

Howdy Folks and welcome the Moose podcast number 363

Is no bad?

How you folks doing? Hey, it's been another great week. I want to really think some of you for just some really great conversations by email. Part of it comes from a couple of things I've said on the podcast. Another thing came from what I posted this past week on my Instagram. And that comes from the generative generative a AI actions provided by Dark Brown, also known as Russell Brown at Photoshop World, where taking your photograph and running Russell's actions. You get artwork. Oil based, water based, cartoon based kind of things. It's interesting how many folks reached out and said, When I post the first one or two, they thought it was just another stupid gimmick and, you know, wondering why waste my time even though they read what is doing? And then by the last ones, I posted five examples. They were like scratching their head and wondering why they were saying no to it in the first place. So great conversations, which is why partly this week's topic is is no bad. So I want to thank you for that and your support. You guys are the best. Well, again, this episode of the Moose podcast is being recorded by the Adobe Adobe Podcast Beta Software. It does make me sound better. It makes it so much simpler. And it is, yes. I based. Also, the transcript will be available as it has been for a while now on the podcast blog post on the Moose CNN.com website. So I appreciate you guys checking that out. I keep seeing the transcript downloads getting greater and greater. So I'll keep doing it because it tends to be really kind of popular. Hey if you didn't realize this past week Adobe drop photoshop 2024. I bringing this up because you don't see it as a update to 2023. It's a new build. You have to actually go into the creative cloud app, grab it and download it. You mean you're going to have to grab some of your assets? For my case, it's like my actions and tools and styles. They've made it really easy to take seconds now just to save them to like a temp folder, then reload them. But the big thing with. Photoshop 2024. The generative A.I. is now part of it. It's no longer you don't have to run the Photoshop beta. It's now part of Photoshop 2024. I've done a number of things here on the on the podcast about this whole thing. And again, it ties into what I'm talking about on this week's episode of the podcast. But does, you know, it is there yet to go get it loaded and it's worth it? There's other great stuff, too, just besides the generative A.I.. I want to thank my my good friends for their continued support at Bedford's Camera Bedford sitcom. Hey Falcons coming up fast and Nikon repeats are still going and remember that top of those rebates you get that moose discount after you check out so you know great gear, great prices, great service and just they'll turn out to be probably great friends of yours. Bedford's camera icon you know Bedford scum. Thank them for sponsoring the Moose podcast. Well, let's get into this week's episode is no bad. Now quite often when people ask, usually it's non photographers who inquire, you know, what do you got coming up? I give him a rundown the next 4 to 6 weeks. And they always like their eyes get big and go, wow, do you are you ever home? And I've always said I still maintain that. You know, I feel incredibly fortunate with work comes that I say yes to it. I don't say no because I'm afraid of I say no, the work will stop coming. And so this last week, on Monday, Monday is forever. You know, Mondays are Mondays. Right. And I I've always tended to allocate money to sitting at my desk. After I do my hand-holding practice and some other little things, I sit at my desk and just take your business. And this past Monday. Business came in and there were three business propositions. Offers. How are you to. You know. Label them. But there were three that came in that. Were If I were to take advantage of them, would it be income? And I read through the three, these three particular ones and and mulled them over and talked to Sharon. And I ended up saying no to them. And man, I felt guilty. Oh, it

