

*Next Club Meeting: Wednesday June 4th 2008.
7:30 - 9:30 p.m. Cupertino Room, Quinlan
Center, 10185 N. Stelling Rd.,
Cupertino, CA*



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May Meeting Highlights

Main Features:

Club Members Movie Night

Tech Tips

"Selling it with Sound" Workshop
by Frank Swanson

June Meeting

"Adding Effects to Your Videos"

A Viewfinders Panel will discuss how to jazz up your productions.

See page 4 for details.

Last month's club meeting was an opportunity for Viewfinders to share their newest movies with the club. Travelogs dominated the evening, with Mary Johnson delighting all by appearing in full diving gear to illustrate her underwater movie. Stan Smith screened a short comedy concerned with one of modern life's banes while Janet Holl, Bob Meacham and George Xia took us to places far away and Dick Kors introduced us to a part of his family.

THE MOVIES

"Road Rage" by Stan Smith. Yes, we've all arrived home after a frustrating trip on our congested highways having suffered the bad behavior of other drivers. Stan's hero arrives home after such an episode and consoles himself with a stiff drink and reveries about what he'd like to see happen to those miscreants. The camera peers into his imagination and we see a demolition derby where cars grind around in an horrendously muddy field, smashing and crashing into each other until they are worthless wrecks. A virtual satisfaction to let off steam.

"The Big Drive" by Dick Kors. Dick's camera follows family members, a father and his two small sons, on



their vacation in Florida. The boys enjoy bike riding and a trip to an amusement park

where, among other activities, they take a fast whirling ride on a carousel. A wet and speedy motor boat ride carries them down a waterway before taking visiting one of the State's famous golf courses where the father demonstrates his golfing skills to

Continued page 2

Continued from page 1



provide the movie's title, *The Big Drive*.

"The Old Lahaina Luau" by Bob Meacham. Shot at night and illuminated with only tikki torches and minimal stage lighting, Bob's movie records one of Hawaii's must-do events, a Luau. The drama and gracefulness of Polynesia's cultural heritage impresses a rapt audience as the dancers sway and stamp to the driving beat of native drums and flutes under the stars. A visit to Hawaii is not complete without attending one of these unique events.

"Maikos and Geishas" by Janet Holl. This movie was shot in a tea house in Kyoto, Japan. Maikos are apprentice Geishas and become Geishas at a ceremony called "Turning of the Collar" which gives them more status and responsibility. Unfortunately, the numbers of these women are dwindling rapidly in modern Japan. Geishas are traditional female entertainers who are skilled in the arts of classical music and dance. Janet's movie describes the life and training of a Maiko as she prepares to qualify for



Maiko. Geishas dress like this only on ceremonial occasions.

"Underwater Photography" by Mary Johnson. On a trip to the Cayman Islands, Mary shot her movie during a diving excursion. Dropping down to a depth of about 60 feet, Mary swam among sharks, jelly fish, turtles and colorful reef fish, recording these creatures in their habitat. With a small digital camera, capable of shooting video and mounted in an underwater housing, she filmed these creatures which seemed unconcerned by the humans sharing their space. After the movie, Mary demonstrated her wet suit and equipment with an explanation on how the camera functioned inside its casing.

"Travels in Alaska, Part 2" by George Xia. Part 2 of George's movie picked up from part one which he screened at the April meeting. George



the higher rank. The perception of the Geisha with white face make-up and elaborate hair-style actually belongs to the

had travelled along the Alaskan coast, with inland excursions, on a cruise ship. This section contained scenes of rugged scenery, wild flowers, ice floes and glaciers. Visits to Glacier Bay, the town of Skagway, the Yukon River and a ride on the White Pass Railroad preceded a return to the ship. Entertainment seen on board was provided by the dining staff at dinner and a magnificent five foot tall pyramid of champagne glasses, filled to overflowing created a magnificent "champagne falls."



TECH TIPS

A recap of Frank Swanson's popular workshop for May is found on page 7.

