INSPIRED

JUNE 2019 | ISSUE 78



FEATURED ARTIST MARIANA MORAES





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WHAT'S HAPPENING AT NAPCP

Summertime is here, and that means busy season is just around the corner. The summer season is the perfect time for NAPCP member photographers to make the most of the NAPCP membership and check off those participation boxes that factor into our coveted Photographer of the Year award. Elevate your craft and raise your creative spirit. Pour over your June edition of Inspired magazine and then strike through the to-do list opposite this page.

This month's feature photographer is our 2018 Best New Emerging Child Photographer, Mariana Moraes of Mariana Moraes Fotografia. This up-and-coming Brazilian artist tells us that there is no better place than NAPCP for emerging photographers, and that she is grateful beyond words for the mentoring and opportunities that have been given to her through this association. Her Best New Emerging Child Photographer designation provided her with a jumping off point that has even led to a published portfolio with Vogue Italia. We are absolutely elated to share Mariana with you in a more intimate and in-depth capacity!

Speaking of elation, the Inspired by NAPCP Gallery Event will be the event of the season and is quickly approaching. Fall in love with NAPCP all over again. Our Top 100 images and artists for the print competition will be announced this week!

Our Low Light issue is one of our favorites yet. Are you thinking about how you can gain more exposure and recognition? Submit your imagery for consideration for inclusion in July's Water issue. Whether you submit photographs captured underwater or bring a more creative interpretation of the theme to your entry, we want to see it. Remember, you get out what you put in!

If you want to get a head start on your imagery for the 2019 NAPCP International Image Competition, take some time to reflect on the type of work you'd like to enter. We'll be announcing dates for this highly anticipated competition soon! We want to encourage you to think outside the box, shake things up, and look at your work in a new way as this competition draws near.

We know that all of our members want to get the most from their respective NAPCP memberships. Over the summer, please be sure to check that your new login is set up and your profile is up-to-date. You want to be a member of the NAPCP Member Community Group on Facebook to stay current on announcements, bi-weekly Weekly Favorites competitions, Marketing Mondays, and more! There are also important guides and information about maximizing your new NAPCP directory listing available in the Facebook Group, as well.

"You have to find what sparks a light in you so that you, in your own way, can illuminate the world."

- Oprah Winfrey

Your "To Do" List

JULY 2019

DOWNLOAD A FREE TRAVEL GUIDE
Looking for something fun to do on vacation with your kids? Download our FREE printable version of the Snapshot Travel Guide for kids! https://shop.napcp.com/snapshot-travel-guide-for-kids.html
PRINT YOUR FEATURE
Have you been featured in a past issue of Inspired? Visit http://www. magcloud.com/publish/collection/1151577 to print your copy today!
SUBMIT YOUR IMAGES
The deadline to submit your "Water" images for the next issue of Inspired Magazine is quickly approaching! Enter yours here: napcp.com/contribute- to-our-magazine/
T 2019
HOST A MARKETING MONDAY
We love seeing our members connect with one another through this amazing opportunity. Learn more at napcp.com/host-a-marketing-monday-2/
UPDATE YOUR NAPCP PROFILE
We've launched a brand new NAPCP.com and we need you to update your member profile. Check out the member community for more information.
GET CONNECTED





