

PHOTOSOC

THE NEWSLETTER #1 2017



Why Can't I Hold All These Cameras?

THE PRESIDENT'S WELCOME

Welcome to PhotoSoc for 2017 and welcome to our first issue of the PhotoSoc newsletter. This isn't anything too fancy, or too editorial, but it's something – something for us to share, to admire, and most importantly use to keep you all up to date! PhotoSoc boasts a very long history, dating back to the 1960s. While technology and photography styles have changed and evolved, the essence and the passion for photography hasn't. We all strive to take amazing photos to remember special moments in our lives, or to find the spectacular in the apparent boringness in our modern world. Photography means different things to different people, but in the end we all have the same goal, and that's what makes PhotoSoc special: a common love with the diversity of the 21st century.

2017 has already shaped up to be an interesting year for PhotoSoc. As of March 2017, PhotoSoc has officially moved out of the Darkroom above the Maidment theatre – PhotoSoc's home for more than 20 years – and into the Old Choral Hall for the foreseeable

future. We've held a field trip to Silo Park, which had an excellent turn out, and creative and fun activities for our members. We also held our first studio workshop for the year, "Studio Basics", at White Studios, where our members learnt the basics to working in a studio and were given a small taste of fashion photography and life inside a real professional photography studio.

With an abundance of time left in the year, the committee still has a lot of exciting things planned, including a long exposure/astrophotography based field trip, the second instalment in our studio workshop series, and of course, the first exhibition for the year – People. Hosted once again at the Auckland Central Library, we're excited to have another exhibition of our members' work. They always tend to amaze, and this year's committee wants to make no exception of 2017!

That's all from me for this issue! Stay curious, and keep snapping!

Johnson, President 2017



Brighton Beach and Melbourne City – Johnson Zhuang, 2017

Working as a Professional Photographer

I never really set out to become a professional photographer - I did a BSc at university, and it wasn't until my second year that I joined PhotoSoc. Going to workshops and eventually joining the committee, I started to consider what it would be like to actually do this for a living. Fast forward two years, I finished my BSc at UoA and immediately enrolled in a Diploma of Photographic Imaging at UCOL.

During my time at UCOL I began working as a freelance photographer taking whatever jobs I could, and in 2015 I officially began working full-time as a photographer. I've since grown my business to make a proper living out of it, doing architecture, portraits, events and videography, as well as co-running a wedding photography collective.

I've worked hard over the last five years to gain long-term clients, build my portfolio and get to where I want to be. Now, I'm able to work every week on simply getting better at what I do and increasing the value of my work.

Here are some of my insights on how to get into the industry, and what it's like to be a pro.



The Industry

First off, a lot of people will say that there are already a ton of photographers out there, which makes it hard to work professionally. I don't fully agree with this - from what I've seen there are a *lot* of people that buy cameras and call themselves fashion photographers, or hobbyists that have shot a wedding or two so they start a Facebook fan page.

To me, a professional photographer isn't necessarily someone with nice gear, but someone that has an understanding of light, composition, and can work to realise client's visual ideas. Going by that criteria, the industry is a lot less saturated.

In terms of dealing with other professionals, photography is surprisingly active - I've met and dealt with a lot of other pros, and there are a ton of social events on a regular basis in the industry. I've made a lot of good friends though meeting them on photo shoots! (In fact, this might just be me but it seems like everyone I've come across is either really nice or a major dickhead. I haven't met anyone who's in the middle of the scale).



Getting Established

The hardest aspect of getting into the industry is making a name for yourself, and ultimately finding clients. This takes a lot of time and effort, and it's something that I'm constantly working on. Having a portfolio is crucial to getting work - you won't often be interviewed by clients in person; they'll either like your example work or not like it. It's important to build a portfolio with images in the area that you want to work in - there's no use having a great wedding portfolio if you want to work as a product photographer!

A key thing that I've learned is to accept rejection from clients and stand your ground on what your work is worth. There are always going to be clients that try to haggle your price down, or be difficult when it comes to editing, and so on. I feel that my work became a lot more enjoyable when I realised that I didn't need to take every job coming my way - if they were trying to get a discount or I could sense that they were going to

be a nightmare to deal with, I started just saying no, and now every job that I take on I enjoy and get paid what the job is worth.