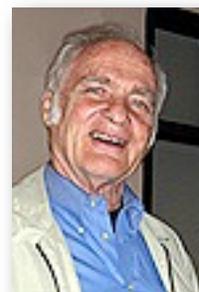
OTHER NOTES

- Discounted Pinnacle products available through Bob Meacham.
- Mac and PC Users Groups: Consider joining to improve skills.
- "One Minute Movie" Festival. Anyone interested?
- Articles for the Newsletter. Please submit.

VIEWFINDERS CLUB REFRESHMENT SCHEDULE

With the club's thanks to those who provided refreshments for 2008 meetings to date.

January 9th, Wed.	Fred Pfof	June 4th, Wed.	Dick Brownlie
February 12th, Tues.	Bob Meacham	July 8th, Tues.	Irv Webster
March 11th, Tues.	Brian Lucas	August 12th, Tues.	Gordon Peterson
April 8th, Tues.	Jack Gorham	September 9th, Tues.	Janet Holl
May 7th, Wed.	John Dietrich	October 7th, Tues.	Mary Johnson
		November 5th, Wed.	Stan Smith



MEET OUR NEW MEMBER Sam Howry

Sam is a returning member of Viewfinders but still considers himself a "newbie" to video. As a one-time computer programmer at SLAC however, he knows computers inside and out. **Welcome back to the Viewfinders Sam.**

PRESIDENT'S MESSAGE



As I start to write this, I am reminded that this is my second consecutive term as your President and my 17th President's article. Add to that the Vice President's articles from the year before. At a couple hundred words a month, that is a lot of words. So, if I tend to repeat myself, please bear with me.

Have you ever noticed that we tend to gravitate towards people that are excited or motivated about what they do? We like to hear people talk about their passions, their hobbies and their lives. These kinds of people get motivated by something they are doing, or learning, and usually want to spread that infectious nature to others. One of my long term hobbies has been music and guitar playing. An acquaintance recently discovered the

world of acoustic fingerstyle guitar and some of the great players in it. At 60 years of age he has taken up the guitar and is taking lessons. We were discussing this last week and he informed me that he had discovered the joy of "sitting in" (playing) with other players and how much he learned. Learning both a bunch of new techniques and also how much he did not know about playing the style. He now realizes that his education (organized lessons) was lacking by not playing along side others that knew a bit more than he did. It has served to regenerate his drive to become better.

Well, that is the entire purpose of a club like Viewfinders. It is to learn from others and share your knowledge. But, just like the beginning guitar player, you have to work on your skills away from the group sessions and be able to bring something to the sessions. If you are not willing to improve on your own (get to know your camera, improve your shooting skills, learn some new editing skills, develop some new knowledge of the hobby) then, like the guitar player that never improves, you are left by the wayside. This is like a telephone conversation, it is a two-way street. I

personally like to hear, or see in your videos, when someone learns something new and brings it to the conversation. So, just as I did with my guitar playing friend, I encourage you to learn and try something new in your video making hobby and share it with the rest of the members. Become that person with a passion that others like to hear talk about it.

At almost the middle of the year, the health of Viewfinders is very good. We have a decent membership, a solvent bank account and some members that are active in the hobby. If there is anything I would like to see in the second half of the year it is more members creating videos, stepping up to do things with and for the other members and as always, getting involved in some of the activities of the club. I have previously mentioned what happens when you get involved but what happens when you don't get involved? The club dwindles and dies from lack of support from its own members. Give to the club as much as you take and it will stay healthy for years to come.

