



The Image – Monthly NEWSLETTER

The Abertawe Photographic Society –

Based near the heart of Swansea, Abertawe Photographic Society is an established, friendly and welcoming club, who's members both amateur and professional all share a common interest, in all aspects of photography.

Whether you are a complete beginner or a seasoned snapper, interested in digital techniques or 35mm film, there is a warm welcome by a likeminded group of people sharing in the search for the perfect image.

By sharing, not only our enthusiasm but also our skills, techniques and knowledge, we all grow as a club and by trying new things we all get the opportunity to stretch our boundaries. All members are encouraged to take part in club events.

The Society meets every Tuesday at:
Greenhill Community Centre
Chapel Street, Dyfatty,
Swansea.SA1 1NB.

This Month's Events: April

- 3rd Open Evening & Hand-In for Comp 3
- 5th Porthcawl 7-Way Battle
- 10th Open Evening
- 17th 3rd Monthly Comp - Diana Ashill
- 24th An Evening with Leigh Woolford

What Does The Future Hold?

At the recent AGM of the Welsh Photographic Federation it was noticeable that there is a difficulty in finding people to populate the executive committee of the WPF. Also, on the morning prior to the AGM the committee held a "brainstorming" session open to those who wished to attend. The purposes of this was try and identify how the WPF can improve its activities and bring the committee closer to the member clubs. The result was that no definitive solutions were forthcoming.

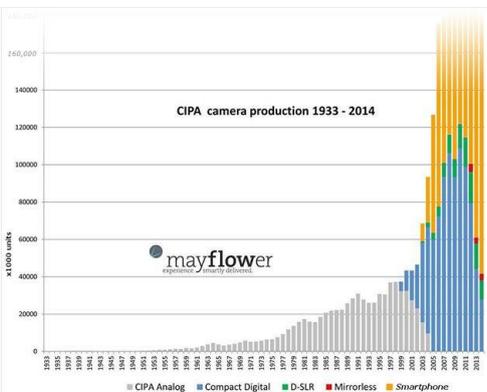
As an attendee, it further highlighted to me the main problem existing with the world of club photography, which is the age of members at clubs and of course of the executive committee of the WPF. Noting from our own club, which is no different to other in the area, we are all mainly well into our 60s, and 70s plus. The 'world' of photography clubs has changed immensely since the days it all started, from the 'alchemy' of the dark room to the present with advancements in smartphones, program technology and the new face of commercialisation.

It is my opinion, and an obvious one to conclude, very soon, probably well within the next decade, clubs such as APS will no longer exist. In fact, within the last two years a number of clubs have ceased to exist in South Wales. This is because of

the older age range within clubs that I mentioned earlier.

So what can be done about this demise? The easy answer of course is to bring in younger members to clubs; in fact this is easier said than done. The advancement of mobile phone technology into the world of photography has seen the younger element of society tending to choose using their phones to take photographs. In fact, most phones have better quality/quantity pixilation than the most expensive DSLR. There are even a website schools and academies dedicated solely to the practice of phone photography. In fact it is quite surprising to know the various techniques available when using a camera phone. For example, I can plug in my headphone to my iPhone, and by pressing the volume button on the cable allows me to take photos just like my cable release with my camera. I can also focus; adjust contrast and many more techniques. I can even attach a different lens from wide to zoom. Below is a sales chart showing camera production up to 2014. This clearly indicates that smartphones are superseding cameras in the world market. The Guardian newspaper ran an article back in December 2013, called the "Death of Photograph: are camera phones destroying an art-form?" (*You can read it here:*

<https://www.theguardian.com/artanddesign/2013/oct/13/death-of-photography-camera-phones>). It starts off by stating: "From presidential selfies to never-ending Instagram feeds, the world is now drowning in images. Celebrated photographers debate the impact of this mass democratisation on their craft "It's really weird," says Antonio Olmos. "Photography has never been so popular, but it's getting destroyed. There have never been so many photographs taken, but photography is



dying." Therefore, coming back to the question of the demise of clubs like ours, and how can we maintain them, I don't think we can. After all, the world is changing dramatically and at a pace that is leaving the aficionados of photography club world behind. In a recent survey Canon actually holds the market in the sales of cameras, 54.7% of the market, compared to 39.1% for Nikon. It also indicates the rise of mirror-less cameras surpassing DSLRs, with Sony doing quite well.

We have tried here at APS to invite younger photographers, but it seems they see a far older element and don't wish to be part of it, for whatever reason they may see. There are in fact full classes run by welsh colleges, in the majority, younger students, so why don't they look to joining existing clubs? I believe there are many reasons for to this, including the one I mention above, it's all to do with that changing world and new attitudes.

Every camera club has its stalwart members, and APS is no different. They are the backbone of the clubs, when they go; the club goes, unless of course there is someone with the experience to take over the tasks they have fulfilled admirably. However, we are kidding ourselves really as we are all of the age whereby we will be forced to give up our Tuesday nights. Abertawe has about 15 active members, with many clubs within the WPF no different.

So, for the moment let's enjoy what we are doing, let's be positive and keep snapping.

Is Your Firmware Up-to-Date?

Your camera is basically a 'computer' and therefore relies on software to perform functions and tasks, this software is called Firmware.

Firmware is permanent software which is installed on your product and enables it to function correctly. Camera manufacturers may periodically release updates to this firmware and if there is an update available, it needs to be downloaded onto your camera.

What you will need to do this is the following:

1. Computer
2. SD or CF card (64 MB or more, 64 GB or less.)
3. Camera body.
4. Make sure that you battery is fully charged.

You can find what version of Firmware is installed on your camera by going to Menu on your camera and scrolling through until you find **Firmware Ver. x.x** (x.x will show as the version number, e.g. 1.2). Next go to your camera manufacturers web site, probably the easiest way to do this is go to Google, or any other 'search engine' and type in your camera make and model, e.g. "**Canon 7d MkII Firmware update**".

Once you are on the site you can see if there is an update by comparing the version in your camera and which version is shown here on the web site. it will ask you what computer type you are using, Windows or MAC. You should also see a button that says "More Information", which will tell you what the purpose of the update is, in other words what functions are enhanced.

Download the update onto your computer – Windows or MAC - (may be wise to open a new folder on your computer and name it for example

“**Canon Firmware Update**”). Once it is downloaded you will need to UnZip it to the folder you have created. Install either SD or CF card into your computer, which is generally on the side/front of your laptop/desktop; in some laptops it is on the front where you need to press a dummy cover to insert your SD card. Transfer the unzipped update from your computer on to the chosen card. Once the transfer is complete, remove the card from your computer and install into your camera body. Switch on your camera and click on Menu > Firmware Update. Follow the camera onscreen instructions until the new Firmware is installed.

Warning: always have your camera switched off when removing/installing cards, changing battery, removing/fitting lens, etc.

.....**and finally**

How do you tell if someone is a real photographer? You ask them to answer this question.

Suppose you were walking through the woods and you came upon a clearing. In that clearing is a lake and in the lake is a man who is obviously drowning. Now you only have time to do one of the following - save his life or take a photo.

Now here's the question:

Which lens should you use?
