

University Photographers'



Association of America

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NEWSLETTER

Symposium to emphasize

quality negatives

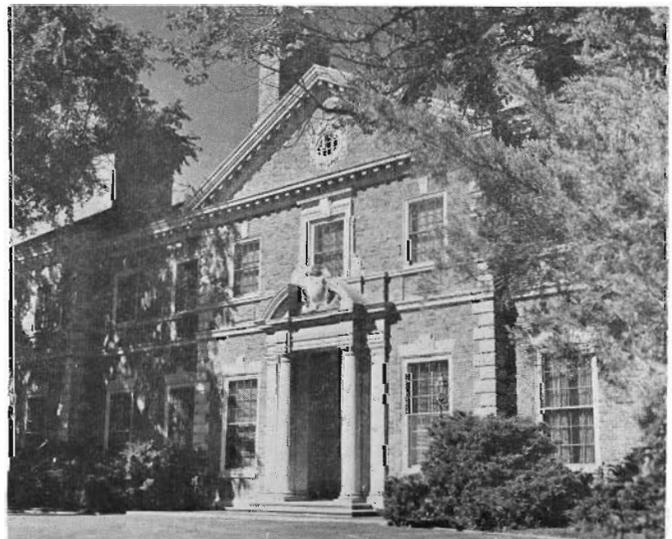
This spring's UPAA Technical Symposium chairman is *Richard Purdie* of the University of Denver. Dick was the University Photographer of the Year in 1977, and has been active in UPAA for many years.

The preliminary schedule of events looks like a real high quality program. First on the agenda is a how-to session with the Fishback Exposure System; one of the most accurate and simple methods of judging proper exposure. How many of us have made a picture of a white building and later found the negative printed out gray? This problem of incorrectly exposed negatives is even more of a problem with some modern built-in metering systems. Thom Brommerich will show us the Fishback Exposure System. This will help us develop an eye for the tonal range in the scenes we photograph, helping us to produce that quality negative. After the morning session, Dick and Thom will take us up to Roxborough Park for an afternoon of practical application in recognizing that tonal range and making accurate exposures. This is the area Dick photographed that helped him win the Photographer of the Year award.

After all that good information on proper exposure of the negative, our morning with Mike Tatem will come in real handy. Mike has the most complete and useful workshop on developing the small negative I have ever attended. Director of Technical Services at Pallas Photo is Mike's title but I remember him best for creating the UFG film developer. Mike gets right to the point, and his procedures and tips are a no-nonsense, practical, step-by-step way to heighten quality negatives. I was present at the

UPAA's Technical Symposium in 1975 when Mike Tatem spoke to us. The procedures he suggested helped me improve my negative quality and cured me of some bad habits gathered through the years.

Couple these two workshops with some practical tips on managing a large lab, three color Gum printing and other non-silver processes, executive portraiture, plus publications and print competition, and a chance to rub elbows with fifty other university photographers, make this year's Technical Symposium a must.



Located on the University of Denver campus, the Phipps Conference Center will be our main meeting place for this year's symposium.

Rocky Mountain technical high cont.

Dick is working real hard to make this Symposium the best ever. His wife, Sue, is organizing some activities for wives, and with the mountains so close, why not bring your family and include a vacation after our Symposium before gasoline prices get out of reach?

Information on registration, accommodations, campgrounds, and final details will appear in the April newsletter.

Accommodations have been changed since the last newsletter. The Symposium headquarters will be at the Landmark, 455 S. Colorado Blvd. at a rate of \$29 per single; \$32 per double; and \$34 for a two-bed double. As usual, you can request a roommate and save big. I have enjoyed the good exchange between roommates even with our busy Symposium schedule.



The heart of the University of Denver campus. A private university located at the foot of the Rocky Mountains. The enrollment has climbed to 8,000 with 45 major fields of study in arts and sciences and business administration. With 300 days of sunshine a year, university photographer Richard Purdie must get tired of all those 1/22 days.

POY requires no portfolio

Print Competition Update

University photographers shoot such a variety of pictures, it is no surprise that our competition winners make up a sought after traveling exhibit. This year, competition has some extra rewards for those who participate. Besides the Honor Award given each print picked for the traveling show, the Photographer of the Year award is the most coveted. This year, if there is a nominee for this award, it will come from the regular entries. No special portfolios will be required. So put your 6 — 11"x14" prints together to show your versatility, a requirement which the print show chairman must consider before nominating someone for the executive board's consideration as Photographer of the Year.

A new frill this year will be a best of show award to the print which scores the highest of all the entries.

