Motion does not need to be added afterwards, with carefully planning motion is your to capture, as needed.



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WHAT IS PRE-VISUALIZATION?

- How can you control pre-visualization?
- The Exposure Triangle
- Different Exposure Computations

Reflective or Incident?

Reflective measures the light that is reflected from the subject, all in camera meters are reflective.

Incident meters measure the intensity of the light falling on the subject and are normally read or taken from the point of view of the subject.

One can argue that the selection of an area meter, center or spot will also impact the SOOC result! How, why, think about it, you are either measuring a vast amount of light or a small highly selective point of the composition to measure the light.

WHAT IS PRE-VISUALIZATION?

- How can you control pre-visualization?
- The Exposure Triangle
- Different Exposure Computations

Say goodbye to the Auto setting, you can use a “P”, Av, Tv better still use “M” and the live function if needed.

Consider testing your meter and determine what is your true white reading.

WHAT IS PRE-VISUALIZATION?

- How can you control pre-visualization?
- The Exposure Triangle
- Different Exposure Computations
- An in-depth understanding of aspect ratios

Square composition work better as square aspect ratio, tighter, less wasted space



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Pano, easy to day, once you needed a specialized camera.



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WHAT IS PRE-VISUALIZATION?

- How can you control pre-visualization?
- The Exposure Triangle
- Different Exposure Computations
- An in-depth understanding of aspect ratios
- A Clear Creative Vision (CCV)



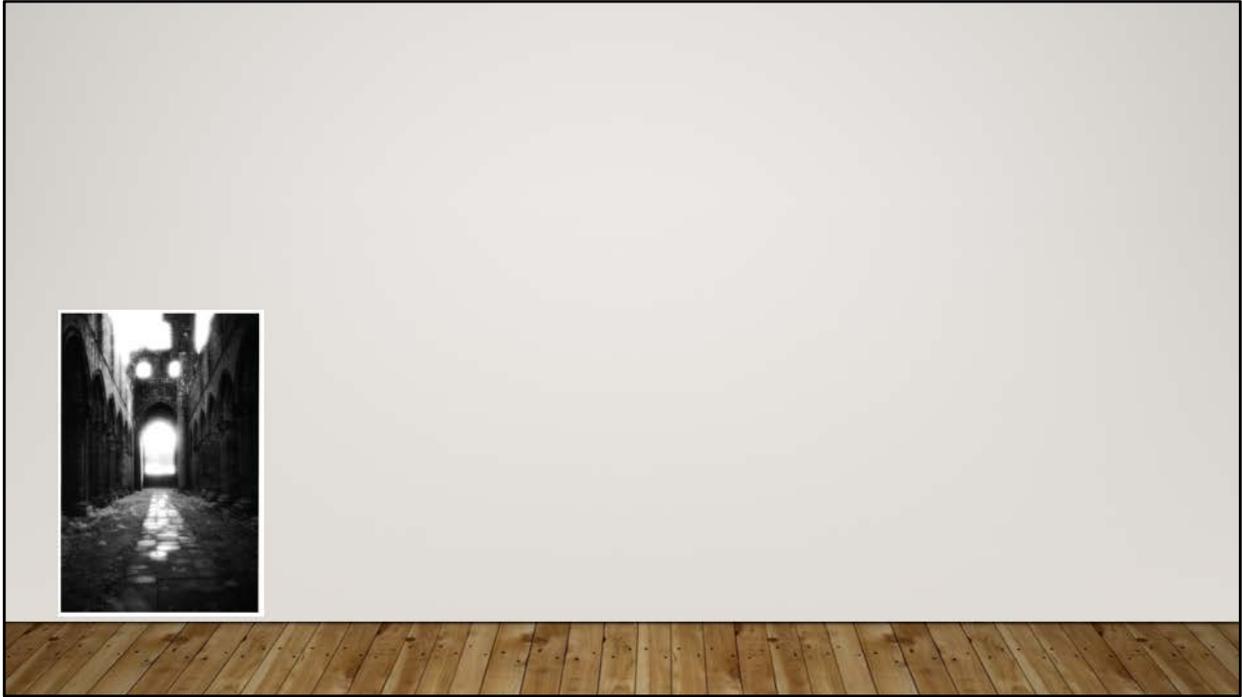
Film, a Hasselblad, to me the image, the subject screamed square, switched to an averaging meter via a hand held meter.