Bob Meach

Welcome to Viewfinders Club SUDOKU June Puzzle

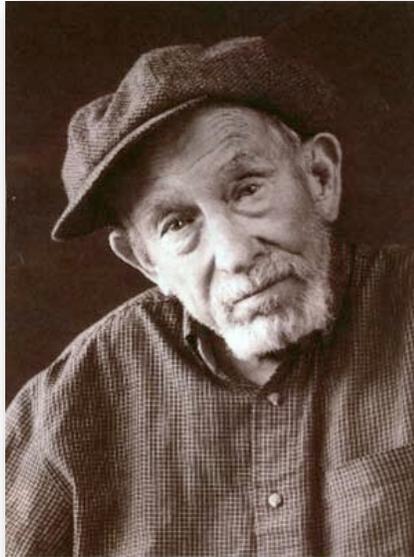
The goal of Sudoku is to fill in every empty box with one of nine letters. Each letter can appear only once in each horizontal row, as well as only once in every vertical column and only once in each of the nine 3X3 squares. This month's puzzle contains the letters **A, D, G, H, I, N, O, S** and **W**. To help you get started, let's say you wanted to put an "A" in the top left square. You couldn't put it in the first or second rows of that square because there already is an "A" in those rows of the squares to the right. Since there is an "A" in the farthest left column of the bottom left square, the only box left open for the "A" is in the bottom right corner box just to the right of the "H". As another clue, the 9-letter word that means "the act of placing a dark background behind lettering" appears somewhere in the puzzle. The answer to this month's puzzle appears in the back of this newsletter. Have fun!

O	G	A	H		
I		H			A
	H	D			N G
W A		G			
			O	A S	
A W			H	G	
H			S		I
	N	W	O	D	

Frank Swanson

IN MEMORIAM

Edward Joseph Leary
July, 1923 - May 2, 2008



It is with regret that we have to announce the death on May 2nd of Viewfinders member Ed Leary.

Ed had come to the Viewfinders from the San Jose Movie/Video Club where he had been one of their most active and prolific movie makers. In the short time he was with Viewfinders he had already volunteered to be an extra in our latest Club movie production.

He was a member of several amateur film clubs, and won several prestigious awards for his films. What is less well-known was his distinguished service during World War II as a member of the United States Army Air Corps. A member of a B-17 Flying Fortress crew, Ed "volunteered" to be the ball-turret gunner. He was among the few who flew the first day-light bombing mission over France in 1942. Ultimately Sergeant Edward J. Leary ended up

flying almost 40 missions over France, Germany, North Africa, Italy, and the Balkans.

Ed's plane was shot down twice. On the second occasion he was seriously wounded by flak in the left shoulder and wrist. Despite his wounds, he took over for a waist gunner who had been severely injured, firing a 50-caliber machine gun using only one hand. Ed was awarded the Legion of Merit for exceptionally meritorious conduct and the Purple Heart for having been wounded in combat. He was also awarded the Air Medal on three separate occasions for meritorious achievement. Finally, he was awarded the Order of the Patriotic War (First Class) by the Soviet Union for his bravery.

A memorial service for friends and relatives was held on Saturday, May 10th at St. Martin of Tours Church in San Jose.

JUNE MEETING MAIN
EVENT

You have gone out and shot some video, brought it home and imported it into your editing software and now you want to create a video that is interesting to view.

They say that editing is simply "cutting out the bad parts". But, as we all know there is more than that to making the remaining "good parts" interesting. If you want to learn more about how to make the good parts interesting make a point of attending the club meeting on Wednesday, June 4th. We have a panel of 4 of our members talking about how to "Add Effects" to your video. They will cover how to correct some common problems and how to jazz up the plain old home video with better transitions, texts and a few special effects.

I will talk about the use of color correction, brightness, contrast, the use of black and white and tinting. **Brian Lucas** will discuss adding effects and style to your video's text. **John Dietrich** will talk about adding special effects like key-frames, cropping, clipping, adding motion, changing image size, multiple images on screen and rotations. And **Frank Swanson** will fill in for **Mary Johnson** to cover ways to expand the transitions between clips and scenes in your videos.

With the knowledge you gain from this panel you will be able to produce a video that is "show quality". I guarantee if you learn even one new editing trick from each presenter your work will be better.

See you there.

Bob Meacham

American Motion Picture Society

2008 AMPS / AMMA Movie Festival

Three amateur movie contests from the world's oldest movie festival

The American International Film & Video Festival

This is the 79 th. year of the Festival. An entry form and rules are available for download from www.ampsvideo.com. Closing date is September 1st 2008.