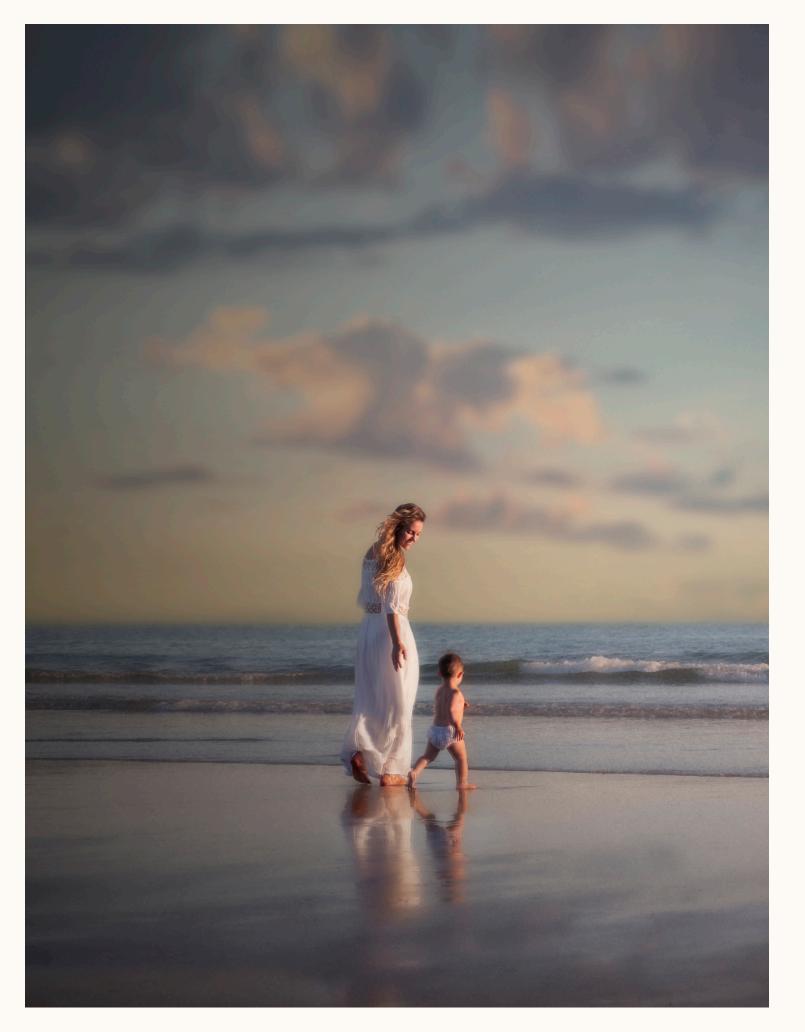


ABOUT MARIANA

Mariana Moraes, of Mariana Moraes Fotografia, hails from the city of Taubaté, in the interior of São Paulo, Brazil, where she enjoys the quiet pace of life. She tells us that her biggest challenges here lie in finding new and interesting shoot locations, and persuading her clientele to value quality and artistic expression over quantity of images delivered. Changing local market perception that all sessions should yield 200+ photographs delivered is a goal of hers, and Mariana tells us she feels she is making progress here.

Her husband, and infant son Thomas, are her world. In fact, they literally travel the world together and have visited more than 30 countries in the last 6 years, also visiting every museum possible!

Recently, Mariana was so inspired by the San Andres Island of Colombia that she created a personal project around it, entitled "AN ISLAND". You can view many of the images from this award-winning project in her Vogue Italia portfolio: https://www.vogue.it/en/photovogue/portfolio/?id=161502 and follow along with her family's travels, on Instagram @marimoraestrips.



AT A GLANCE with Mariana Moraes

Started photographing when: 2009

Officially opened business: September, 2016

Favorite subject to photograph: Portraits

Favorite camera: Nikon D850

Lens of choice:

Nikon AF DC-NIKKOR 105mm f/2D. (This lens has a de-focus image control, which allows you to control the degree and placement of blur in the image.)

Favorite artist/musician: Joaquín Sorolla

Recent favorite read: Color Choices, by Stephen Quiller

Favorite movie:

Moonrise Kingdom (I love the cinematography in this movie. The use of color, light and composition achieved by Robert Yeoman are incredible.)

Three things you can't live without: My family, my camera, hope





Congratulations on being the Inspired feature photographer this month, Mariana! Tell us a little about yourself and how you got into the world of professional photography.

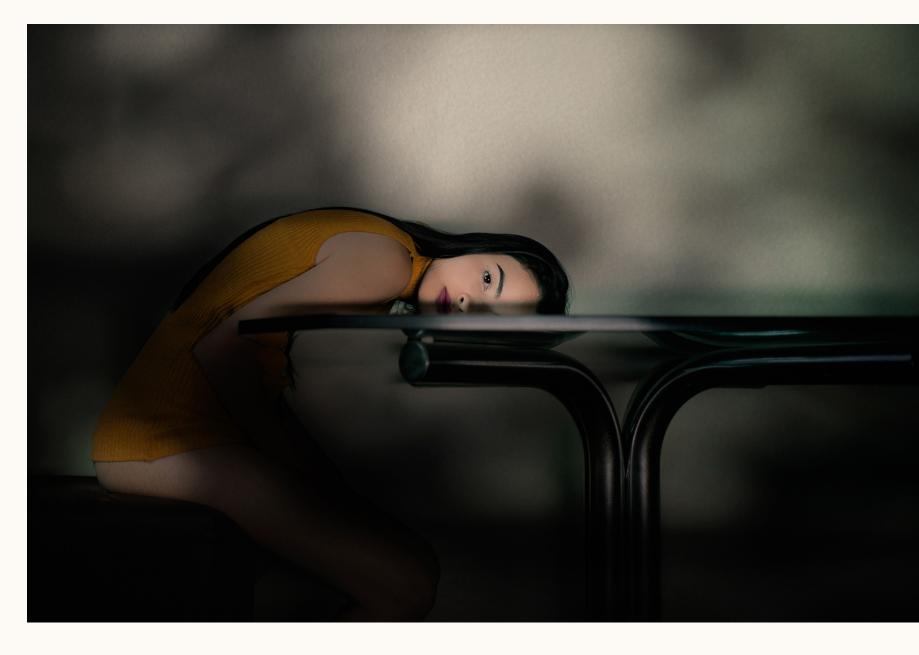
I began my professional journey with moving images: directing and editing advertising films and music videos. Photography was always with me in the form of a hobby. I used to photograph only for myself and occasionally for friends and family. At the beginning of 2016 my professional life arrived at a moment of transition, and as I found myself steeped in a sea of uncertainties and indecision, I began to feel the need to change. In parallel, my niece had just been born and I had been taken by a magical and indescribable feeling, which made my love for photography grow even more.