To put it simply, try to find work in the area that you want to be working in in 10 years' time. Be proactive, approach clients that you want to work for, offer free shoots in exchange for portfolio usage and eventually work will come your way. Word of mouth is amazing marketing.



An Average Week

The average week for me is about 60% in the office running a business; admin, sending emails, doing finances in Xero, meeting with clients, planning shoots and so on. The other 40% is spent on photography and videography - shooting, travelling and editing. I've found editing full-time is a quite different to being a hobbyist photographer - I usually have 5-10 shoots in the queue that need editing, so it's important to be really efficient!

At the end of the day, it's like running any other business. You need to learn a lot about finances, taxes, and general business management. It's just like any other skill, and with time it becomes easier.

Income and Expenses

With regular work it becomes a lot easier to manage your pricing for shoots - you figure out pretty quickly what you're able to survive on as an hourly rate. I eventually moved from charging by the hour to having flat rates for certain shoots, which made things a lot more simple.

One slight downside to doing this full-time is that a *lot* of costs are involved that you don't need to



worry about until you're working as a pro - things like membership for industry associations (NZIPP and AIPA are the two main ones), business insurance, accounting software subscriptions, travel, weirdly specific equipment that you need like microphone cables that end up costing hundreds of dollars, rentals, and so on.

My advice with finances is that you need to spend money in order to make money - costs do increase a huge amount, but at the same time they help your business grow hugely, and that leads to more profits.

Summing it up

Is it worth it? Hell yes. Doing photography full-time can be stressful and takes a lot of hard work and long hours, but at the end of the day it's making a living taking photos and making films, and for me that is an insanely good deal.

- Sampford Cathie

 [sampford_](#)

 [sampfordcathie.com](#)

THE STUDIO WORKSHOP

We were given a treat on the 2nd of April: our first studio workshop of the year. Studio workshops are something special that not many other photographers get a chance to experience. Usually studio time is costly, so already there is the biggest barrier for many photographers wanting to get into this whole new world of photography. Luckily for PhotoSoc members, we have been lucky enough to be sponsored by White Studios. Opened in 2007, it is one of New Zealand's premier photography spaces, boasting four fully equipped studios, an impressive rental fleet of high end cameras and lighting gear, all in a convenient location close to the city.



Taught by Sampford and Johnson, the workshop covered everything from basic lighting set ups, interaction within the studio, and single light challenges. Over two sessions, 20 members were able to spend a couple of hours using high end gear to take photos of each other, and hopefully spark an exciting to do more studio based shooting.

Check out the photos below of some of the great stuff that came out of the workshop, and keep an eye out for our next one!

And of course, a very big thank you to our sponsor, White Studios, for hosting us!



Our studio basics workshop was focussed around lighting basics, giving our members a general feel for what it's like to work with lighting gear in a studio.



MEET THE COMMITTEE

Who are the people running around behind the scenes? Do they get anything done? Why do they keep telling me to come to office hours? Let's meet them all:

THE PRESIDENT:

NAME?

Johnson Zhuang (Becky with the Good Hair)

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

c. 4 years. Who knows?

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

I'm a big fan of wedding photography because damn, those memories are f***ing precious. I'm currently also working on my fashion and portraiture portfolio in the hope of making it big (or am I? Even I'm not sure).

DO YOU SOCIAL MEDIA?

Instagram.com/gnauhznoshoj
<http://johnsonzhuang.co.nz/>



IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?



just follow me on instagram @gnauhznoshoj

Good photography can be done on any camera. Focus on the basics – exposure, composition, and subject matter. Rinse and repeat until desired effect reached. If inflammation occurs, please consult your doctor – photography may not be for you.



THE VICE (PRESIDENT):

NAME?

Gordon Kang

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

~4 years

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Landscapes and travel. I've always been an avid hiker, and taking photos whilst travelling lets me relive the memories later!

DO YOU SOCIAL MEDIA?

<https://www.instagram.com/gdwkang/>

<https://www.facebook.com/gordon.d.kang>

<https://www.linkedin.com/in/gordonkang/>

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

TAKE.BULK.PHOTOS.

Don't put DSLR's in half-a** underwater housings. Trust me.