35mm ratio, adds to the power of the circle, the light and the curve of the dome, careful exposure, to allow the shadow detail to be visible.



Balance of the 35mm ratio, peaceful,, film, media does matter, The soft ness of the image and illustrative like style is the selection of the film, Kodak Portra.



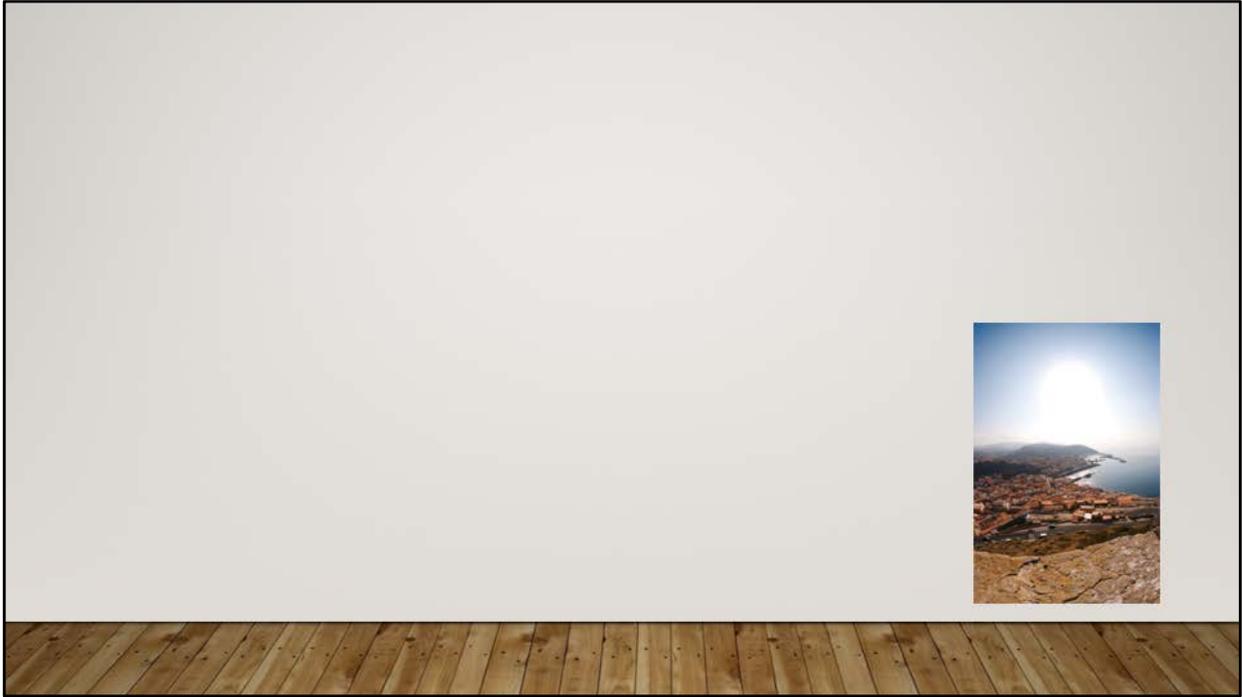
Black & White Infra Red, media, instant, film digital, legacy all impact the image. The end result and should be the main part of your Clear Creative Vision, media, aspect ratio are part to mine. The project was Ghost images of Northern England,