Without realizing it, I began to fill all my free time with readings and photographic research. I began to study lighting and composition from my favorite painters and filmmakers, and I soon realized the uncertainties were gone and photography became the only option for my life.

In September of 2016 I started photographing for clients and since then I have been collecting moments of great joy, respect and learning. Each photoshoot brings me new challenges and makes me more prepared for the next one.







If you could offer one tip to brand new photographers, what would it be?

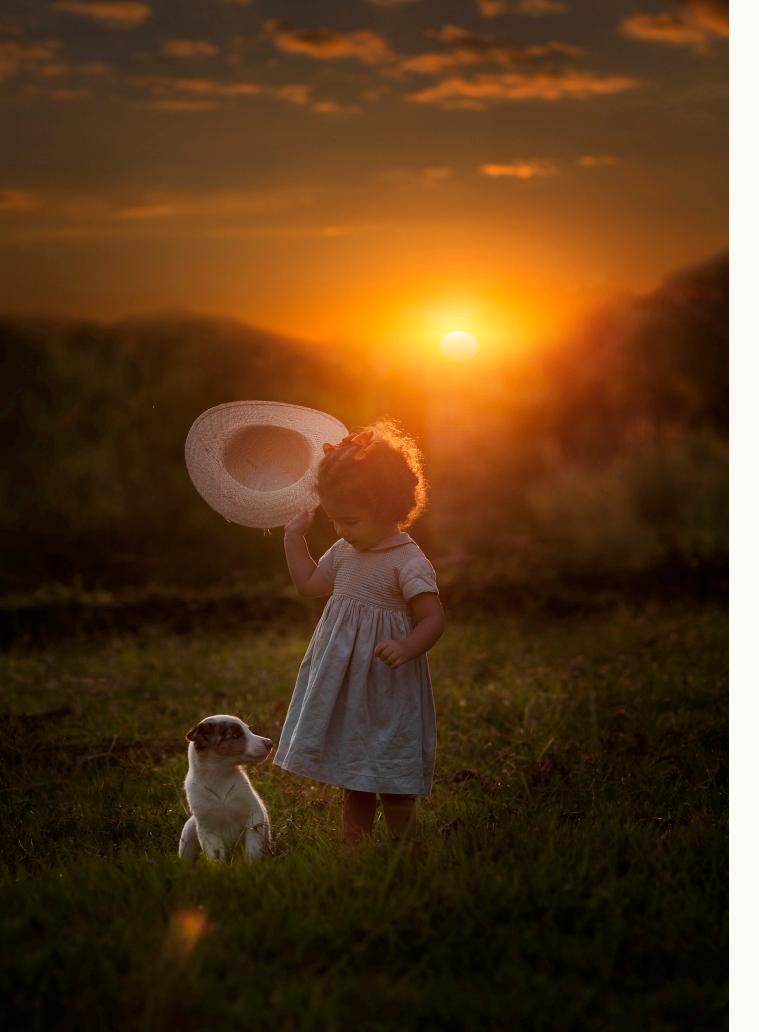
Do a search of the different photographic styles that exist to understand what best suits what you want to do. Of course, over time this may change, but it is very important to know what to start with, because each photographic style demands a specific type of equipment. Once you've decided the style, create a folder on your computer and add photos from other photographers who inspire you so you can look at them every day. Do not limit your search to only photographs; look for the work of painters and filmmakers as well. You need to train your eyes with good composition, good color palettes and good lighting. To create good images you need to understand what makes an image good. After a while, your eyes will begin to perceive art in your everyday life and your artistic identity will begin to appear.

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In terms of your photography, where would you like to see yourself in 5-10 years?

I hope to be much more mature as an artist, with a much broader knowledge and a more defined visual identity. And as for my personal life, I hope to remain happy alongside my family. My life as a mother has just begun and I am very happy about it; I hope that this new phase also inspires me professionally.



Last year you were named NAPCP's Best New Emerging Photographer. What about NAPCP do you love?

NAPCP is the best place to be if you are an emerging photographer working hard to get to the next level. I discovered NAPCP in a Google search when I started working in children's photography, and since then I can only say that I am eternally grateful to have access to such relevant content and competent professionals who inspire and teach me so much. I absorb everything I can and adapt it to my reality here in Brazil. This experience has been wonderful, and being named NAPCP's Best New Emerging Photographer has made me believe that anything is possible when we work hard and surround ourselves with the right people.