If you clean your camera after every time you take it out – we can't be friends; they're tools not treasures. Unless you have a Leica, then you're excused.





MADAM SECRETARY:

NAME?

Boon B Panthalany (The B stands for Bee)

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

62 months 3 weeks

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

I enjoy taking landscapes. Because you don't have to pay for the models or for lighting setup. A camera, wide-angle lens and a tripod you're set to go!

DO YOU

SOCIAL MEDIA?

www.instagram.com/boonpanthalany

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Always be creative and try to photograph something new. For example, I was in the Australian outback for 3 weeks trying to take a picture of a snake eating spaghetti. I was unsuccessful, but that how life is sometimes.



THE ACCOUNTANT:

NAME?

Felix He

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

A long time! I've seen photos of young me struggling with a DSLR. That being said, I started to get more serious about it at high school, and PhotoSoc was the logical next step.



WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

I'm pretty open to everything, but landscapes are my favourite. A landscape shoot is a great way to get away from uni and work.

DO YOU SOCIAL MEDIA?

What is social media?

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Take a warm jacket with you for astrophotography so you don't freeze your ass off.

THE MEMBERSHIP MASTER:

NAME?

Molly McCracken

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

From when I got my first camera way back in 2008 – it was a Canon Powershot A580 with a whole 8 megapixels and used 2 AA batteries in about a day... I got a DSLR a few years ago and since then I've taken it a little bit more seriously. Since coming to New Zealand last July I've had the time to practice more and more and see some progress, and it's something I want to carry on doing in the future.

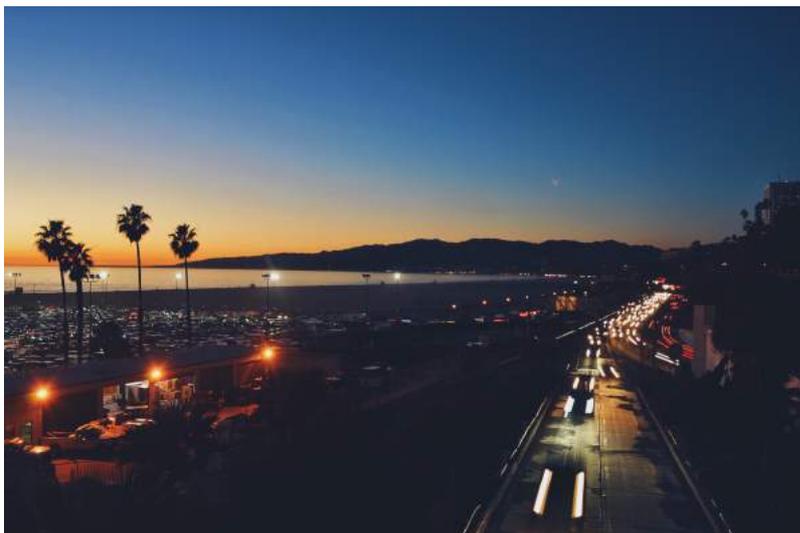


WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Travel and street photography are probably my favourites – I like it when photographs tell a story and capture one-off moments, so that when you look back over them you experience them again.

DO YOU SOCIAL MEDIA?

I use Facebook and started an Instagram account recently (@molly94), and I also used to be an ambassador for the University of Auckland's Study Abroad page (@studyabroad_auckland). Check out @uoaphotosoc too, I hear they post some great things...



IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Keep practicing! Don't worry if you don't have the best equipment and can't go to exotic locations – just start off with what you've got. Nobody begins taking incredible photos, it takes some time and hard work but it will pay off when you can see how much progress you've made.



MOLLY CONT.

THE WORKSHOPS MANAGER:



NAME?

Koon Chakhatrakan

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

Since 2014 (3 Years ago)

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Portraits & Weddings because working with other people and make them happy which makes me happy.

DO YOU SOCIAL MEDIA?

Facebook, Instagram, LinkedIn, Vimeo.
www.koon.co.nz

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

It's not about which camera you choose to use; it's the final product that counts. Practice makes perfect.



THE LADS WHO COMMUNICATE (WE HAVE TWO):

NAME?

Simon Hird

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

I have been into photography for a while now but I bought my first proper camera probably about a year ago (an a6000 is a proper camera guys...)