Rules in Brief

- The Festival is open to all motion picture makers throughout the world
- Entries must have been completed within the past three years. Previous entries may not be re-entered.
- Video entries may be in NTSC and PAL on miniDV and DVD. Standard Definition only please.
- Entries may be on any subject with a maximum running time of 30 minutes including title and credits except the short comedy genre where the time limit is 5 minutes including title and credits.
- The producer must secure all copyright clearances where applicable.
- The use of purchased stock footage is permitted but must not exceed 15% of the running time and must be acknowledged in the credits.
- The use of buy-out and royalty free music is permitted.
- Only one entry per videotape or disk.
- Enclosed a separate entry form with each entry.

The Ten Best of the West

Open to film makers living in the Western States of the USA and the Western Provinces of Canada. Entry form and rules are available at the AMPS website. Or contact Bob Meacham: R9Meach@aol.com. This year the judges will be members of the Viewfinders Camera Club of Cupertino California. Closing date is September 1st 2008

Rules in Brief

- The Festival is open to all movie makers living or working in the Western States of the United States and the Western Provinces of Canada
 - Entries must have been completed within the past three years. Previous entries may not be re-entered.
 - Video entries may be in DVD (NTSC or PAL) VHS or SVHS (NTSC only).
- Entries must be in Standard Definition (SD) video, no High Definition (HD) accepted.
- Entries may be on any subject with a maximum running time of 15 minutes including title and credits
 - The producer must secure all copyright clearances where applicable.
 - The use of purchased stock footage, off-air, commercial or any non-original video / film material is permitted but may not exceed 15% of the running time and must be acknowledged in the credits.
 - The use of buy-out and royalty free music is permitted.
 - Only one entry per disk.
 - Enclosed a separate entry form with each entry.

2008 International Amateur Motion Picture Festival

This celebrates the 50th year of the AMMA Festival. Entry form and rules are available at the AMPS website. Maximum running time is 20 minutes. Closing date is September 1st 2008.

Rules in Brief

- The contest is open to all amateur moviemakers who create non-commercial motion pictures.
- Best Motion Picture Awards will be given to those movies judged worthy.
- The Oscar H. Horvitz Memorial Award will be presented to the best

motion picture by an AMMA member of at least one year's membership from the Wally winners.

- Honorable Mention Certificates may be given to those movies, which the judges consider excellent but not "best".
- The judges, at their discretion, may award special prizes for separate aspects of movie making.
- Any entry may win more than one award.
- Entries must have been completed after October 1, 2006.
- Video entries may be in DVD (NTSC or PAL) VHS or SVHS (NTSC only).
- Motion pictures, which have previously won an AMMA or SAVAC contest award of any kind, are ineligible. Motion pictures that failed to win in a first attempt may be entered again one time only.
- Each entry must be on a separate disk with no other material and must have a separate entry form.
- All entries must be available for exhibition at the annual AMMA convention festival.
- AMMA reserves the right to copy any or all entries for exhibition and/or educational purposes.
- The producer is responsible for all necessary copyright clearances for material used in the entry.
- Entries for the AMMA 2008 Contest will be accepted from June 1 to September 1, 2008.
- An entrant may enter no more than three entries.

Convention & Festival

The 2008 Annual Amateur Video Festival

October 10 - 11, 2008 Holiday Inn, Buena Park, California

Two Camera/Equipment Cases up for Raffle

Courtesy of Viewfinders member Fred Pfost, these two brand new cases can be won at the June club meeting. Do yourself a favor and the club too by protecting your precious equipment and helping the club to build its funds.



The End of an Era

San Jose Movie/Video Makers Club goes inactive.

After 70 years of "Filming for Fun" the San Jose club has decided that it can no longer continue as a regular monthly meeting group for movie makers. In an inactive state it will, however hold an annual meeting of the members to consider organizing special events.

San Jose Movie/Video Makers began in 1938 in a camera shop when a group of people interested in amateur filmmaking met and formed the San Jose Movie Club. The Club never missed a monthly meeting in the 70 years it existed. Originally, 16mm and 8mm film were the only available medium but as technology changed and video shooting became popular, the club moved to embrace the new form.

