

# CLARITY

PHOTOGRAPHY BEYOND THE CAMERA

Volume 1 - Sept. 2013



## LIGHTING ESSENTIALS

WITH KEVIN KUBOTA

### Creative Cloud

IS IT REALLY FOR PHOTOGRAPHERS?

### Change the World!

THE KILGORIS PROJECT BY JON MCCORMACK

## CONTRIBUTORS

**Kevin Kubota**

Kevin has been featured in American Photo magazine as one of the "Top 10 Wedding Photographers in the World". He is listed as a Nikon Legend Behind the Lens, and for 2013 he is recognized as one of the Most Influential People by Shutter Magazine. [More about Kevin](#)

**Piet Van den Eynde**

Piet is a Belgium-based photographer and Adobe Certified Expert. He is the author of several books and magazine articles, and hosts informative workshops on photography and processing with Adobe Photoshop and Adobe Lightroom. [More about Piet](#)

**Lindsay Ostrom**

Lindsay Ostrom is the author and food photographer behind Pinch of Yum, a blog with over half a million monthly visitors. Her practical ebook has helped thousands of new food photographers take their photos from average to amazing. [More about Lindsay](#)

**Sean McCormack**

Sean is an Irish photographer and holds a deep interest in photography, people, and places. Sean is an Adobe Community Professional, and has authored several books and magazine articles on Adobe Lightroom. [More about Sean](#)

**Howard Pinsky**

Howard is an online Photoshop instructor at IceflowStudios, educational contractor for Adobe, Adobe Community Professional, and hobby photographer. His video tutorials have inspired and improved the lives of countless photographers. [More about Howard](#)

**Dave Delnea**

Dave Delnea is a creative producer and award-winning commercial photographer. Vast vistas usually combined with a human element and Dave's clever lensing all combine to make stunning images. [More about Dave](#)

**Bill McCarroll**

Bill is a passionate photographer and author of several magazine articles. Bill's focus is on street and urban photography, with a solid appreciation for the impact of nature and weather and a love for the natural beauty of inspiring landscapes. [More about Bill](#)

**Michael Frye**

Mike is a photographer and Logistics Specialist who skillfully blends his love for photography with a deep passion for writing. His magazine articles have inspired countless photographers to improve their craft and live better lives. [More about Michael](#)

**Jay Livens**

Jay is a computer guy at heart, who loves digital photography, working with Linux, and running his own personal blog. Jay is our go-to guy for all things technical relating to digital photography. [More about Jay](#)

**Lee Sacrey**

Lee is a photographer based in Yellowknife, Northwest Territories. He is a technical chairperson in photography for Skills Canada, a nationwide organization that helps promote skilled trades and technology. [More about Lee](#)

**Barry J. Brady**

Barry specializes in commercial and fine art landscape photography, and has photographed top resorts, venues and international brands. Barry is the founder of the Institute of Digital Photography in Vancouver, B.C. [More about Barry](#)

**Guest Contributors:**

We would like to thank our special guest-contributing author:

**Jon McCormack**  
*Giving Through Photography*

## All roads lead here...

Six years ago, I started a little bulletin board because I wanted to learn more about photography. I knew a great deal about Photoshop at that time, but my photographic knowledge was limited. Digital SLRs were just becoming affordable, but quite frankly, the majority of existing bulletin board communities were filled with giant egos and didn't give us beginners the answers we were looking for. PhotographyBB was born.

Through writing Photoshop tutorials for my new community of beginners, it was by chance that I was picked up as a Photoshop columnist for PBase Magazine. After several editions, the editor (Arjun Roychowdhury) became a father and put the magazine on hold to spend time with his family. With the void of no longer writing for PBase, I decided that it was time for us to publish our own magazine for beginner photographers. PhotographyBB Magazine was born.

Fast-forward four wonderful years and 54 magazine editions later, and I became a father myself. I quickly discovered the time-management challenges of publishing a magazine while striving to become a great Dad. PhotographyBB Magazine was put on hold, and as time passed, I started to feel that we needed to retire the magazine completely in order to serve our readership in a fresh new way. This was just over one-year ago, and that's when CLARITY was born.

Welcome to **CLARITY**: *Photography Beyond the Camera*

My life has changed dramatically through my photographic journey, and our goal is for CLARITY to enhance your photographic experience. We're going to show you ways of continuing to develop your creativity, improve your photography, introduce new concepts and ideas, and most importantly – how you can actually have a profound, positive impact on the lives of others with your camera.

On behalf of our entire team at CLARITY, thank you for subscribing. We truly believe that photography is more than just a craft, profession, or hobby. Photography is a lifestyle. I look forward to your readership and I hope that someday, when you look back at your photographic achievements, that CLARITY will have been one turn on the road that got you there.





