



Welcome
to
the 2nd In-person Meeting
of the
2022-2023 Club Year!

Bring Your Prints and Camera Night



Northern Virginia Photographic Society

PROMOTING THE ENJOYMENT AND MASTERY OF PHOTOGRAPHY

NVPS

EST. 1965



WHY PRINT?

NVPS Education & Training January 2023

Deb Rose

WHY PRINTING IS IMPORTANT: THE EVIDENCE

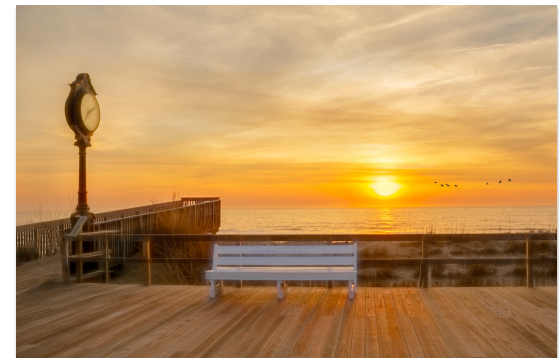
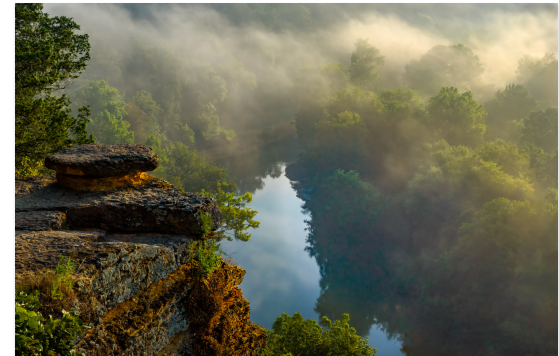
Printed Materials

- Produce better recall
- Have greater emotional impact
- Are remembered better than digital
- Facilitate deep reading

Digital Materials:

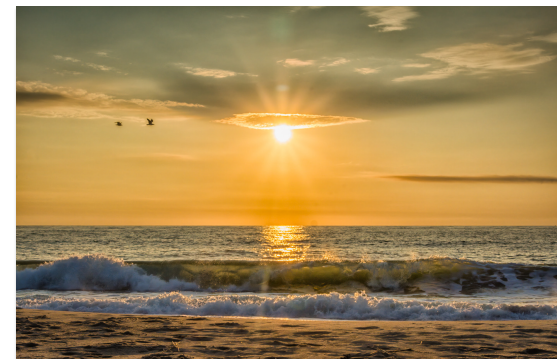
- Decreased cognitive focusing
- More superficial reading patterns
- More scanning

Print materials can capture human minds and pull heartstrings in ways that can further enhance retention and emotional engagement.



NEUROPSYCHOLOGICAL BENEFITS OF PRINTS

- 2009, Bangor University researchers used an fMRI and analyzed the different effects of paper and digital media.
- Physical material is more “real “ to the brain. More meaning, has a physical presence, better connected to memory because it engages with spatial memory networks.
- Physical material involves more emotional processing, important for memory
- Physical materials produced more brain responses connected with internal feelings, greater internalization of the content.



Proven benefits of photo prints 10/30/2020



PHOTO-THERAPY

- Encourages interactions with personal and family photos
- Sense of belonging
- Haptics: study of sense of touch: Objects we can hold and feel- like printed photos produce a greater emotional response and are easier to remember and recall.
- Paper based content has a greater influence on our brain : more emotional response and better memory recall.
- Looking at photos in an album: tells a story, which helps you understand yourself and develops a sense of self identity.
- When children see printed photos of themselves with their family , it helps them feel that they belong, provides security and confidence about their place in the world.
- For adults; printed photos spark conversations, inspire, and trigger creativity, imagination and storytelling.

DIFFERENCES BETWEEN PRINT & DIGITAL

- Computer monitors *emit light* to display colors
- Inked paper *absorbs or reflects* different wavelengths of light to produce color.
- *Different ranges of spectrum of light* are displayed by digital and print.
- These *ranges do not entirely overlap*, so printed items may look very different than when viewed on the screen.



