

MAC MANIA 17 - JUNE 2014
CHRIS MARQUARDT
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PHOTO 101/201/301



POCKETCHRIS

FREE

Three free iphone apps that explain photography in a simple and playful way

1 HOUR 1000 PICS

FREE FOR MACMANIA 17 PARTICIPANTS, INQUIRE FOR COUPON CODE

An e-book that explores and explains why a solid workflow is key and then provides you to the point with a fail-safe method that allows you to quickly boil down that pile of images to the essence, to your very best photos. Works with Lightroom and Aperture. www.1hour1000pics.com

DISCOVER LIGHTROOM

PAY WHAT YOU WANT

Your personal Lightroom class in 23 chapters, when and where you like, on your own time. Over 6 hours of high definition video, DRM-free, works on all your iDevices, imports into iTunes. www.discoverlightroom.com

WHAT MAKES A GOOD PICTURE?





“IF I KNEW HOW TO
TAKE A GOOD PICTURE,
I WOULD DO IT ALL THE TIME”

ROBERT DOISNEAU

MAKE IT CLEAR







MESSEURS















HELP THE SUBJECT

MAKE IT CLEAR

MAKE IT BIG

CONTRAST

POINT TO IT










DU GAGST ICH BIN...
DU SAGST ICH BIN...
DU SAGST ICH BIN...
DU SAGST ICH BIN...
DU SAGST ICH BIN...

GRAFFITI







HELP THE SUBJECT

MAKE IT CLEAR

MAKE IT BIG

CONTRAST

POINT TO IT

FRAME IT







SHERPA GUEST HOUSE
&
Restaurant
Rangding









BACKGROUND CHECK















BORDER PATROL



Photo: John Fera



LOOK FOR LIGHT
















HELP THE SUBJECT
MAKE IT BIG
MAKE IT CLEAR
CONTRAST
LINES & FRAMES
BACKGROUND CHECK
BORDER PATROL



TELL A STORY
WITH INTERACTION

PELAGE CARGO
PELAGE EXPORTERS

PARCEL SERVICE **DHL** EXPRESS









TELL A STORY
WITH MYSTERY







बौद्ध

स्वागतम

रेखाटी

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गौशाला
चाबहिल

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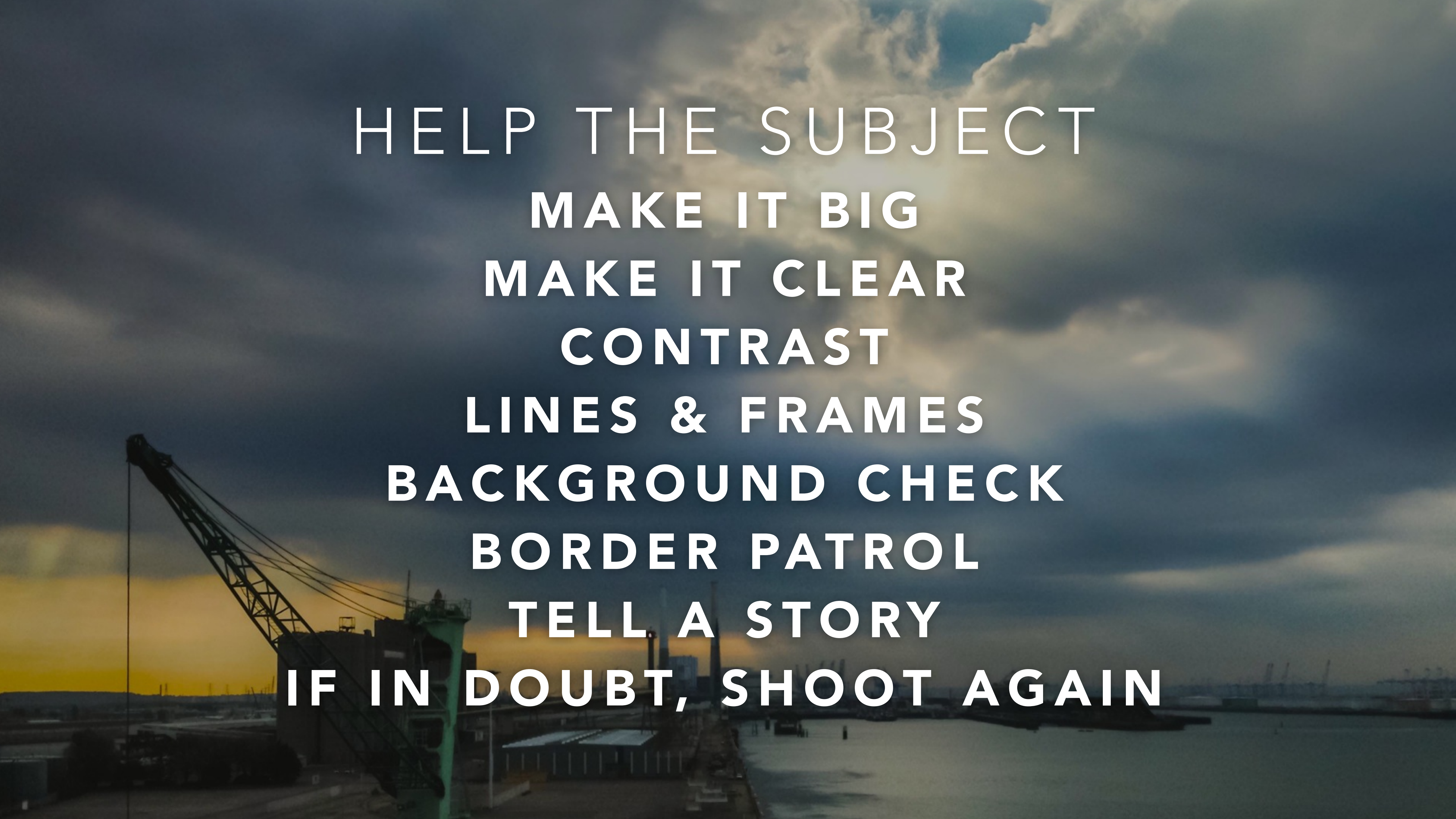
चारखाल