was horrible. It's like, you know, it was enough chocolate in the house. I mean, I was just like. I said no to. And these are all new. Clients and offers. And I said no. I felt so horror horrible about it. And then I, I posted the first photograph on my Instagram that I just mentioned. Oh, wow. I got a number of people saying, no, don't do it. No, it's horrible. Horrible. No, don't go into generative. I, I don't go down that rabbit hole. No, no, no. And I was like. Wow. I'm feeling even worse now. And I mentioned go back a second on the on the Instagram post kiss you not seen or didn't read the where I write and a lot of people don't read what I write I understand that. But the basic crux is, is that a couple of times in the past, a plane or a pilot receives my photograph of the aircraft, and they really like it, and they go, hey, we're looking for, you know, a cartoon kind of illustration to use. And typically on a back of a T-shirt, because a lot of aviation T-shirts are 1 to 1 renditions of the aircrafts, they have a whimsy to them, and I can't draw. That's why I'm a photographer. And in the past I have made my original photograph available to an artist they've selected they can use as a reference for you know, that that cartoon they want for that particular product they have in mind. And every time. In my mind, I kept saying, you know, no, I don't draw. No, I can't offer that. And so, no, I'm not going to get any more income off my photograph. And it's a similar thing where I said no and the guilt just piles on and it's just like. Wow. So then Photoshop world, which has now been a couple of weeks. Time flies anyway. Russell Brown, known as Doc Brown in his class, showed these actions that he had created in. And Russell and I go back a long ways. There's a podcast you can listen to. You know, some of our reminiscing and actions is something we've done together for a long time. Had nothing to do with this one. But I know the the perks to his actions. So I got his actions in. And the first time I hit it, I kept saying, Oh, no, no, this is no, no. And then when I hit the car to one and I saw it come up, I'm like, Wait. I've had clients. Who so Inslee in this case. My first reaction. Is no bad is. Yeah. Because now when that opportunity comes again and I have a client who says, hey. Can you do a cartoon? I can say I probably can. Let me get some renditions to you. I can use his action, which, because I went to Photoshop Road, cost me nothing. I run it. I have samples. And and be honest with you, I'm either going to get, you know, like, yeah, are you serious? Or I may get laughter or I might get some money. So that comes back to this is no bad. And in photography, we tend to take, you know, let's say, for example, someone looks at my photograph and says, it's no good. Is that bad? Someone says it's no good. How did that happen? Actually, in the last week. And I was like, well, and they actually did say it was no good. They said it was crap. And I'm like, Oh, okay. Well. And I. I didn't like, say, you're wrong or you're an idiot. I said, you know, basically sorry you're not happy with it. And then I start looking at things going on and, and it comes to find out that it actually wasn't me. It was on the other end in the way. So in this case, it's no good is something that you shouldn't take as a as a bad thing or as an insult. You should take it as. Rocket fuel to your. Let's figure out how to get this thing dealt with. Is it actually bad or not bad? And if it is bad, why? What can I do to try to make it better? We are on this. And we as not just photographers and not just creatives, but most who are, you know, spend so much time on their device looking at things like Instagram and and I don't. Twitter, x, x, Twitter, whatever you want to call that thing that, you know, doesn't help us either having the fact that there's no got definitive character anymore. Anyway, we're looking at that and we tend to say, Oh, we are no good, we are going nowhere, you know, no is bad when really we're being influenced by. Things, visions, wording, manipulations cropping, little simple, itty bitty snapshots of a thing, a person's life adventure. And we're filling in the blanks. And it's taking

what should be a positive and make it very negative is no bad. It is not. Why did I feel so guilty when I said no to those three business opportunities? I don't know, because even going back and I looked at them multiple times after I said no, they weren't really good for WRP or myself. They weren't. Yeah, they might have made money. But I've done things before because I was afraid to say no and I end up regretting them because the payday that was thought or promised never materialized. But my time was gone and there is no investment for my time. And I think that photographers in this process of being creative, of going out. You know. You know, is like this thing to be, you know, feared. How about another practical sense? You go to your favorite camera store and you want to buy that piece of gear. You get to the camera store and you've read all the specs you've heard and you pick it up and. And I bring this up because two people brought up to me this past week, and it's very valid. You actually get it. And you go like, no, this, this. In one case, it was heavier physically and the person wanted to have to dig, hand, hold or carry around, which is a very valid reason to say no. And the other person, because it didn't perform like they thought it should. And that's another reason why to say no. But in both cases, they kind of felt like, you know, everybody else loves it. What's with me? So it's no bad. It's it's it's not it's another measure in which we get to use some logic in trying to cut through the emotional side of who we are as humans and creatives. So is no bad. It's like anything else you, you, you think about or you go through, you have to kind of look at the pros and the cons and you have to look those pros and cons very selfishly as how they pertain to you, because the final decision in consequence consequences, good or bad for that decision of course, come back to you and you're the one that has to live with, deal with and work through those decisions and consequences. What I'm trying to get to, though, is that the this, you know, saying no. Tends to put up more barriers than knock them down. And that's what really concerns me when it comes to the creative process of being a visual storyteller. We really need every possible venue opened up. There's plenty of things in life that say no for us, that give us no choice but that know that when we put up our own no wall, that it just piles on that And that's what I really want to, you know, try to help people avoid. I mean, as I said, I went through it big time last week and. As I kind of looked through what I was going to do for, you know, thinking about this week's podcast, went back and looked at those three proposals. Now that seven days have gone by, more life has gone by, other opportunities had come and things, you know, and I look at those three and I'm like, Yeah, that was the right decision. I should not have done those three things. And, and that just like, okay, so will I learn? So next time I say no, I won't feel so guilty, man. That's hard. That's hard to say, you know, after, you know, decades of, you know, not wanting to say no. I don't know that. But when it comes to the temptation to to spend money on a piece of gear that boy would love to have, but I just don't have a knee that's going to pay for it. Perhaps I'm going to be more have more conviction. And when I say no, I'm going to say, now say no is is good in this case, say no is not bad. You folks have a fantastic week. Fall color has come to Montana. They're saying it's going to peak here in perhaps the next ten days, two weeks. A lot of trees are probably halfway there right now. So is that the time for fall, which is, as you know, when my favorite time to get out and shoot. So you guys get out there and make those images and remember to make every click. Your story.