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Most of the time I have my camera out it's when I am travelling so I mainly shoot landscapes or people in the landscape, but I'm into most kinds of photography.

DO YOU SOCIAL MEDIA?

Instagram - @simonhird

Facebook - @simonhird1/www.facebook.com/simonhird1

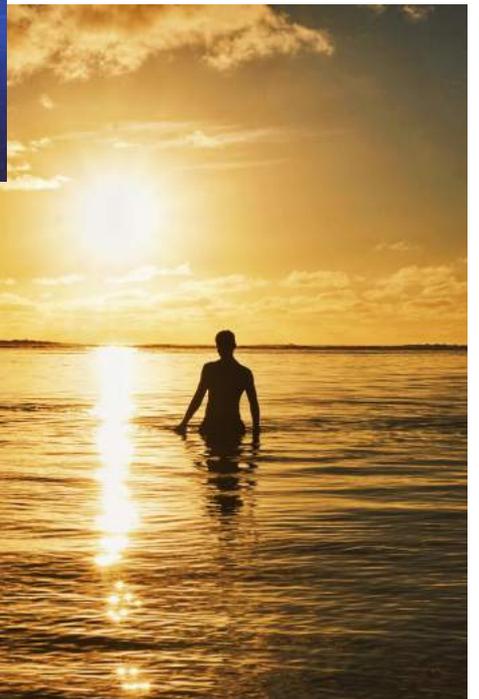
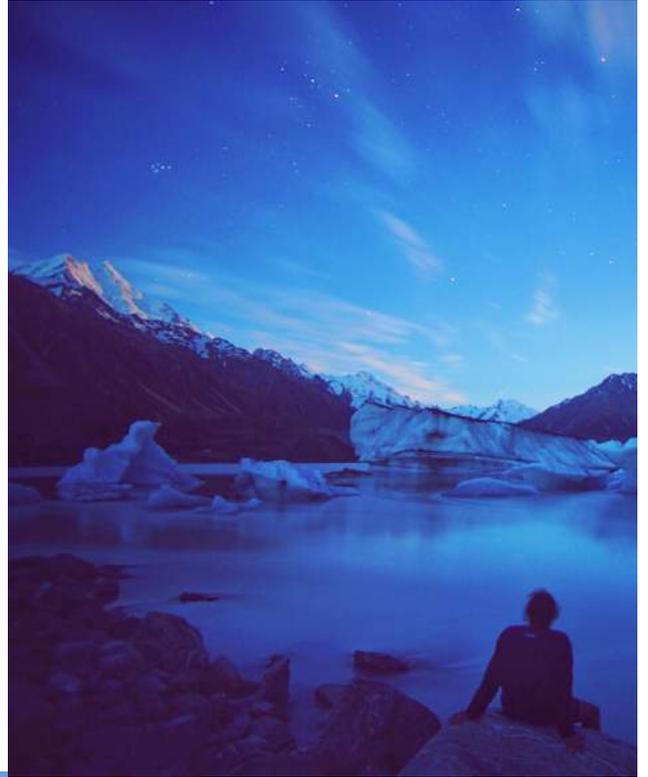


Not cool enough for a website yet.

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?



Go get involved on our Instagram - @uoaphotosoc – we want to start sharing more of our members' content so get tagging or use #uoaphotosoc. We are going to be running some competitions on there too this semester so keep your eyes peeled!



SIMON CONT.



NAME?

John Kim

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

About a year

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

I like street photography, feels like it captures the culture and society at the time

DO YOU SOCIAL MEDIA?

https://www.instagram.com/surrounded_/

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Join the committee ☺ Johnson really knows how to organise a good time ;)



THE GENERAL COMMITTEE:

NAME?

Charlotte Turner

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

A very long time, but seriously for the past few years.

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

I like the challenge of dealing with people, but I am also so intrigued by the glamour and art form of fashion. Love the wedding photography side of my life, and the fashion photography stuff I get to play with on occasion and I'm constantly working on improving both.