रानी धानेश्वर
मैतीदेवी

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भूकुटी मण्डप



HELP THE SUBJECT
MAKE IT BIG
MAKE IT CLEAR
CONTRAST
LINES & FRAMES
BACKGROUND CHECK
BORDER PATROL
TELL A STORY
IF IN DOUBT, SHOOT AGAIN

MAC MANIA 17 - CHRIS MARQUARDT

PHOTO 201



TECHNIQUE
EXPOSURE
COLORS
FOCUS
DEPTH OF FIELD



























MOTION
DIRECTION





























DIGITAL BACKLOG SYNDROME (DBS)

DIGITAL BACKLOG SYNDROME

EXAMPLE:

16 GB / WEEK (400 PHOTOS)

=> 1 TB / YEAR

=> 4 TB / YEAR

=> 40 TB / 10 YEARS (48,000)

PRO: 400 TB / 10 YEARS

BUT WHY DON'T WE DELETE?

WORKFLOW

IMPORT
MANAGE & FIND
EDIT
OUTPUT
ARCHIVE

FILE BASED
VS.
DATABASE DRIVEN

META DATA

FILE NAME

CAMERA SERIAL #

DATE

ISO

RATING

FLASH

KEYWORDS

CREATOR

LENS

WIDTH / HEIGHT

APERTURE

FOLDER NAME

LOCATION

FILE TYPE

...

