

January 2008



www.centralportraitbranch.com

CPB
Calendar



January 21

The Photo Bizarre
and
Great Backdrop Swop

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Wow!

A Photo Bizarre, Background Swap and Roundtable Panel Discussion

Let's face it; photographers are attracted to shiny gadgets. It seemed like a great idea at the time or the speaker at the convention told you it would revolutionize your work. Another truth is that we all could use a little extra cash in January (or a good deal).

Come check out our new venue and buy, sell or trade some treasures. Tables are available to members at no cost.

We are inviting members of the trade to sit in for a Roundtable Panel Discussion on the state of our business. This can be a chance to see your business from a different perspective and maybe blow off a little steam.

[Check out our new Location](#)
[Strates Banquet Hall 365 Evans Ave. Etobicoke](#)

Monday January 21st 7 PM

Register at door only!

Members \$10 Non Members \$20

Sandwich Buffet and Coffee included

De-mystifying Albums



What makes a great album? Is it the materials (textures, colours, papers, binding)? Is it the design (organization, space, colour, balance, consistency, readability, and rhythm)? Or, is it the storytelling (emotional impact, familiarity, connection to the characters)? A great album excels at all three of these.

On November 26th Judy Cormier and Storey Wilkens did their best to answer these questions for the Central Portrait Branch.

Judy Cormier says “it is a matter of finding what works you”. Albums are not just for weddings; offer them to all your clients. Judy uses primarily Vision Art albums but also made mention of Asuka and Shared Ink albums. Judy likes to use Yervant page Gallery and then tweaks the lay outs in other programs such as Photoshop.

Storey Wilkens does her own layouts using Photoshop. Each album should scream “This couple had the happiest day of their lives and are about to embark on a beautiful adventure together”. Does the story flow in the order of how it happened? Do you have enough detail photographs to elicit the five senses? What did it feel, look, taste, smell and sound like. Are the key players there and looking great? By making the album clean and elegant, understated and timeless the album will be treasured for generations.



Photos Joel Robertson, Story Evan Linnell



John Edgar 1st place portrait and Susan Benoit 1st, 2nd and 3rd place Best of Show



Rebel by Susan Benoit, 3rd place Best of Show



Our Future Start Here by Susan Benoit 1st place wedding, 2nd place Best of Show



Salvage Spirit by Susan Benoit 1st Place Commercial and 1st Place Best of Show