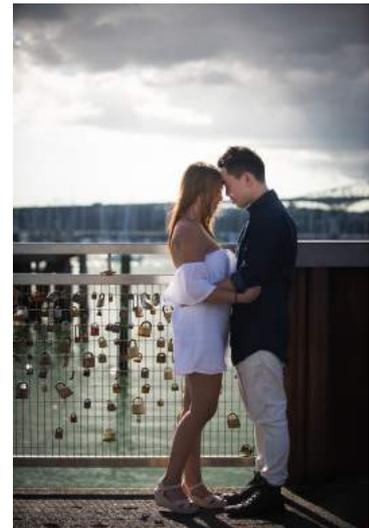


DO YOU SOCIAL MEDIA?

My personal website currently under construction (has been for months lol) but @charlottesoniaturner , @thecharlottealexandercreative and @graphiteimaging on Instagram and all will link through to the relevant websites!

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Try lots of different things to figure out what you love shooting, try really hard to see improving as a challenge to conquer rather than being irritated thinking you aren't good, and try to



be brave enough to share your work with other people.



Also that being good at talking to people will serve you well if you end up wanting to do this professionally, so if you are shy, force yourself to be out there until it becomes natural. 3 years has made a huge difference in that for me.

NAME?

Sampford, but my friends call me Sampford

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

I've been a photographer for 8 years, but I've been into photography since I was a kid

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Architecture, because it looks simple but can be one of the most technical and challenging forms of photography to do.

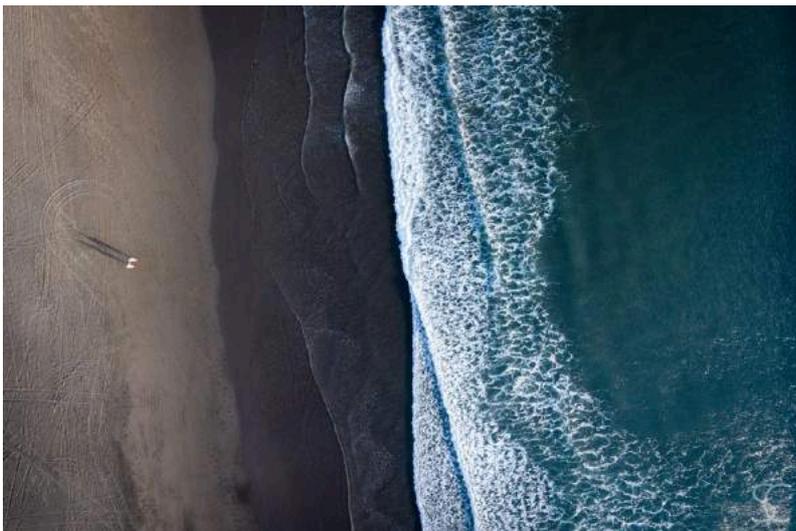
DO YOU SOCIAL MEDIA?

Insta @sampford_ or SampfordCathie.com



IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Challenge yourself, don't settle for 'good enough' shots and write a list of what you should improve on after every single shoot!





NAME?

Heya, my name is Howard.

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

Got a proper DSLR when I was in high school, so I guess since then.

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Probably portraits. Capturing emotion is addicting.

DO YOU SOCIAL MEDIA?

Hit me up at howieloko (Instagram) for some pics.

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Take photos that you like, not what other people like. Also, memes.





NAME?

Jazmine Ho

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

A year and half

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Landscape and travel photography cause I am environmental science student :P

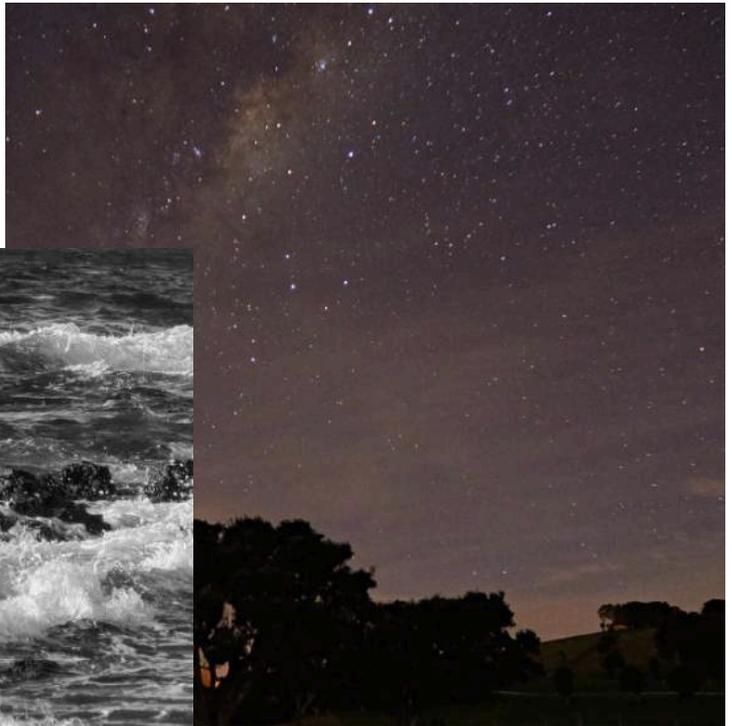
DO YOU SOCIAL MEDIA?

