

Howdy folks and welcome the Moose podcast number 354 Style and Standard. How are you folks doing? I hope you are definitely hydrated out there. Boy, the temperatures cranked up. I was an I. What would you do in summertime if you're crazy, Moose? He would go to Arizona. That's what I did last week. It was 114 down there in Tucson. Thankfully, I was up in the mountains up in Madera Canyon, Santa Rita Lodge, a spectacular set to reach the lodge where he got about 86. Oh, man, it was hot. The bird photography was sizzling. What a great week. And it's amazing how. Technology and biology with the passage of time, really can make photography not just more enjoyable and more rewarding, but just a life enlightening process. So, yeah, what a great week. I hope yours was as good as well. This is being recorded again on Adobe podcast, Bayda, with the transcript being linked on the podcast blog. Now the when I open up the Adobe podcast beta, it tells you how many minutes it has recorded so far and this little, you know, congratulatory pumped up kind of statement that got me to wondering and how many minutes have I put into podcasting since I started this thing? So I got out the old calculator. Any guesses? I was blown away. And I want to thank you guys for listening to my 5310 minutes of rambles. Yeah, that's how much time I have recorded in podcasts over all this time. 5000, three hour, 10 minutes. That's crazy talk. But hey, that's what I do here. Crazy talk. So I want to thank you guys for sponsoring the Moose podcast and being part of it. All of you guys were in here. I wouldn't be doing it. Also want to thank my other great sponsors. Bedford's Ecom. Yeah, Bedford's yeah. They just keep rocking. And I know a bunch of you have preordered those new Nikon zooms. The one 8600 and the 8170. Exciting stuff, I know, but you've gotten your Z age like myself from. From Bedford's great stuff there. I mean, those guys, you know, they're champions. I appreciate them so much. Make sure you you head there. Make sure you sell a moose cent. You get that 5% off at the end there when you check out as well as all that great service great gear Bedford dot com. Thank you guys. Well, I want to get into this week's topic style and standard, and it comes from a running conversation I had this past week, which was a challenge up in the mountains. We had some really great thunderstorms and with the satellite they use for their Internet constantly getting interrupted slash shut down with electrical storms, it was a challenge. But my conversation talking with a gentleman, a wildlife photographer and he was seeking some help. And my typical style, typical style, my typical way in which I, I try to help is I gather information that's it's you know, it's just what I do. I gather information and I pull together as much as I can, no matter what I'm trying to do, which includes helping, because with the more informed I am, the better I can. You could say take everything apart, see how it is, or is it working and then trying to reassemble it to help someone get to where they're trying to go. And I do it for two reasons. One, because I, I really like to help and two, I love the problem solving. So in this case. This wildlife photographer was having issues, getting the photograph they wanted and in digging down into the situation, because typically it is the the camera equipment that gets blamed, it's the camera's fault. And, you know, it's not. It's us, but. So dig down. Yep. It wasn't the camera's fault. So then was the photographer's fault. Well, I. Not that I could point my finger, say it's your fault, but that's why I what came up to my to my attention in why I'm doing a podcast on style and standards. So. To cut to the chase because it was a bit lengthy. This particular photographer. Basically a picture is not a photograph. For this photographer if it's not been. For lack of better terms, manipulated by Photoshop. And we're not talking about A.I.. You could you know, it just it's just a little small step for the photographer to just simply go all A.I.. I mean, I don't know if you saw the Adobe Premiere A.I. sneak peak this last week where they basically, in a video, fill in the entire