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Three Typs

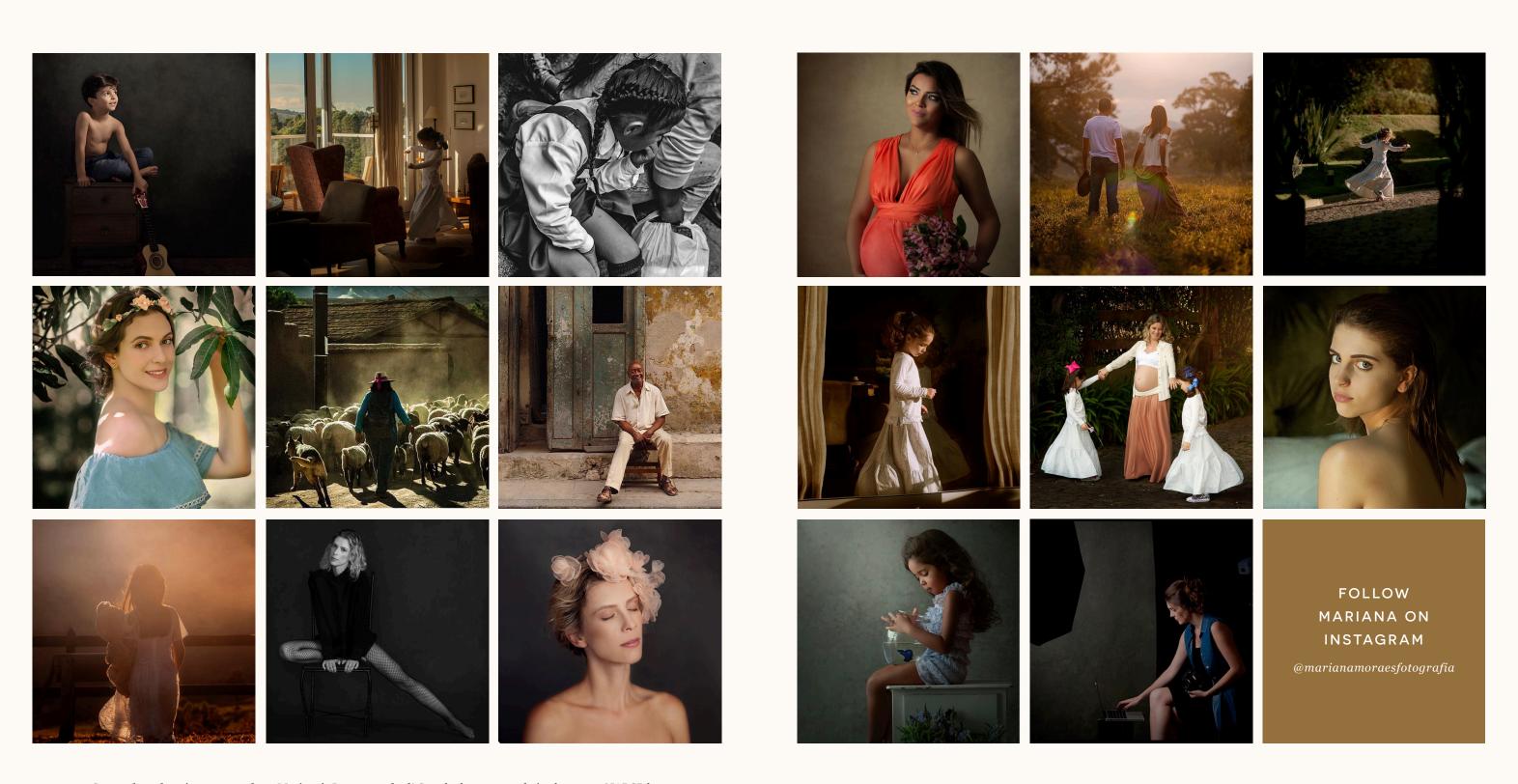
FOR LEARNING THROUGH PAINTINGS

by Mariana Moraes

- 1. One Light Source. Understanding the importance of light in a composition is often easier through paintings, where the light source is easily identified. You will notice that usually the light comes from a window, a candle or a lamp. Realize how painters use light to tell stories and create the mood of their works. Vermeer, Caravaggio and Rembrandt are great references for this theme. Start with a light source only and understand how to shape it and use it in your favor as you create an image.
- 2. Color Palette and Fabrics. Each painter chose a signature color palette, used throughout their life, and they are so well defined that we often look at a work for a second and we have already identified the painter, excusively by the use of certain colors. Painters are the best teachers when we need to match a blue sea in the background with the dress and hat used by the model, or select the costumes for a photoshoot at a farm with lots of green and blue sky. Strolling through a museum, we can also observe the various fabrics used by them like silk, linen, cotton, velvet and observe how each one behaves in the image. Jean-Auguste Dominique Ingres makes a great use of fabrics in his works, and another painter that I really like is Serge Marshenikov. He is a current painter and has a lot of knowledge in this area.
- 3. Composition. The composition of a photograph is equivalent to the script of a film. The light may not have been perfect, the costume is not ideal, but if the composition is incredible it overrides all the little mistakes you may have made. Composing an artistic photograph is one of the most difficult tasks to achieve, in my opinion. Therefore, it is important to go slow, using few or no additional elements at the beginning, then introducing them as you feel more confident. Remember that every element you add needs to be relevant to the story you want to tell. Norman Rockwell mastered the technique of storytelling in his compositions, from the elements included in his works, to the direction of the models. Another painter who inspires me in composition is Joaquim Sorolla, with his paintings of women and children in front of the sea, and John Sargent with his family portraits.