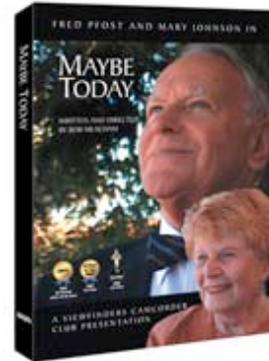
At the final San Jose club dinner, club historian Mike Morales said,

"This meeting tonight marks the end of 70 years of all the adventures that our film hobby has given us. We now move to the credits and the ending title of this great adventure that had a beginning, a middle and now, the end."

A sad day for San Jose but members will always be welcome at Viewfinders.

Club Movies "Maybe Today" and "Dearly Departed" are available for sale.

These two award winning movies, produced by the Viewfinders Club in 2006 and 2007 are available at \$5.00 each. Call or email Frank Swanson, or talk to him at a club meeting. He'll be pleased to fill your order.



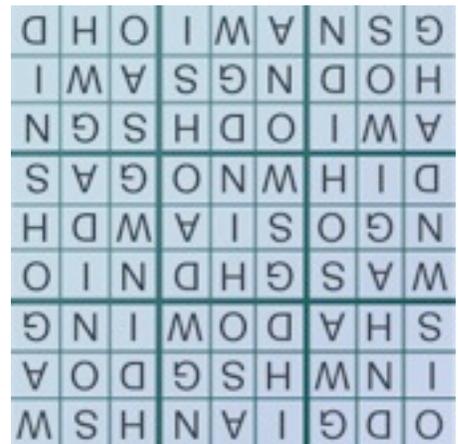
TREASURER'S REPORT FOR MAY 2008

Bank Account Beginning 5/1/08	\$ 1158.45
Income Total:	\$ 30.00
Dues (1)	\$30
Expenses Total:	\$ 333.00
Room Rental	\$300
Handouts	\$8.13
Library Boxes	\$24.87
Bank Account Ending 5/31/08	\$ 855.45



Frank Swanson, Treasurer

Sudoku Puzzle Answer



TECH TIPS

By Frank Swanson

This past month I screened a video clip from the Digital Juice Take 5 series titled "Selling It with Sound". There's more to making great videos than meets the eye. One of the secrets to making movies seem more realistic and have a whole new feel is with audio augmentations to the sound track that you've already captured with your camcorder. These additions are usually called "sound effects". In the movie production houses they're generated by people called "foley" artists. In our amateur video world, we've got another much simpler way to obtain these sound effects: CD's from your local music store or from Digital Juice's sound effects library. Either way you go, you'll find you've got more than you need to raise the "realism" of your movies to a whole new level. Here are five tips to help you sell the scene with sound effects:

1. Locate the Literal: this means to find sounds that match what we see on the screen. Many times our cameras are too far from the action and so we don't pick-up the sound very well



at all. Shooting a baseball game of your grandchildren from the stands may not pick-up the sound of

the bat hitting the ball or the footsteps of the batter running to first base. At the Santa Cruz ocean boardwalk you may not get the sound of a sea gull. All of these sounds help add depth to your movie. So, watch your movie when you think you've got it done and make a list of elements that you see that are going to need sounds. Then find sounds on your sound effects CD that match these elements. But what if you can't find an exact match on the CD list with what you're looking for? This just brings us to the second tip.

2. Repurpose the Sound: if you open your mind, a single sound can be used for a lot of things. For example, a squeaking balloon could be interpreted by the ear as a stiff neck as you tilt your head to the side, or a rolling marble on a wooden floor could be interpreted as wheelbarrow with a metal wheel. The Digital Juice library is very useful because of the indexing search tools, but if all you've got are CD's then do the searching yourself. You might want to contact other Viewfinders members to see if they



have the sound effect you need. Our Viewfinders library also has some CD's, so check there too.

3. Imply It Exists: sound effects let you imply that things exist even though they don't appear in the movie. In the context of your scene, what your viewer hears will make them believe that the source of your sound does really exist. For example, in a scene of a snowboarder, you may not show the landing, but you can insert that sound after the snowboarder leaves the view of the cam-



era. You don't have to show the landing. They hear it and so they believe it happened.