DIFFERENCES BETWEEN PRINT & DIGITAL: RGB & CMYK

Digital Color:

- ❖ RGB is the colored light displayed by monitors.
- ❖ Red, Green and Blue are **added together** in different combinations to produce a variety of colors.

Print Color:

- ❖ 4,6,8 & 12 ink printers
- ❖ CMYK: 4 inks used in most color printing.
- ❖ 12 ink printers use Chroma Optimizer, Matte Black, Photo Black, Cyan, Magenta, Yellow, Photo Cyan, Photo Magenta, Gray, Photo Gray, Red, and Blue inks.
- ❖ Printing works by **subtractive color**: (subtracts brightness from the paper) masking colors on a lighter surface and reducing the light that is reflected to the human eye.





PRINTS ARE A DISTINCT CATEGORY OF PHOTOGRAPHY

- ❖ A print is a physical embodiment of a digital file.
- ❖ A print hanging on your wall becomes a part of your daily existence.
- ❖ There is a different interaction with a print versus a photo on a screen.
- ❖ A print can affect us in ways we didn't expect.
- ❖ The creator translates their vision into a permanent object
- ❖ Brings your photos back to life. Captures that single moment, reminds of of how you felt when you took it its not just a digital image on a drive.
- ❖ Out of sight...out of mind

PRINT IS ARCHIVAL

- Printing photos on archival materials means the prints will last 100 years or more.
- Digital files are corruptible. Thus, not archival. Technology comes and goes.
- On the internet, digital images have a lifespan interest of a few hours or days.
- A printed image lasts forever. Your family will be able to pick up your photo album and admire your prints for many years.
- Your digital prints will be gone from memory days after you've shared them

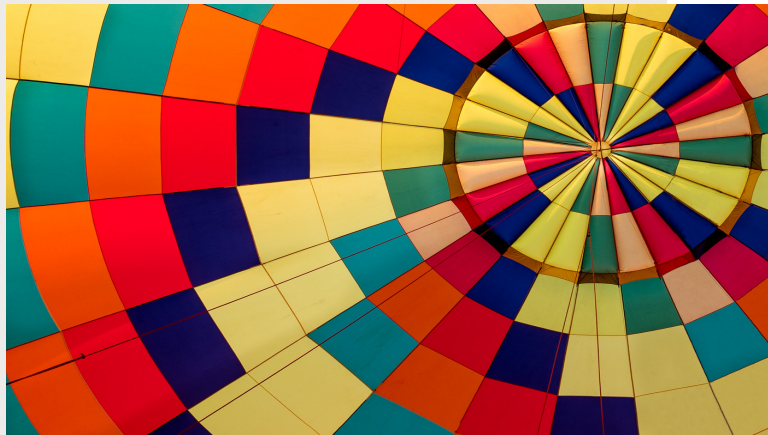
Mark Adams, Catherine Desoto





PEOPLE WILL APPRECIATE YOUR PHOTOS MORE

- When looking at a digital photo, we don't really take in exactly what we are seeing. (superficial scanning)
- On a disc or USB, you cannot glance at them and enjoy them, or pass by them and admire them at different times of the day.
- A print can be studied from different angles, changes in how light is reflected can be experienced.
- More engaging.



IMPROVES YOUR CRITICAL EYE FOR EDITING

When viewing a photo on a screen, you'll notice a few differences in perception.

- Your mind will overlook errors because they are easy to fix
- Details are often obscured because the image is smaller and has lower resolution than a printed photo
- the monitor can play tricks on you.
- Physically holding an image helps us see details we may have missed on the screen.
- By printing, we can take more care and attention to editing.

PRINTING MAKES YOU A BETTER PHOTOGRAPHER

Improve in composing your shots:

- Over time, you will learn which compositions work and don't
- Each time you pass your print hanging on the wall, you will:
 - a) Love it more (what I love about that photo!) or
 - b) Your eye will be drawn to what you would do differently. You will learn what works and what doesn't
- Small screens hide details not seen when the photo is viewed larger or printed. When you get in the habit of printing, we can see our mistakes and work on getting it right in camera.
- You can see whether there was good contrast, nice lighting & defects become very easy to see.
- Printing your photographs makes you focus on taking better images with your camera. The fact that you will be able to see all the flaws clearly can motivate you to get it right from the start.