BEHIND THE SCENES

with Mariana Moraes



Some of our favorite captures from Mariana's Instagram feed! Stop by her page and give her some NAPCP love.



CAMERA BODIES

Nikon D750

Canon 7D Mark II

LENSES

35mm

50mm

105mm

24-70mm

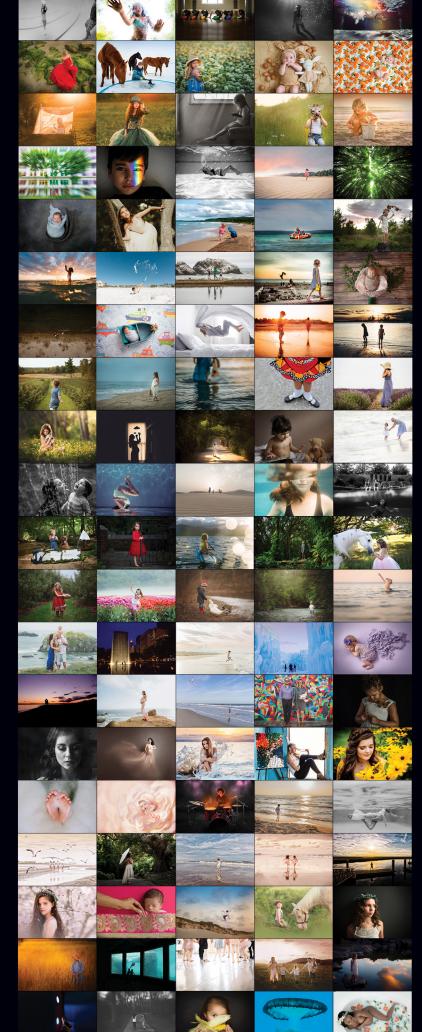
EXTRAS

Manfroto PIXI EVO Tripod

Yongnuo Handheld LED Light

CAMERA BAG ESSENTIALS

with Mariana Moraes



Stay Tuned!

OUR TOP 100 WILL BE ANNOUNCED THIS WEEK!

Digital submissions for NAPCP's 3rd annual Print Competition & Gallery Event closed last week and we can't wait to see who will be our Top 100 Artists! Stay tuned in to NAPCP's social media pages for the big announcement.

Registration will open this week for the Gallery Event at Park Studios in Atlanta, GA on July 18th, 2019! Make sure you get your tickets so you can be a part of the excitement during the LIVE judging! We can't wait to see you soon!

INSPIRED





Heather Davidson-Meyn

Gear

Canon 5D Mark IV | 24-70mm

Settings:

f/2.8 | 1/500 | ISO 20,000

Business:

Fun Love Photography

Website:

funlove photography.com

Instagram:

@funlovephotography

Aljuane Weaver

Gear:

Canon 7D Mark II | 17-50mm

Settings:

f/8.0 | 1/250 | ISO 100

Business:

Allie Weaver Photography

Website:

alliewe averphotography.com

Instagram:

@allieweaverphotography





Jennifer Kapala

It was freezing this winter in Calgary, and it created a super thick frosty fog. I was sick and tired of staying indoors, so I talked to my son, convinced him to go out with me late one night, and we shot this. He wanted to look like Angus Young from ACDC, and I wanted an image.

Gear:

Canon Mark IV | 24-70mm

Settings:

f/7.1 | 1/400 | ISO 3200

Business:

Jennifer Kapala Photography

Website:

jennifer kap a laphotography.com

Instagram:

@jenniferkapala

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Bella Wang

Gear:

Nikon D800 | 50mm

Settings:

f/2 | 1/125 | ISO 800

Business:

Bella Wang Photography

Website:

bell a wang photography. com

In stagram:

@bellawangphotography

Gear:

Nikon D750 | 35mm Ikelite Underwater Housing

Settings:

f/2.8 | 1/640 | ISO 6400

Business:

Renee Stengel Photography

Website:

reneest engel photography.com

In stagram:

@reneestengelphotography

Pam Bell

Gear:

Nikon D5 | 24-70mm

Settings:

f/4.5 | 1/640 | ISO 2000

Business:

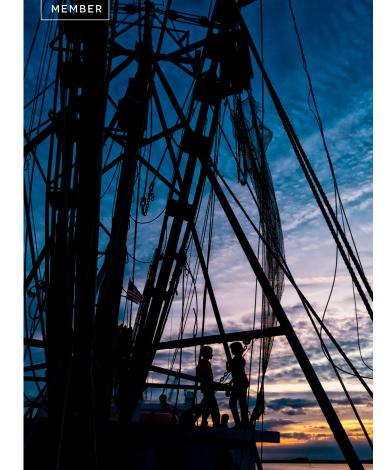
Pam Bell Photography, Inc.