set with a generative feel like they're doing in Photoshop, which, you know, Photoshop, right. Is just one frame with video. It could be twice frames per second. It's filling in. I mean, it's, it's a lot of computing. But anyway now this but it does get off back to the topic this photographer. Everything. Every photograph sees Photoshop. But I'm not talking about just cropping. I'm not talking about just removing spots. I'm not talking about dealing with. Color grading or sky replacement? I'm talking about all of that. And more. Now a photographer wants to be accurate to the subject. So you might imagine right off the bat I'm like, wow, how are we staying true to this? And faithful to the subject with all this image manipulation. And they they went through and they told me their logic and their reasoning, which I'll be honest, it went flying over my head, did not understand it at all. But still trying to help because the person was very sincere, very honest and was very troubled. And I don't know if I've helped them yet. I don't think this conversation's over with. But it came up the word style in the word standard. And we all have, I think, different definitions for both style and standard. And, you know, being an old timer, this thing standards are really important. It's kind of kind of the the building blocks list that I use that a lot of my peers to go to the next step in improving our photographs while. Having a foundation that when we have clients, the standard that they're paying for, the confidence that we're going to deliver is actually delivered. But that thing called style photographers, really, and it comes up quite a bit. You see it on social, you see articles and stuff, you know, defining your style and. So this photographer who wants to be faithful but using every every if he was using stuff they were using stuff in in Photoshop that I had either forgot it was there it wasn't aware of and I would had to do homework. It was like it was a challenge. But they kept saying, I want to have a consistent style. And I'm like, Wow, how can you how how how do you have a style when you are pushing every button in Photoshop or the public beta? They got out there and and with no real standard and that would stump them his you know what his style stump me and standard stump there because. A standard. How do you how do you do both? How do you have style and a standard? A standard is something that that if you are going to be a full time photographer in a particular genre of field and in you want to be successful, have return clients, want to grow your clients, you've got to have a certain standard that everybody says, okay, you know, for for Ms.. Peterson, everything we know is going to be sharp and the code is going to be really outstanding. Those are some of my standards. The other standard is they know that what they're seeing is what I shot. And I'm not replacing the sky and not removing twigs. I'm not that's not what I do. So my style, my standard, kind of go hand in hand. And it's it's one that's that's well-established. One that for myself is is well practice and will maintained after all these decades. So the photographer really wanted. To have a style and. I was really stumped. So that's part of the podcast is I don't have all the answers. I might have have 5310 minutes of rambling does thing, but it still doesn't mean I have all the answers. And in this day and age where I think this photographer is probably at the moment might be the rare case, I think it's probably going to be common in the next few years. And so that brings up how. Do we as an industry have standards that we can we can put forth and build on? It came to mind. I was watching a thing on the current writer's strike, an actress strike that's going on in Hollywood and the. Well, there was a writer on and they they're saying. That I writing. While it might be grammatically correct, which for me could be, you know, an improvement, an A.I. has never given birth to a baby, never loved another person has not smelled flowers, not gone birding. And now the joys of finding a species for the first time. And it got me to thinking, yeah,

that's, you know. Hey, I. Is this thing called is working towards a thing called perfection, which I think perfection is really boring. So then in this particular photographer's. Style. Of doing all of this stuff. I mean, think about I mean, all the work they're going through. Go out, get the shot. Then do all this stuff and post. I was like, Wow. Have you? Did that person actually. Understand that critter. When they made that picture. Are they actually. Telling a story visually? Or are they just going through the numbers because they can and in that process? Where do you find or start or continue on with a standard? Now, I think these questions that are going through my mind that this photographer brought up, I think are going through many of mine right now just with the thing of a I and. That's where I think style and standard might actually come out to be more relevant than they have been. So if your style is dependent. On your own devices. For example, I was photographing hummingbirds and I use hummingbird feeders to bring the subject close to me. But I don't want that filter in the photograph, the voucher, the time. I want the aerial dance that the hummingbirds perform as they do the crazy things they do. I want that to be center stage, not some red piece of plastic. And yeah it'd be very simplistic very easy today and Photoshop to remove that filters. All you see is the hummingbird. Now if you adopt that approach. And there's just there's nothing wrong with doing that. I'm not the one that say it's right or wrong. I can tell you I physically don't have the time to go through. I think I came back with about 9000 images of hummingbirds. I don't have the time to go and remove hummingbird feeders from 9000 images. I just don't have that kind of time. So getting it right in the camera for myself has not always not only been a style and a standard, but literally. Business make or break point, because when I come back, if I have to spend another week to have images from another week from a week of shooting, that's two weeks is the time investment. I'll never make that kind of money back from the images. So. My style and standard are are in this case that my style is to move the camera and get the photograph when I can. Of the hummingbird coming into that flower without including that flower. Now. As we move forward, we are going to have to sit there and think about this thing called the style that we want In our visual storytelling that we can use and grow upon then the standards in which we are going to apply them. And that answer, I don't think is going to be global. I don't think it's going to be one sentence at some. It's going to come down from some mountain top that we are going to have to figure out. This process as things keep moving forward, because there are some people who are very much. Reno, bringing out the air tremor, Terminator, you know, panic calls. There's others that are saying it's going to change our life, which, you know, it's it's made things some simpler already. But in this process of being a visual storyteller, being unique, having a style and having a standard that we can stand and be proud of. We are all going to have to think about this issue for ourselves, and that's really kind of the point of this podcast. I might give you words of advice now and then. I might say something that will trigger a thought one way or the other, but I don't have the one answer. Didn't have it for this photographer, and I have most of it for myself. But then, you know, I'm in a different place than a lot of other photographers, so. I appreciate you coming by and listening. I hope this gives you some food for thought and maybe an answer to you to start moving forward. And that's really what we're trying to do, are trying to move that ball forward in every way possible, in our heads, in the camera, on the computer and on the page. Go out and make everything great this week and remember to make every click your story.