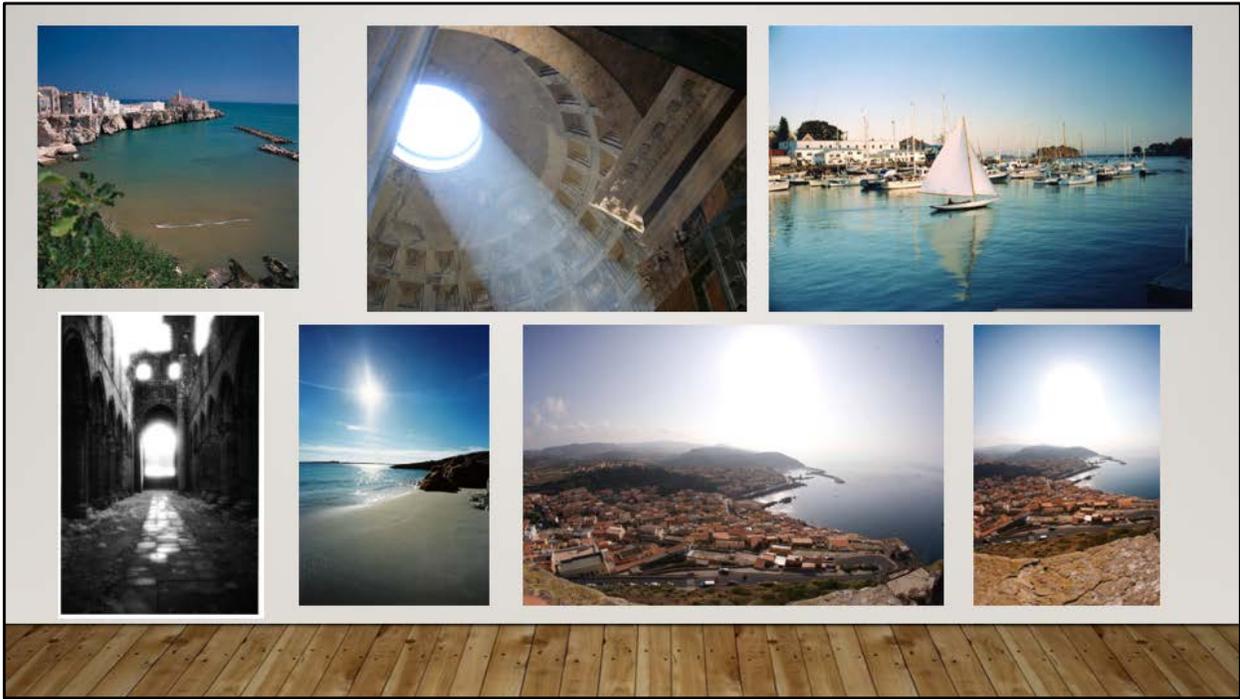
This image just did not work as well as a horizontal. Stock image, early digital system no post production.



Your call, two views from the same position, which works for you?



No post production.



Focal length is also a piece of the pie, wide angle, long glass, compression of the image, it is all part of a very important part of SOOC process.

From left to right: 50mm, 35mm, 35mm, 35mm, 24mm, 24 mm, 18mm, and 18mm.

WHAT IS PRE-VISUALIZATION?

- https://en.wikipedia.org/wiki/Zone_System
- <https://photography.tutsplus.com/tutorials/understanding-using-ansel-adams-zone-system--photo-5607>

WHAT IS PRE-VISUALIZATION AND THE ZONE SYSTEM?

Full Tonal Gradation

From this starting point, zones are formed by:

- Dividing the tonal gradation into eleven equal sections.

Eleven-Step Gradation

Note: You may need to adjust the brightness and contrast of your monitor to see the gradations at the dark and light end of the scales.

- Blending each section into one tone that represents all the tonal values in that section.

Eleven Symbolic Tones

- Numbering each section with Roman numerals from 0 for the black section to X for the white one.

The Zone Scale

0	I	II	III	IV	V	VI	VII	VIII	IX	X
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The Black Point which is defined as the depth of shadows that will contain visible detail, is a important aspect of the zone and other exposure systems. Dynamic range is also a consideration.

WHAT IS PRE-VISUALIZATION?

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In fact, he wrote a series of books on the subject, that break each component of the photographic process, Natural Light, The Negative, The Print, et., and yes there is book on using a digital zone system “Mastering Exposure and the Zone System for Digital Photographers”, by Lee Varis.

WHAT IS PRE-VISUALIZATION?

- Pre-visualization does not end nor does it begin with exposure, composition may be the key element in the process of creating an out-of-camera image.
- <https://www.outdoorphotographer.com/the-importance-of-pre-visualization/>