Instagram:

<https://www.instagram.com/hohohominn/?hl=en>

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

You become a professional photographer when your carry-on is heavier than your checked bags!



NAME?

SHIVRAN CHANDRA

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

1.5 years

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Portrait, I like capturing people emotions and creating compositions that reflect different emotions we feel.

DO YOU SOCIAL MEDIA?

Shivranc.myportfolio.com
lg- @shivranc

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

GO OUTSIDE AND TAKE MORE PHOTOS



NAME?

Eric Chiu

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

Since 2008, more serious since 2012

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

Astrophotography.
It combines both the technical and artistic side of photography. Requires you to push boundaries. The results are beauty that are not visible to the naked eye.

DO YOU SOCIAL MEDIA?

Not at the moment ☺

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Practice, ask questions and repeat. Seriously there are no better ways to learn. You may be surprised by the answer! 4/5 of my photos are taken with mobile phone.





NAME?

Omi

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

a while but not too long

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

well i travel heaps so anything and everything.

DO YOU SOCIAL MEDIA?

Nah

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

get out and take photos.



NAME?

Richard "Rock the Shakma" Myburgh

HOW LONG HAVE YOU BEEN INTO PHOTOGRAPHY?

A little over three years. I started in my last year of high school taking black and white photos of bees: now I'm taking colour photos of bees.

WHAT PHOTOGRAPHY DO YOU LIKE BEST, AND WHY?

As a bio student, I started off doing wildlife photography: it's what I love and hate the most. I spent two weeks in Indonesia last year trawling through mud following a group of Proboscis Monkeys for the Singaporean government. That's what I love about wildlife photography. You aren't a tourist, you're an explorer. Then again, hauling a loan D810 and 400mm f/2.8 through Javanese mountains almost made me switch to mirrorless. Almost.



DO YOU SOCIAL MEDIA?

I only post memes on my insta, and I'm probably the only person in New Zealand still using LinkedIn. You can see some of my stuff at lemonwoodphoto.com though.

IF YOU COULD GIVE ANY ADVICE TO PHOTOSOC MEMBERS, WHAT WOULD IT BE?

Never listen to anything Jared Polin has to say. Go to those Northrup people for gear reviews and nothing else. Matt Granger is Australian.





RICHARD CONT.

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Studios**[™]
whitestudios.co.nz

UPCOMING WORKSHOPS

May 2 – Videography Basics (1/3)

Details: <https://www.facebook.com/events/1020166854781775/>

May 3 – Portrait Photography

Details: <https://www.facebook.com/events/1710036859290848/>

May 9 – Videography Part 2/3

Details: <https://www.facebook.com/events/1524299927594113/>

May 11 – Photoshop and Lightroom Basics

Details: <https://www.facebook.com/events/777457729090372/>

May 16 – Videography Part 3/3

Details: <https://www.facebook.com/events/1831638157101806/>

May 25 – Black and White Film Developing

Details: <https://www.facebook.com/events/1305465816169914/>

May 29 – Travel and Landscape Photography

Details: <https://www.facebook.com/events/422626271430410/>

UPCOMING EVENTS

Keep an eye out on our website!

<https://www.photosoc.co.nz/calendar/>

Thanks reading our first issue of the PhotoSoc Magazine. If you have any photos you'd like to submit for the next magazine, let us know at photosoc.info@gmail.com – ATTN: John and Simon (Communications)!

Until the next issue!



<http://photosoc.co.nz/>