THE  
**KILGORIS**  
PROJECT

# Giving through **Photography**

Vacation travel sparks  
schools for Kenyan kids

*by Jon McCormack*



**On my first trip to East Africa in 1999, I hoped to return home with a few good images. When I touched down in San Francisco, my camera, and my heart, held so much more.**

**M**y wife and I spent two weeks in Kenya and Tanzania, which set our lives on a new path. We came back with a love for the Maasai people and the start of a crazy journey. I never anticipated how my camera and Kenyan kids would shake up the status quo.

In one of the safari camps, we struck up a conversation with our waiter. There was a quick affinity among us, an easy exchange. Willie began to answer our questions about his family

and village. Willie radiated an enthusiasm for his Maasai tribe and community. So we pressed deeper with our naïve, curious questions. What was his home really like? How did he stay in touch with his family during his months away at the safari camp? Where did his kids go to school? His answers shouldn't have surprised us, but they did. (Mud hut. Only phone calls for emergencies. A long walk away.) We left the camp having exchanged snail mail addresses and pondering the needs of the Maasai.

*Long after the thrill of photographing lions and elephants faded, we continued to struggle with the prospects for Willie's community. We began to ask ourselves, could we do something that would really help? Many snail mails later, we had a plan.*

The community wanted a school building to benefit everyone. Students could use it during the week. Church and community groups could gather there on the weekends. We had no background in construction, education or international development. I'm a software engineer, who moonlights as a photographer. My wife is a writer. What we did have was a small amount of money and desire to do something for a group of people who had become real to us. Now they had names and faces and stories. Our small step forward would have to be enough.

Workers built the structure in 2003. Our school opened for the 2004 school year with two teachers and 40 kids. Community members celebrated with traditional songs and dancing. While this looked like a huge success, we soon realized it wasn't enough. On another visit to Kenya we heard from the teachers: Chronic diarrhea led to spotty attendance. Hungry kids fell asleep in class. Parents couldn't afford pencils and notebooks. Our challenge shifted from just building a school to, "How could we turn a school building into a great place to learn?"





*To do this, we needed help, and lots of it.*

We needed teachers to advise us, doctors to design health programs, and money to invest in the kids. We started a non-profit, The Kilgoris Project ([www.kilgoris.org](http://www.kilgoris.org)). I used my photographs from the school to tell the story and to inspire people to get involved.

*I used my photographs from the school to tell the story and to inspire people to get involved.*



# Fast forward to 2012

*Photography has been critical to sharing organization's vision. For people to get excited about something, they have to see it.*

The Kilgoris Project has grown into something beyond what we ever imagined. Today, in our 6 schools, we educate, feed, and provide health care to more than 600 kids. We foster economic development through a tea farm and a women's craft coop. And we employ a staff of 25 Kenyans.

See the beautiful children's faces. See the storybooks and Kindles we've added to the schools. See Kenyans rallying in their own communities. Through my photographs, I'm able to build a bridge between the kids in Kenya, and people all over the world who care about them. Being able to positively affect the lives of others is so much better than what I envisioned from a roll of safari shots.