4. Adjust the Ear's Eye View: your clip will feel richer if you alter the volume of the effect. As the camera's viewing distance changes, the audio level should change too. The closer to the object that's making the sound, the louder the sound should be. Likewise, the farther away, the softer the sound should be. For example, when shooting an ocean scene and



you cut to a closer view of the crashing waves, increase the



level of the sound abruptly on the cut. If you fade between shots instead of cutting, be sure to fade the sound levels.

5. Add Ambience: ambience is the glue that holds your soundscape together. Ambience is the mood, character, quality, tone, or atmosphere of an environment. Ambient sounds are a supporting layer that adds the depth, interest and legitimacy that you need to hold your other sound



effects together - the background sounds provide realism to the scene. For example, in a scene of workers on a house jobsite, use several sound effects like hammering, sawing, drilling, people talking and so forth.

Well, there you have it, how to use sound effects to add depth, realism and atmosphere to your movies. This Tech Tip can be seen live on your computer by going to the DJTV icon at www.digitaljuice.com and searching all words for "fx in your edits" to find the "Take 5: Selling It with Sound" movie. There are a whole bunch of other great instructional videos from Digital Juice at DJTV to watch while you're there. I'll pick another one for screening at our next meeting, so be sure to come and learn something new. ■

CREDITS

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Viewfinder Newsletter is published during the third week of each month for Viewfinders Digital Video Club of Cupertino members.

Please send announcements and articles for submission to the publisher during the two weeks previous to the following monthly issue. Send address and email corrections to the publisher.

MONTHLY CLUB MEETINGS

Held in the Cupertino Room, Quinlan Center. 10188 N. Stelling Road, Cupertino, California. Watch the calendar for programs updates. Admission is free.

OFFICERS

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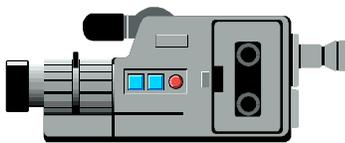
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WEBSITE

www.viewfindersclub.org



CALENDAR OF EVENTS
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<p>JAN 9th, Wed. (Cupertino City Hall) Meeting: AMPS 2007 Contest winning videos screened Tech-Tips: "Shoot to Edit" Frank Swanson</p>	<p>FEB 12th, Tuesday Meeting: "How to Make a Digital Slide Show" by Jim Visser. Tech-Tips: "Sound Advice" Frank Swanson</p>
<p>MARCH 11th, Tuesday Meeting: Andy Panizza of Pinnacle Systems demonstrates "Studio Ultimate" Tech-Tips: "Animating Text" Frank Swanson</p>	<p>APRIL 8th, Tuesday Meeting: "Road" Theme Challenge screening Tech-Tips: "Field of View" Frank Swanson</p>
<p>MAY 7th, Wednesday Meeting: Club Members Movie Night Tech-Tips: Frank Swanson</p>	<p>JUNE 4th, Wednesday Meeting: Panel Discussion "Adding Effects" with Bob Meacham, John Dietrich, Frank Swanson (for Mary Johnson) and Brian Lucas Tech-Tips: Frank Swanson</p>
<p>JULY 8th, Tuesday Meeting: Nimitz Grade School Videos Tech-Tips: Frank Swanson</p>	<p>AUG 12, Tuesday Meeting: "What's New in HD" by Jason Housel of Snader and Associates Tech-Tips: Frank Swanson</p>
<p>SEPT 9th, Tuesday Meeting: "Shooting Underwater Video" - Guest speaker Mike Boom Tech-Tips: Frank Swanson</p>	<p>OCT 7th, Tuesday Meeting: Club Annual Video Contest screening Tech-Tips: Frank Swanson</p>
<p>NOV 5th, Wednesday Meeting: Annual Gold DVD Awards and Social Tech-Tips: Frank Swanson</p>	<p>DECEMBER No meeting this month</p>