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thewellspoint

The Wells Point website is launched

The Wells Point — www.thewellspoint.com — is online!

So, you are asking yourself, what exactly is **The Wells Point**? It is a web site with enhanced video pod-casts and free information for aspiring and accomplished photographers.

The pod-casts will fall into two categories. The **craftsmanship** pod-casts walk you through specific techniques, which will improve the craft of your photography. For example, some will explore the use of an on camera flash, the best time of day to photograph, etc. See those at: thewellspoint.com/category/craftsmanship/ Here is an image from one of the craftsmanship podcasts:



The **creativity** pod-casts will stimulate your creativity as a photographer. They build on the idea that looking at successful photographs is the second best way to become a better photographer. See those at: thewellspoint.com/category/creativity/ Here is an image from one of the creativity podcasts:

Recent blog posts

Highlights from the PhotoPlus expo in NYC

There were many new and interesting things to see at the PhotoPlus expo in NYC. A couple jumped out at me as interesting and important to the aspiring and accomplished photographers who visit this site. I was especially impressed by a book, entitled: "Night & Low Light Photography" by Jill Waterman, which: "looks at the work of 30 top professionals, examining their real-life projects as well as their tips, techniques, and unique approaches to night and low-light photography." For more information, see: www.nightphotographybook.com In college, I was guided by an equally fascinating book, simply titled "Darkroom (from Lustrum press.) "Darkroom Two" soon followed. The most impressive thing was how that book showed me the actual darkroom processes (in great detail) of various master photographers. The overarching lesson was that the eight different



(The best way is to regularly make images and get feedback on them. Giving feedback on your images is one of the coming projects at **The Wells Point**, but more on that later.)

New pod casts will be posted approximately every two weeks and will be sure to teach you something new.

The Wells point website will also be home to my new blog, where postings will appear twice a week. I will mostly be writing about ideas and things I encounter in my daily routine as a photographer. Some will be about the business of photography others about the craft, and still others will focus on the creative side of the medium.

The phrase "**The Wells Point**" actually has two meanings. One refers to this web site. The other refers to an important tool to better appreciate how light, time of day and the resulting light's direction can be utilized to immediately improve your photography. To learn specifics check out an enhanced video podcast on **The Wells Point** pod-cast at thewellspoint.com/2008/09/24/the-wells-point-video/

I have high hopes for this site as an educational tool. One reason I say this comes from the recurring theme I heard at the Photo Plus

photographers who were profiled had eight different strategies and that no single one was "best." Jill Waterman's book has insights from an amazing thirty photographers, proving again that there is no one-way to do things in photography. This is an especially important lesson for aspiring photographer who often look to teachers to tell them "the way" when in fact there are many ways.

One other piece of technology I discovered at the recent Photo Expo in NYC that really struck a chord with me was the Color Munki. It enables you to calibrate your entire color printing system, both printer AND your monitor screen, so they are all speaking the same language when it comes to color. Info: <http://www.colormunki.com/> I am not normally one to buy something when the technology I already own seems to do what I need. Most calibration devices work to match your monitor/screen to international standards, which is good. However to make sure your printer is an integral and accurate part of your process, you should calibrate that too. The Color Munki is not the first calibration device that works on BOTH the printer and monitor, but it is the first

trade show in New York City, which went something like:

"Okay, the digital camera gear is getting so easy to use that the industry as a whole needs to focus next on education and sharing information. After all, millions of people love photography and they want to understand how to use their gear, to make the kinds of photos they want."

Hearing this bodes very well for **The Wells Point**, because that is the exact niche we are aiming to fill with site.

Please go to **The Wells Point** <http://thewellspoint.com/>, look it over, let me know your thoughts, sign up (its free) and especially pass information about **The Wells Point** on to your friends and fellow photographers. I hope to build this site by word of mouth and your recommendation to other photographers will be appreciated.

Thanks,

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Don't forget the "H"

inexpensive and easy to use system. What is especially enticing is that they have a rebate program running until 12/31/08, where you can get money back for any older calibrating device you would no longer be using if you bought the Color Munki. I am thinking seriously of getting one and turning in either my Huey or my Spyder for the rebate. To read more about the rebate, see:

<http://www.colormunki.com/rebate?type=all&lang=en>

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