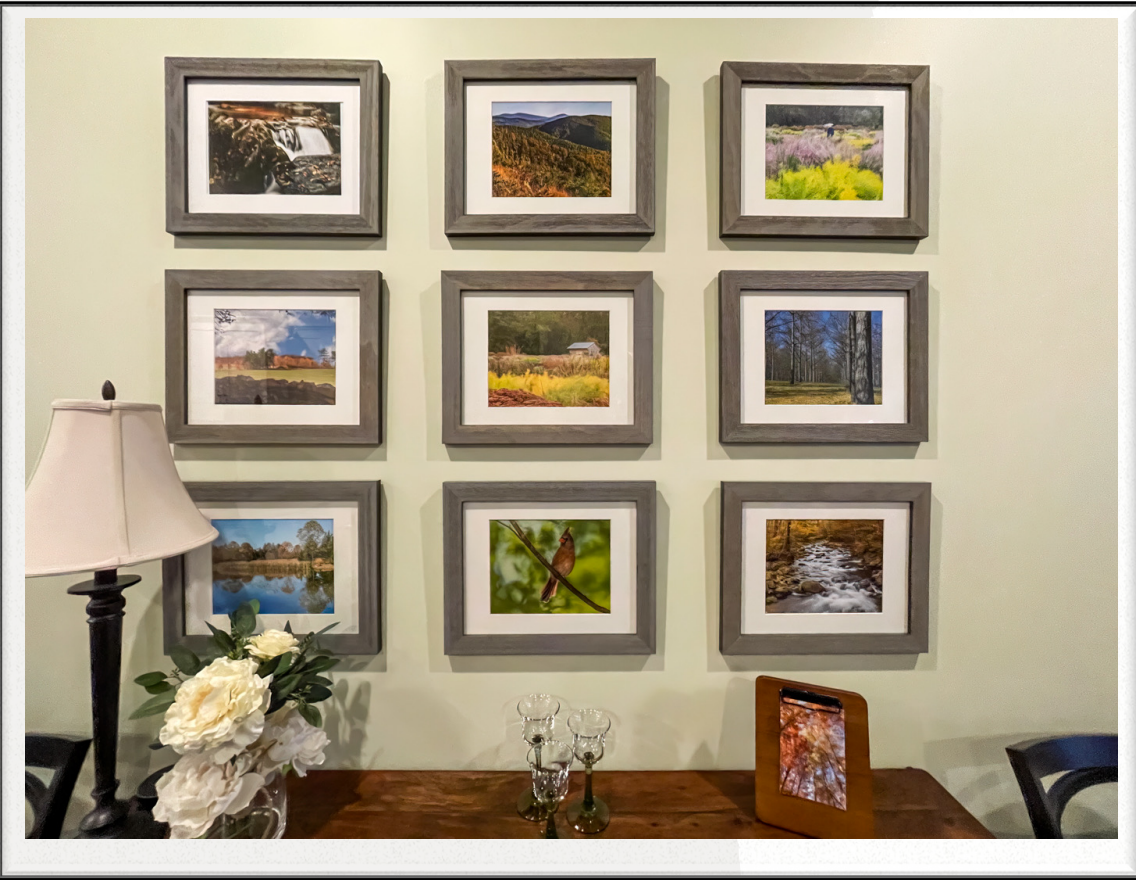
DEVELOP YOUR PHOTOGRAPHIC VOICE / STYLE

- If you truly desire to study your photography technique and learn more about your style in order to improve, you should print your photos regularly.
- You will discover deeper things about your gear (camera, stand and lighting), shooting technique and your natural abilities.
- It will be more challenging to discover these things on a screen.

INSPIRATION

- Doesn't only come from books or other photographers
- Each time you print a good photograph, it inspires you to go out and get more creative with your camera.
- Fosters confidence.
- You will feel this renewed excitement to discover the perfect scene for your next photo. This is especially true with nature photography.





WHAT TO PRINT

Photo Walls

- Family photos
- Travel photos
- Can change them out and enjoy new photos

Photobooks

Wall Photos

Photos for Desktop

Cards

Calendars

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