Website:

pambell photography.com

Facebook:

/pambellphotography



Renee Stengel

MEMBER

My beautiful ballerina was absolutely magical. Her form was perfection and I nearly gasped when I went under to compose this shot. Her fingers and toes, even her skirt, everything in perfect order. The night sky was pitch black and the only light we were using was the single pool light, forming a perfect silhouette.

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Michele Wagner

Gear:

Canon 5D Mark III | 35mm

Settings:

f/2 | 1/160 | ISO 320

Business:

Michele V. Wagner Photography

Website:

michelevwagnerphotography.com

Instagram:

@michelevwagnerphotography

Holly Lund

Gear:

Canon 5D Mark IV | 135mm

Settings:

f/2 | 1/500 | ISO 1250

Business:

Holly Lund Imagery

Website:

hollylundimagery.com

Facebook:

/hollylundimagery





Ashley Soeder

I wanted to create something with all 3 of my children, which rarely happens these days. I had the idea of them all together in a frame, but not interacting. I tried positioning them so the window light hit all of them evenly but each time one of them would move slightly and block the light from the others. This image is a 3-image composite, which allowed me to use a shallow depth of field, keep them all in focus on different planes, and keep the window light more or less even.

Gear:

Canon 5D Mark III | 24mm

Settings:

f/1.4 | 1/1600 | ISO 400

Business:

Ashley Soeder Photography

Website:

as h ley soeder photography. com

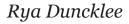
Facebook:

/ashleysoederphotography

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I bought my daughter this wooden toy elephant and she was constantly tugging him around on this homemade "leash" I fashioned for it. I always have my camera out and lying around so when I noticed her doing this somewhat ordinary thing I just waited for the right time for her to go into the single light source that was coming from a spare bedroom. Then made the picture. I find that children will do what comes naturally, even in front of the camera, if you're patient.

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Gear:

Nikon D4 | 35mm

Settings:

f/1.8 | 1/160 | ISO 1200

Business:

Ryaphotos

Website:

ryaphotos.com

Instagram:

@ryaphotos





Carrie Eigbrett

Gear + Settings:

Canon 6D | 85mm

Settings:

f/2.2 | 1/200 | ISO 3200

Business:

Carrie Eigbrett Photography

Website:

carriee igbrett photography.com

Instagram:

@carrieeigbrettphotography

Roxi Ausonio

Gear:

Nikon D750 | Sigma Macro 105mm

Settings:

f/3.2 | 1/200 | ISO 100

Business:

Daisies & Clovers Photography

Website:

dais ies and clovers photography. com

Instagram:

@daisiesandcloversphotography

Lisa Hoang

· _

MEMBER

Gear:

Fuji X T20 | 23mm

Settings:

f/1.4 | 1/80 | ISO 3200

Business:

Simply Baby Photography

Instagram:

@Simply Baby Photography

Email:

lisa.a.hoang@gmail.com

Website:

simplybabyphotography.com

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WATER ISSUE | JULY 2019

Get those creative juices flowing and show us your best water images for July! Our monthly image competition is open to all, but our NAPCP members will always receive preference for selection. Send us your best images!

Submissions Close June 28th



CHARITY

GIVING THE GIFT OF PORTRAITURE

AN ARTICLE BY TAMARA GONZALEZ

As photographers, we each have a unique vision, a gift that we give to our clients, and to our families. So why not give to our communities?

There is a homeless shelter for women and children here in Atlanta that a friend introduced me to, called My Sister's House - it's part of the larger Atlanta Mission that provides homeless mothers and their children safe refuge. Some women are fleeing domestic violence. Some, unable to pay for the high cost of medication are unable to afford housing. Others just had a series of bad things happen in their lives, but they each have children they love and need to care for.

