

## The Short Story - Dan Danbom

I have been a local photographer for many years. My sister and I owned Quicksilver Fast Photo a consumer photo processing lab for 20 years in downtown Pacific Grove. I sold photos as "Danigraph" Photo Note Cards, also framed images, and photo magnets, in our shop and other retail outlets. In the last few years, I have been doing some commercial work, web design and graphic design from a home office.

Lately, I have been sharing images to Facebook as a place for others to access my current photographic interests or experiences. It is a means to share images, and hopefully bring some enjoyment to others. <https://www.facebook.com/daniel.danbom>, it is a public page, and not personal, political or opinions, just my photos for better or worse.

I was asked to provide a little insight into my judging. Actually it is much more time consuming and difficult than you might think. Some of the things that I think are still important for photography are good technical skills. Sharp and/or selected focus, good exposure, lens selection, depth of field used correctly. One needs to look for color values and hues, white balance and tonal range. Good composition, that does not depend on color tones, extra frames, or borders, to enhance the image.

One other consideration is that photographers have a clear purpose/reason for capturing an image. The viewer should be able to ascertain the reason for or passion of the image. Not like the Instagram coffee cup images, "I was having coffee so decided to share that with whomsoever." It is about the "coffee having" activity, not the image of the coffee. I think that ones' photos should have some meaning or purpose, besides saying "I was there, I did that." There should be some emotion or narrative that is conveyed through the image, one should not wonder why someone took the image.

I tried to use the specific guideline sent to me. *For pictorials, slight adjustments to exposure and color balance elements, sharpening and minor noise elimination to enhance image quality without distorting the reality of the subject is permitted.* Some did not seem to follow these guidelines, so I considered that in my assessments. (An added border suggests that the photographer feels that image is not adequate as it is, so needs further explanation/definition.) That is pretty much it, sort of old school and traditional in my approach.

Thanks, Dan