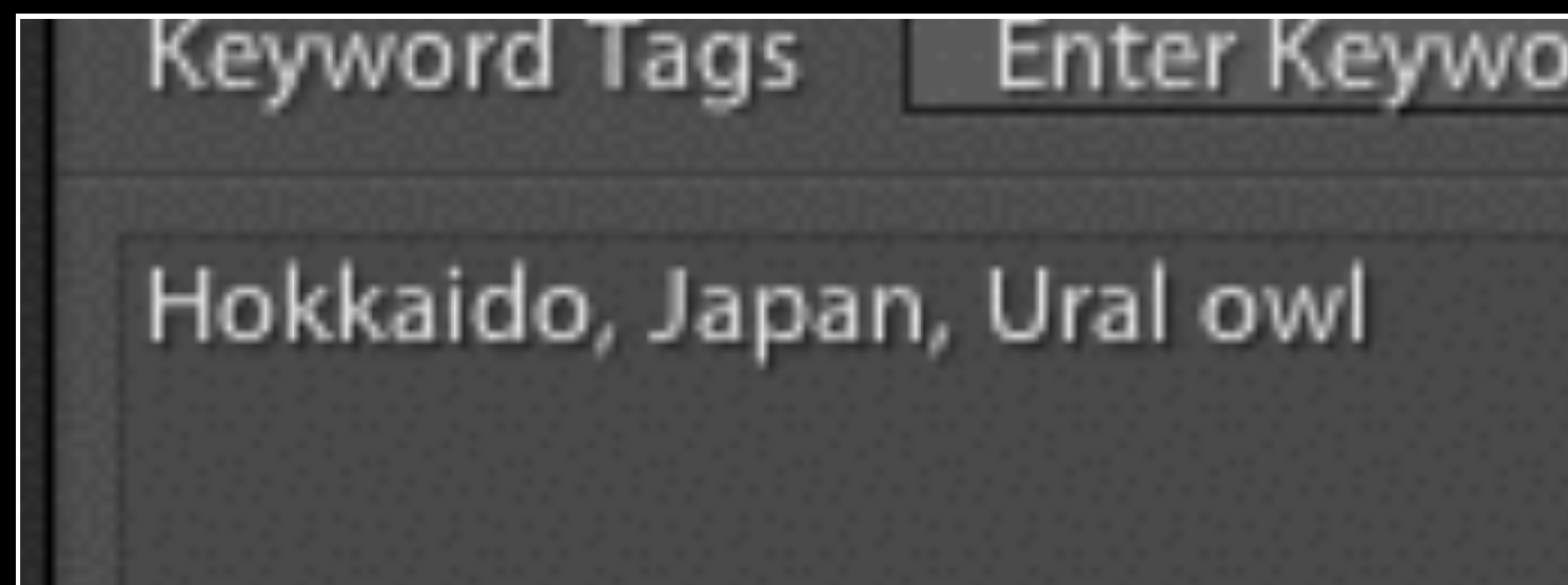
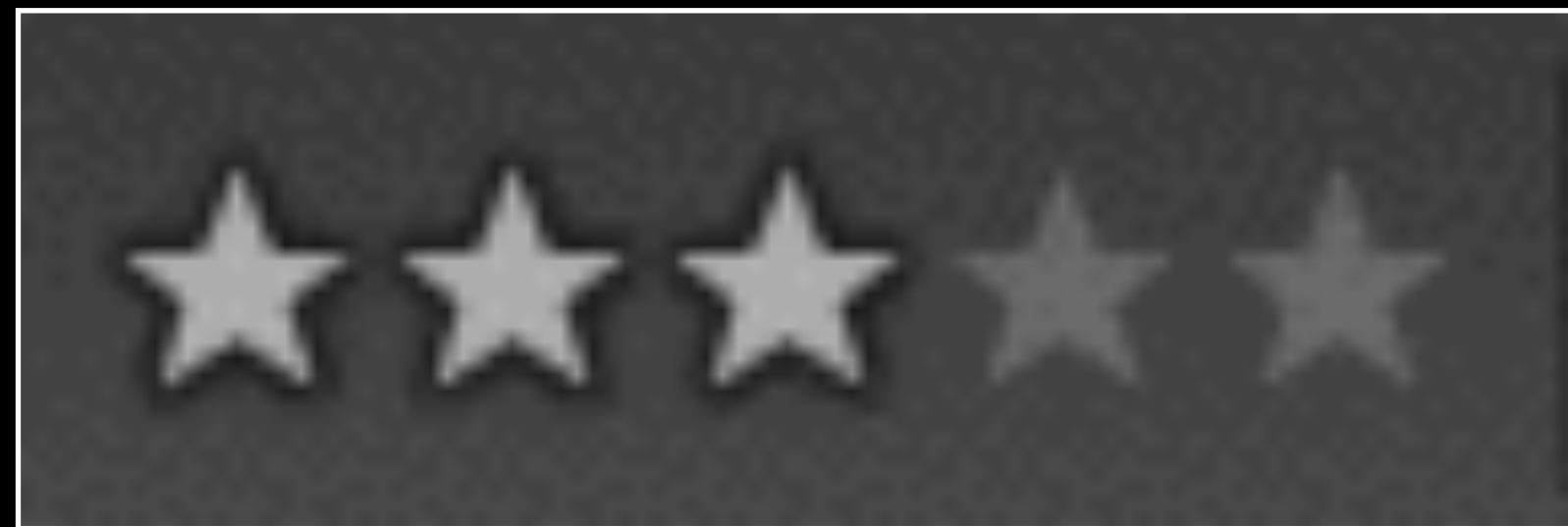
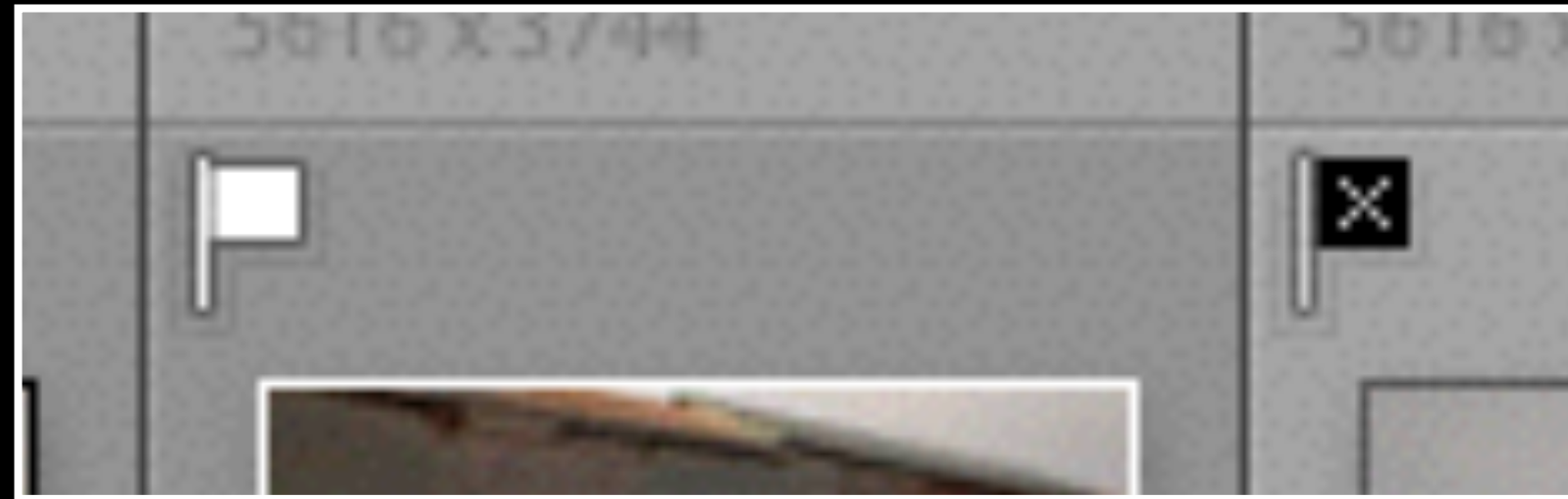
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DESTRUCTIVE