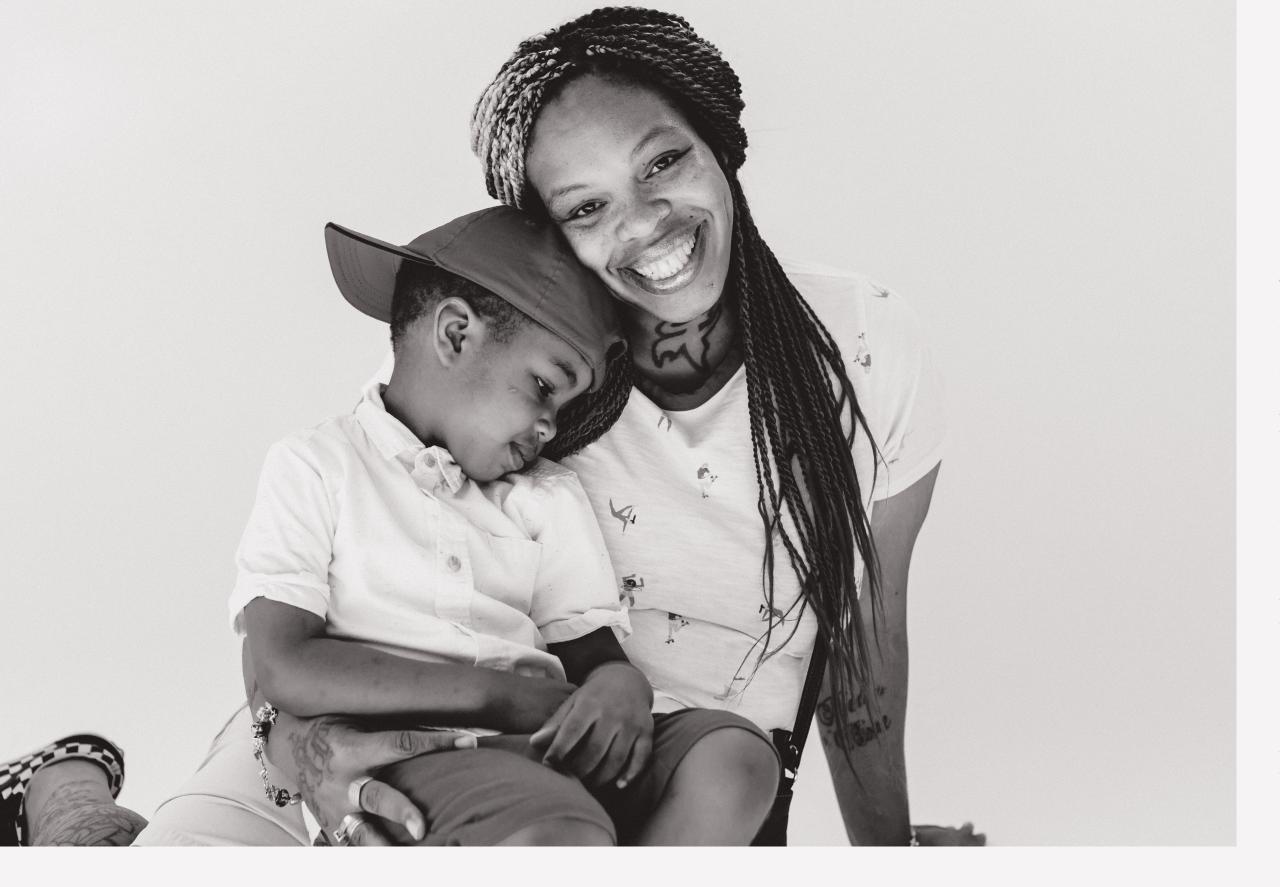
My Sister's House shelters homeless women and their children. It is an overnight homeless shelter that also works to meet some of the other immediate needs by providing counseling and child care services as well as referrals for health and legal care. They also help residents find transitional housing and job training. Even though they have 264 beds, they have to turn

away women and children each night because they do not have room to house them.

When I heard about the women at My Sister's House, I decided to give the mothers a gift of portraits with, or of, their children in time for Mother's Day.

So often when we see portraits of homeless people, they are downtrodden, sad images that showcase the wretchedness of their lives. Viewing those types of images doesn't show us anything new. It doesn't show us who these individuals really are. Despite being homeless, these people have families. They laugh, they cry, they dance and they try. They try to improve their lives, but somehow lost their way. These are people who have stories to which we each can relate.

When I approached My Sister's Place about doing a shoot for Mother's Day children's portraits, my only objective was, "How can I portray these families in the best possible light?" I wanted them to see themsevles



in a professional way that they were not accustomed to seeing: a classic, professional portrait. I wanted to give these mothers a gift. Thanks to my local printer, Professional Photo Resources, I was able to get the prints delivered on time. I use them for my lustre school portrait prints, and the staff is so knowledgeable --seriously the best around.

A date was chosen and although my assistant was not available that day, I kept the time, two days before Mother's Day weekend. I was so excited. I was also determined to get the shoot done, culled and processed, and prints ordered so that I could deliver the prints on Saturday. It was definitely a stretch, but manageable as I dedicated an entire day to the project. When I arrived the morning of the shoot, I couldn't believe what I was told by the kind woman at the front desk: "I've been here since 5 o'clock this morning and some of the moms were already dressed and getting their kids ready for picture day." All the craziness to get the event planned and all the running around I'd been doing for my business and for my own children suddenly took a side seat - this was a big day for these women, and I wanted to make it special. be celebrated. And NAPCP is here to help you stand out from the crowd and elevate you - not only as a business owner, but as an artist.

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FINDING A

Local Charity

TO SUPPORT

Think about a cause that speaks to you - what do you most want to help with? For me, I have always wanted to help women and children.

Do a search on your local newspaper's website to find ways to support your community. Charity Navigator is a good source that ranks charities on a number of metrics including financial health.