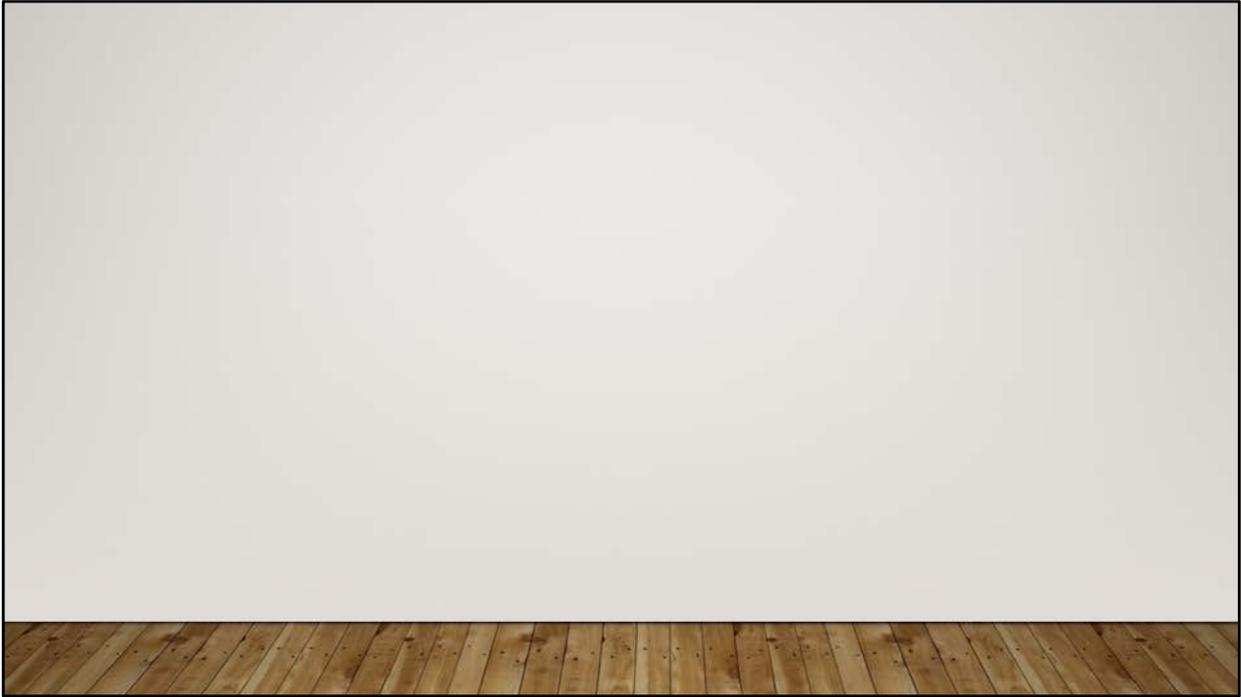
WHAT IS COMPOSITION?

PHOTOGRAPHIC COMPOSITION

So, what is composition, photographic composition? The placement, arrangement of the components of your scene into a frame that can be combined, framed, cropped to create a piece of art, a wonderful image, a balance of tone and color that is more than acceptable to the viewer (and I might add to you)!



50mm, f/1.1 aperture spot meter reflective read of the engine mount. The importance of taking detail notes.



As a photographer, we do not have the benefits of a blank sheet of paper, or canvas, we are overwhelmed by the scene, the colors, the lighting, the elements, our equipment, and we have almost no ability to change the position of elements within most compositions.

What you see is what you get, so see better.

WHAT IS COMPOSITION?

- Carefully select the scene, part of the pre-visualization concept, positioning your point of view (POV) is a component of the composition, positioning also include lens selection. Will the lens you selected, or your zoom lens bring you to the positioning you want, you desire, will the use of a long lens flatten the image and negatively impact your composition? What about the depth of field, the Bokeh, not part of the positioning but clearly part of the composition.

WHAT IS COMPOSITION?

- Are you forcing the composition or is it natural, I feel that forced compositions are just that images that are less natural looking than the same composition when composed naturally. What do I mean, simple some of us have it all, some in part and some sadly to state not at all?

Whether you have the “eye” or not you can still create incredible images, it just may take a little longer and process may be more complex.

WHAT IS A GOOD PHOTOGRAPH?

Not sure if I really know.



What makes a photograph, good, not sure if I really know, I know what I like, but what will the viewing, the buying public like> The composition will include arranging, seeing creating, what visual frame you will use, the template and the cropping of the scene. Symmetry, patterns, texture, color, B&W, POV, negative space, depth the foreground the background, is the image tense, relaxed, mood, in short, the composition may make or break your entry. For me I find it easier to" work" an image in post, if I like the image, I am forced to" work" images for clients, I have no choice.

WHAT IS COMPOSITION?