VS.

NON-DESTRUCTIVE

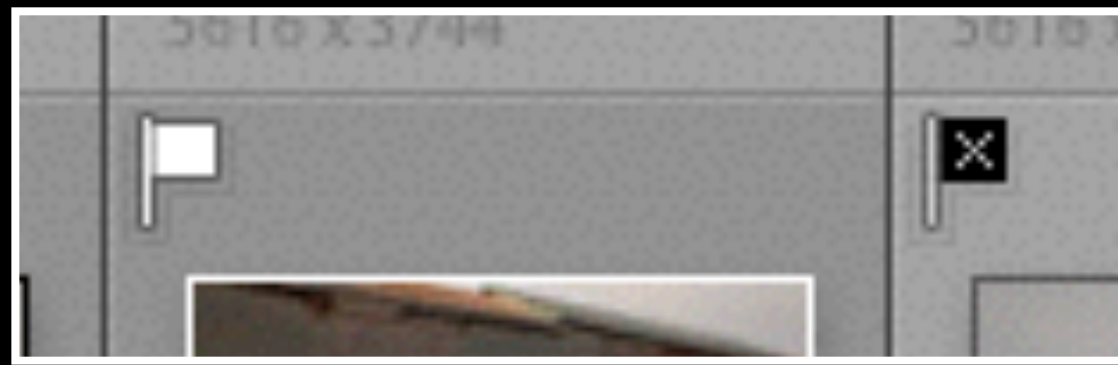
ORGANIZING THE CHAOS



1 HOUR 1000 PICTURES

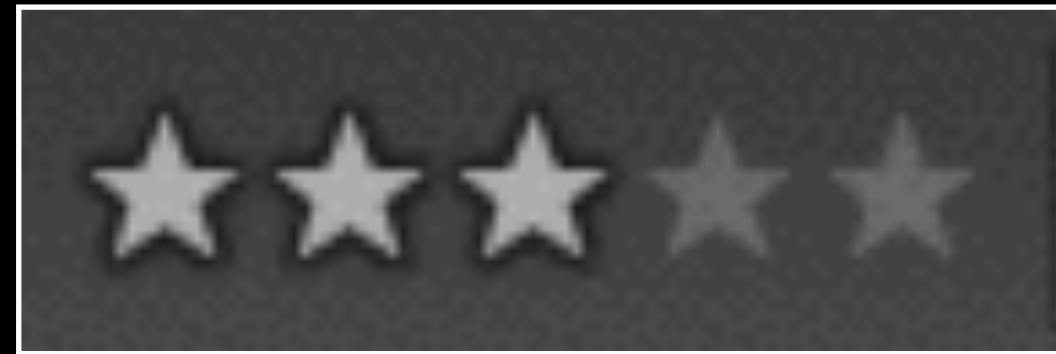
PHASE ONE

FLAGS



YES OR NO

STARS



PHASE TWO

- * = DOCUMENTARY
- ** = HAS POTENTIAL
- *** = HECK YEAH!

EDIT

PHASE THREE

STAY?
PROMOTE?
DEMOTE?

EDIT

PHASE THREE

* * * * * = SHOW IN PUBLIC

* * * * * = PORTFOLIO MATERIAL

PHASE FOUR

CLEAN-UP



THANKS

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