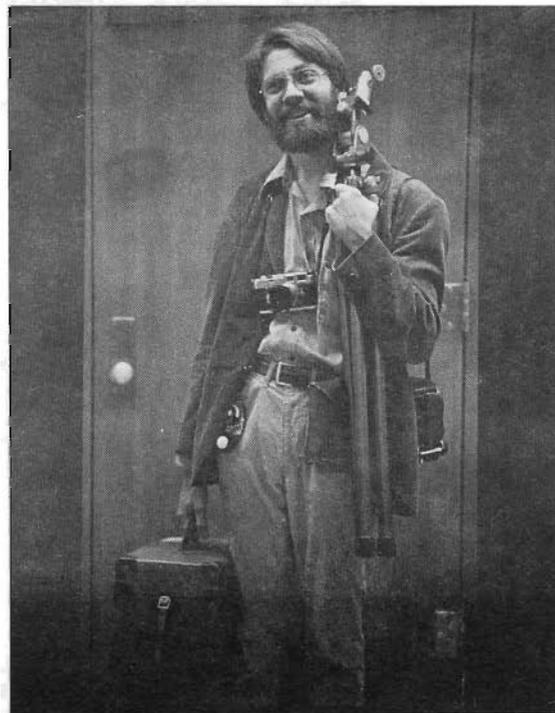


This award winning print from last year's competition was made by Norm Lenburg of the University of Wisconsin, Madison.

Print Competition Rules

- Prints can be color or black and white.
- Prints must be mounted on 11"x14" boards.
- Six prints may be entered per photographer.
- Each print must be properly identified with photographer's name, school, and address attached to the back of the print.
- Prints should be mailed or hand carried to arrive at the University of Denver for *Dick Purdie* no later than June 9.
- Return postage must be included for those entries where the photographer or someone from his school is not in attendance.

Richard Purdie
University of Denver
Denver, CO 80210



Alan Magayne-Roshak, University of Wisconsin, Milwaukee heading out on assignment. Alan was the UPAA Photographer of the Year in 1978. He is a consistent award winner in black and white and always enters some of the best made prints in our competition.

Presidents Award to Eshbach

Publications Competition features 26 schools

The 1979 President's Award went to Michigan Technological University photographer *Charles Eshbach*. The annual award recognizes a photographer and institution for excellence in publications photography. The judging is done on a selection of publications as a group, not just one showy piece. Competition was vigorous with 26 schools competing. "I think this years competition showed just how versatile our photographers are," commented *Maurice Greene*, president, in assessing this years competition. "I saw a lot of good everyday assignment material, shot differently, and used well. This competition is getting popular because it rewards a photographer for everyday photographic excellence.

Eshbach has been the photographer at Michigan Tech for 12 years and contributes the award to the team effort between himself and the graphic artists Bill Tembreull and Debbi Dorman. "Knowing the publications people's needs and getting a feel for what they are trying to do in each piece is the formula for successful publications," Eshbach commented.

This year, publications competition will be even stiffer as several competitors vowed they will be back and several people who didn't enter were heard to make commitments for this year. This competition is double the reward with the personal honor plus a chance to share the honor with your publications people.

Start now to make an interesting collection of publications for an entry. Some people put together nice series of sports publications, others matched a group of recruiting or fund raising pieces. Several excellent examples of newsletter photography were entered. Most entries had several copies of their publications and I noticed they all disappeared after the judging as people picked them up to take back home for fresh ideas.

An informal tradition the last few years at our Symposiums has been a print critique by the photographers in attendance. This valuable session is a real learning experience for you to see your prints judged openly and honestly by those in attendance. Some photographers even defend their prints which makes the exchange more fruitful and rewarding for all. Don't miss it!

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SYMPOSIUM UPDATE

MAY, 1980

The number of inquiries we have received indicate a lot of interest in our Symposium June 10-12 at the University of Denver. Dick Purdie, conference chairman is excited about the excellent lineup of speakers and workshops he has lined up for us.

Tuesday morning will feature Mike Tatem on exposure and negative quality. His national reputation in the area of producing high quality negatives has made Mike a sought after consultant and lecturer. His 16 x 20" fine grain 35mm prints of 5 drastically different brightness and contrast ranges all on the same roll of film will wet your appetite for a morning packed with valuable information.

A chance to see the best in university photography and help judge the 1980-81 UPAA traveling show is always a inspiration and challenge. This year a best of show award will be given and Photographer of the Year candidates will be hoping for the nomination.

After viewing all those beautiful prints the publications competition is the place to see how really well done publications depend on good clean photography. This competition, which rewards the everyday assignment and overall usage in a range of publications is creating some beautiful folios of publications for this vigorous competition.

Wednesday morning Thom Brommerich will be complimenting Mike Tatem's workshop on producing good negatives with a series of talks on recognition of the tonal scale and brightness range in different subjects. A real valuable tool with today's built-in-meters. Thom will take us up to Roxborough Park for some fieldwork in using this valuable exposure tool. Sounds like a real chance to learn some practical skills and try them out in beautiful country.

Talks covering a wide range of useful subjects from computerizing your operation to non silver printing and executive portrature will round out a schedule that keeps with UPAA tradition of practical and stimulating how to symposium programs.