

# HORIZON NEWS #43

IMAGES, THOUGHTS AND NEWS FROM HORIZON PHOTOGRAPHY WORKSHOPS

*"The secret to creativity is knowing how to hide your sources."*

Albert Einstein

## Student Photos Up Close

We're continually fascinated by how many different ways there are to see the same thing, so we frequently feature examples in Horizonews. These five eye-catching shots of the passageway between the National Gallery's East and West buildings—taken during our DC workshop—were the product of five students. While two shots may appear to be very similar, note the important difference: one contains a distinct silhouette of a person, the other faint ones. Here's a great creative challenge: produce five different, high quality images of a single subject on your own.

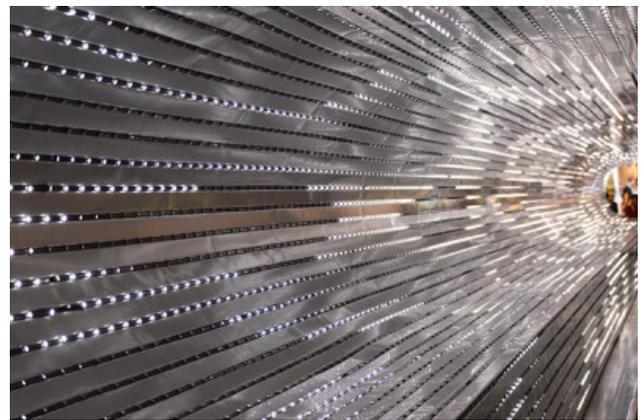
We don't agree with Picasso's words, made famous by Steve Jobs, that "Good artists copy, great artists steal." (Apart from disagreeing, could someone explain to us the difference in this context between copying and stealing?) Our view is that great artists—as well as less than great—can be *inspired by* others without being guilty of copying or stealing. (Einstein says hide your sources of inspiration; we say recognize them.) These shots inspire us to return to the scene of the crime to see if we can find ways of using silhouettes and reflections to create something new.



John Cook



Ginger Werz-Petricka



John Sharko



Jennifer Maxwell



Steve Brundage

# Professional Assignment: Case Study

by Steve Gottlieb

**Susan Davis International** (SDI) is an acclaimed communications and public affairs firm in D.C. that has provided extensive support to a wide range of good causes over the years. **Susan Davis** has called me occasionally when her needs are photographic. In this case, the cause was a Public Service Announcement (PSA) for **Homes for Our Troops**, an organization that helps severely injured vets find specially adapted homes. The photography fee for such work is modest but the work is highly satisfying.

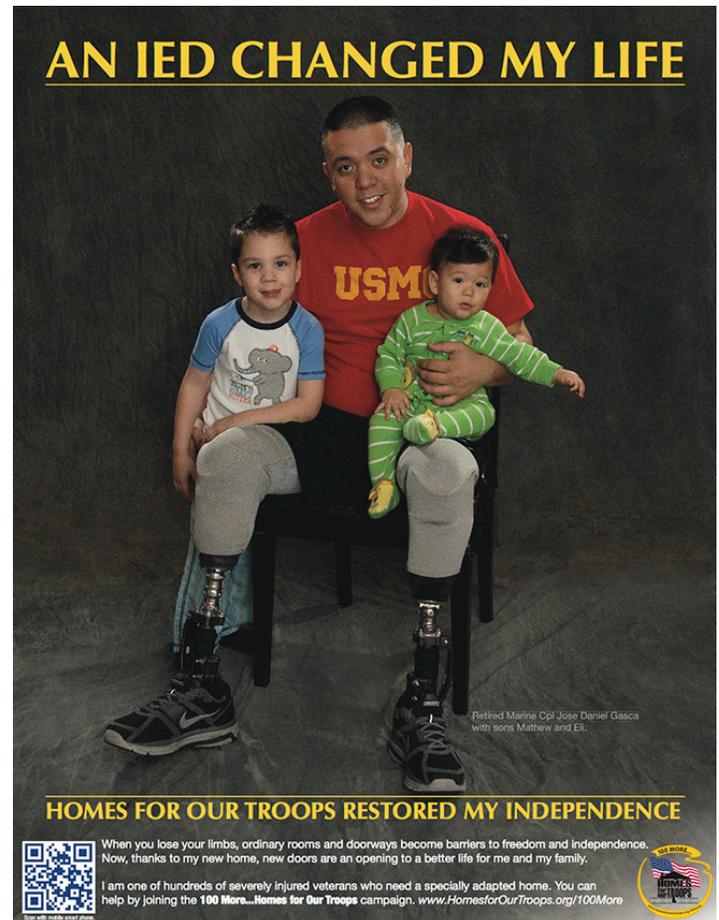
Should the shot be done in a studio or at one of the specially adapted homes? After some discussion with Susan, we felt that finding a suitable home would be problematic...and even if we surmounted that hurdle, capturing the special qualities of an adapted home would be difficult in a still image. A studio shot could focus on the injury and the character and need of the vet...which, after all, is the reason this program exists.

I created a makeshift studio in SDI's office, where I took three different shots: the soldier by himself (Retired Marine Corporal Jose Daniel Gasca); with his wife and kids; and just with his kids. Everyone agreed that the shot you see had the most emotional punch. Cpl. Gasca was a perfect subject—self-possessed with an easy, positive manner. His kids were typical kids; the older one hammed it up while his infant brother looked in every direction. I had his mom stand next to the camera to help bring his attention toward the camera. Given small kids attention span, shoot fast.

My main light was slightly at camera right for a soft look. Two hair lights, left and right rear, helped separate

the subjects from the background, which I wanted to be dark so the people and headline would pop.

A critical component of the PSA was provided by SDI's **Phillip Johnson**, who wrote the text and, I believe, produced the layout. The headline packs an understated wallop, while the spare layout lets the photo and headline shine. Photographers often find their images diminished by layout and copy...happily not the case here!



**AN IED CHANGED MY LIFE**

Retired Marine Cpl. Jose Daniel Gasca with sons Matthew and Eli.

**HOMES FOR OUR TROOPS RESTORED MY INDEPENDENCE**

When you lose your limbs, ordinary rooms and doorways become barriers to freedom and independence. Now, thanks to my new home, new doors are an opening to a better life for me and my family.

I am one of hundreds of severely injured veterans who need a specially adapted home. You can help by joining the **100 More...Homes for Our Troops** campaign. [www.HomesforOurTroops.org/100More](http://www.HomesforOurTroops.org/100More)

Scan with mobile smart phone



## Announcements

- Horizon Associate John Lauritsen will be teaching three new 1 day classes; From Click to Print, Adobe Lightroom, Adobe Photoshop Elements. Check [www.horizonworkshops.com](http://www.horizonworkshops.com) for details.
- Upcoming Workshops: The Creative iPhone - March 10; Flash Magic - March 17th–18th; Georgetown: A Photographic Exploration - March 24th; Camera Basics - March 30th; Creative Vision - March 31- Apr 1
- **Montana Adventure** workshop: Deadline for Early Registration is February 15.
- Check the latest Horizon blog on our web site about the evolution of Steve's "Bathroom Book" project.
- **Steve Gottlieb** gives a talk in DC on Feb. 16, "Creativity and Innovation: Making It Happen In the Workplace," for the American Society of Training and Development. Admission. See [www.astd/dc.com](http://www.astd/dc.com).