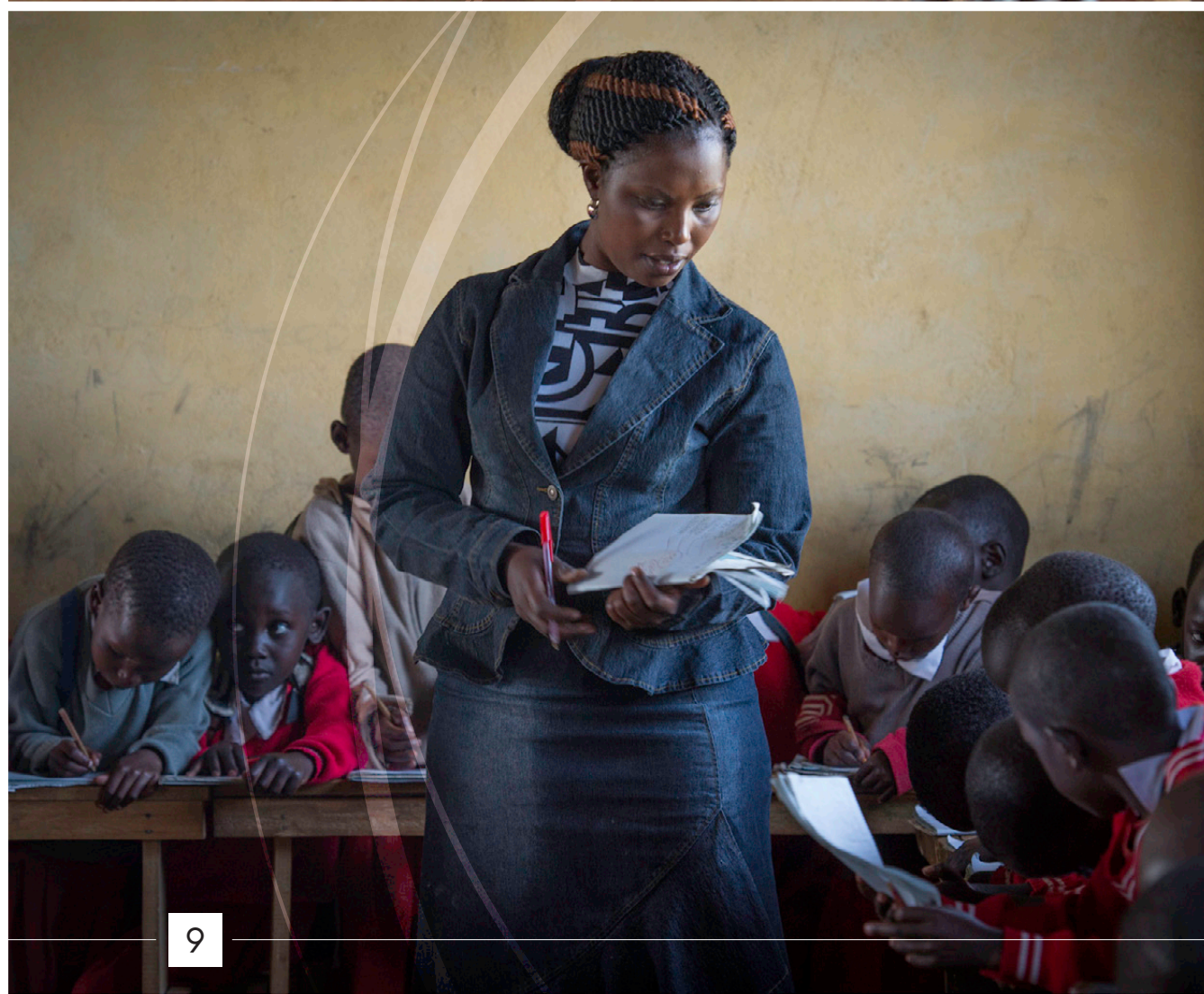




To provide long-term income for the schools, The Kilgoris Project invested in a 5-acre tea farm in mid-2007. Developed with the help of the Transmara Tea Project, an NGO, the farm will turn 27,000 tea seedlings into a steady cash flow. The first tea harvest arrived in August 2010.



Rural Kenyans struggle for access to books. Villages have no local library. Most students share textbooks with several others. The Kilgoris Project changed this when they rolled out Kindles at Ntimigom Primary School in June 2011. In partnership with Worldreader, e-readers and thousands of books were brought to primary students and teachers



When the children first saw the device, they guessed it was a giant phone. They followed along as the teacher taught them how to navigate the menu. They each selected a title. Then came the "ah-ha" moment. There were real books inside the Kindle!

*Through their six schools, the churches and the tea farm (now known as The Kilgoris Project), villagers are able to touch their neighbors. Many children are learning for the first time. Parents see hope for the future. And a community sees a visible expression of God's love.*



*The Kilgoris Project partners with the Massai village community in Southwest Kenya to operate schools, provide daily food and clean water, and foster economic development.*



THE  
**KILGORIS**  
PROJECT

Rural Kenyans struggle for access to books. Villages have no local library. Most students share textbooks with several others. The Kilgoris Project changed this when they rolled out Kindles at Ntimigom Primary School in June 2011. Please take a moment to visit their website and even throw out a small donation if you believe in their cause too.

[www.kilgoris.org](http://www.kilgoris.org)



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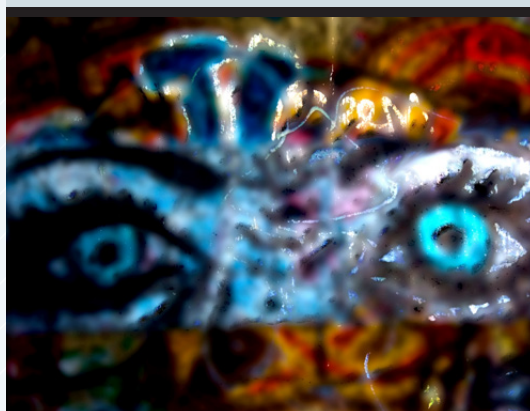
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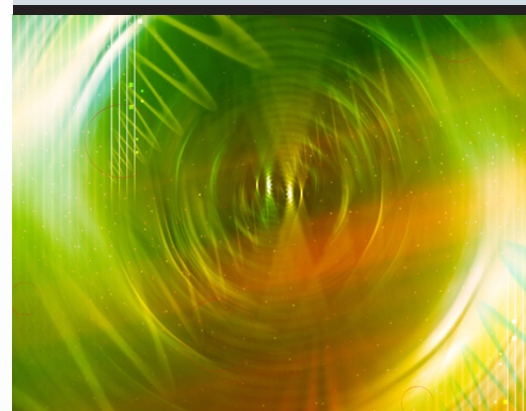
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