- https://www.bhphotovideo.com/explora/photography/tips-and-solutions/11-thoughts-introduction-photographic-composition?BI=572/?BI=572&kw=&c3api=0980,106232570693&gclid=CjwKCAjw2MTbBRASEiwAdYIpsV7wzl_EK8wIswFFARY2KAU4PkpjSqmtDHuIO5UjBzSR7IZUYIyhoxoCvnYQAvD_BwE

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WHAT CONTROLS COMPOSITION?

WHAT CONTROLS COMPOSITION?

- **YOU!**

But not only you, it is what you do and what you select, what you pre-visualize.

WHAT CONTROLS COMPOSITION?

- **YOU!**
- **Aspect ratio**

But what controls the composition? The format and the aspect ratio are in part the controlling elements of your previsualization. What is format, format indicates the final non-cropped image, so 8 x 10, 5 x 7, 4 x 5 are formats with a pre-set aspect ratio, a pre-set for each size. 35mm is a format and has a 3:2 aspect ratio, listing height first and width second. For most DSLR's most that means that the frame is one and half times as wide as it is high, the same formula works when you turn your 35mm camera on the side and create a vertical or portrait image of 2:3 aspect ratio.

WHAT CONTROLS COMPOSITION?

- **YOU!**
- **Aspect ratio**
- **Format**

Square film sizes like medium format Hasselblad's have a 1:1 aspect ratio, 35mm as stated has either 3:2 or a 2:3 aspect ratio, four third cameras have an aspect ratio of 4:3, some medium format cameras use a 7:6 aspect ratio (sometimes called a 6 x 7 camera).

WHAT CONTROLS COMPOSITION?

- **YOU!**
- **Aspect ratio**
- **Format**
- **The Scene**

Large format cameras, using 8 x 10 or 4 x 5 film have a 5:4 aspect ratio and a somewhat new aspect ratio, 16:9, for panoramic systems is also used. Super wide of 12:9 aspect ratio is also used by the Linhof brand of cameras. Many smartphones have a 16:9 aspect ratio or very close to that ratio.

WHAT CONTROLS COMPOSITION?

- **Tricks of the Trade**

WHAT CONTROLS COMPOSITION?

- **Tricks of the Trade**
 - **Selective Focusing**

WHAT CONTROLS COMPOSITION?

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 - **Simple scenes**

WHAT CONTROLS COMPOSITION?

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 - **Lots of detail and not so much**

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 - **Clean sensor and optics**

WHAT CONTROLS COMPOSITION?

- **Tricks of the Trade**
 - Selective Focusing
 - Simple scenes
 - Lots of detail and not so much
 - Clean sensor and optics
 - **Accurate Exposure**

WHAT CONTROLS COMPOSITION?

- **Tricks of the Trade**
 - **Selective Focusing**
 - **Simple scenes**
 - **Lots of detail and not so much**
 - **Clean sensor and optics**
 - **Accurate Exposure**

Add medium focal length and you are at the starting point.

WHAT CONTROLS COMPOSITION?

- **The Golden Rectangle**

- <https://photography.tutsplus.com/articles/the-art-of-using-aspect-ratios-in-digital-photography--photo-7947>

The famed Golden rectangle has an aspect ratio of 1.618:1, a bit shorter than the 35mm aspect ratio, but the closest to that famed ratio. Henri Cartier Bresson worked magic with this ratio.

SUMMARY

Practice makes perfect, so practice!

So, go out and create an out of the camera image, once that is totally in the camera and has been mentally processed to fulfill the pre-visualization of your composition.

CLOSING STATEMENT

This may not make sense, I would love to hear your thoughts

Are simple images better than complex images to meet the requirements of this contest, this presentation, it depends on how you define complex, and simple.

For me nearly every image has multiple stories contained within the image and are complex creations, that many often crop away after the shutter has been clicked and often convert this complex image into a simple image. I see this is an error, I question, why would you change the image after you visually created, composed the photograph. My suggestion is simple, if you wish to become a better photographer, not only in the technical sense, but in the creative sense, this about the image you just or will create and leave it alone. If you do not like what you see hours or days later, go out and take a new photo that meets your definition of a great personal great photo.

QUESTIONS?

My L16 and my iPhone allow in camera editing, but the competition does not,

THANK YOU!



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