Ask friends which local charities they support, and why.

My friend that introduced me to My Sister's House holds an annual Christmas Giving Party where guests bring donations from a set list of items, or checks.

Once you've developed a small list, give them a call!

I had numerous conversations with the Manager of Partnerships at My Sister's House to determine the best way I could tailor my offering to their needs. She told me they need both children's "school portraits" for their pre-k children, as well as portraits with those mothers that were not out either at a job, or looking for one. And so, I offered a combination.

Give Back

SPARK YOUR CREATIVITY

We all have website updates, marketing planning, etc. to work on during our slow seasons, and summer is the perfect slow time. Consider taking a day or two to give back to your community, build relationships and spread joy. Whether your creating classic portraits, or discovering a creative way to capture personalities, giving the gift of portraiture is an excellent way to spread kindness, as well as spark your creative juices.

During this project, I increased my understanding of working with constantly changing light in my environment. I needed to do the portraits using natural light rather than my strobes to reduce the amount of equipment I used around the space. My Sister's Place has a beautiful atrium, flanked on two sides and the ceiling with windows, an entrance to their cafeteria, and on the other side the elevator. It provided gorgeous light, but little escape from the sun creeping in and out of the clouds. I also had to set up with my backdrop against a wall of windows to avoid harsh shadows coming across on the only solid wall. I knew time was limited before the sun would rise above the buildings and through the windows set behind me, and that I would eventually need to work with the windows in my images rather than fight them.

I set up my stands and backdrop - an 86" medium width backdrop in white and a reflector. The 86" backdrop was so perfect - I had never used this medium width before and had only previously used the 107" for school portraits (it's big and once set up so nice to have the space, but it is a bear to haul around!). I chose the white backdrop because the color conveys a feeling of lightness that I wanted to show.





From a giving standpoint, I loved sharing my talent with these women who don't have professional portraits.

From a technical standpoint, I loved how this project provided the opportunity to creativity embrace light and shadows. From a giving standpoint, I loved sharing my talent with these women who don't have professional portraits.

My children and I delivered the prints on Saturday, the day before Mother's Day. When we arrived a local business had put on a special lunch party with a DJ for the residents. There were women hula-hooping and dancing with their children in the atrium, while others were enjoying a classic southern meal in the cafeteria. We walked around to hand out their packaged prints and I introduced my children to them. My kids were all smiles and so thrilled to see the excitement on the faces of the mother's when they saw their portraits.

I had always wanted to do a project like this, and am so glad I did.

featured artist



Tamara Gonzalez

Business: Tamara Gonzalez Photography
Website: tkgphotography.com
Instagram: @tamaragpics

MEMBER

INSPIRED **MAGAZINE**

Are you looking for past issues of Inspired Magazine? Check out the Info Hub! All of these beautiful magazines are available to our NAPCP members for FREE! You're one click of a mouse away from creative inspiration.

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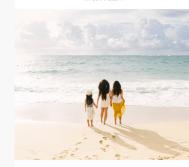
FEATURING THE 2018 AMBASSADORS

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FEATURED ARTIST NATALIE JACKSON

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FEATURED ARTIST HEATHER EIJZENGA

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FEATURED ARTIST MARIANA MORAES

Want to print a past issue? Visit our page on MagCloud: magcloud.com/publish/collection/1151577

June 2019

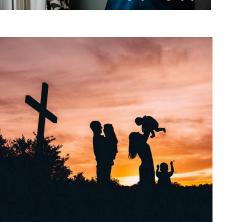
#NAPCPINSTAFAVES



@ carasoulia

@heartstringsphotoco

















Psssst... Can we tell you a secret?

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform where they can share both their knowledge and work with the world! Check out the opportunities below and see what the best fit is for you!

ONLINE OPPORTUNITIES

Host a Marketing Monday

Share your knowledge with our community from the comfort of your own home. Marketing Mondays take place on Mondays at 1PM EST!

Share Your Talents on the NAPCP Blog

NAPCP's blog is the central source of inspiration and connection for child photography. Submit a session share, article, Day in the Life today.

Write an Article for Inspired Magazine

We are always looking for inspiring articles to share with our members in Inspired Magazine. Do you have something to share with the world?

IN-PERSON OPPORTUNITIES

Be a Speaker for NAPCP

Looking for your opportunity to step out into the world of speaking? Our next NAPCP event may be the right fit for you!

Become a NAPCP Ambassador

Want to connect with other photographers in your area? NAPCP Ambassadors do just that! Applications are now open for 2019!

Become a Mentor for NAPCP Members

Do you love to help fellow photographers grow their business? Our new mentor program may be for you! *Opportunity coming soon!*

READY TO SHOW US WHAT YOU'VE GOT?

Visit us online at: www.napcp.com/get-connected

MEMBERSHIP BENEFITS

napcp.com/membership-benefits

MEMBERSHIP APPLICATION

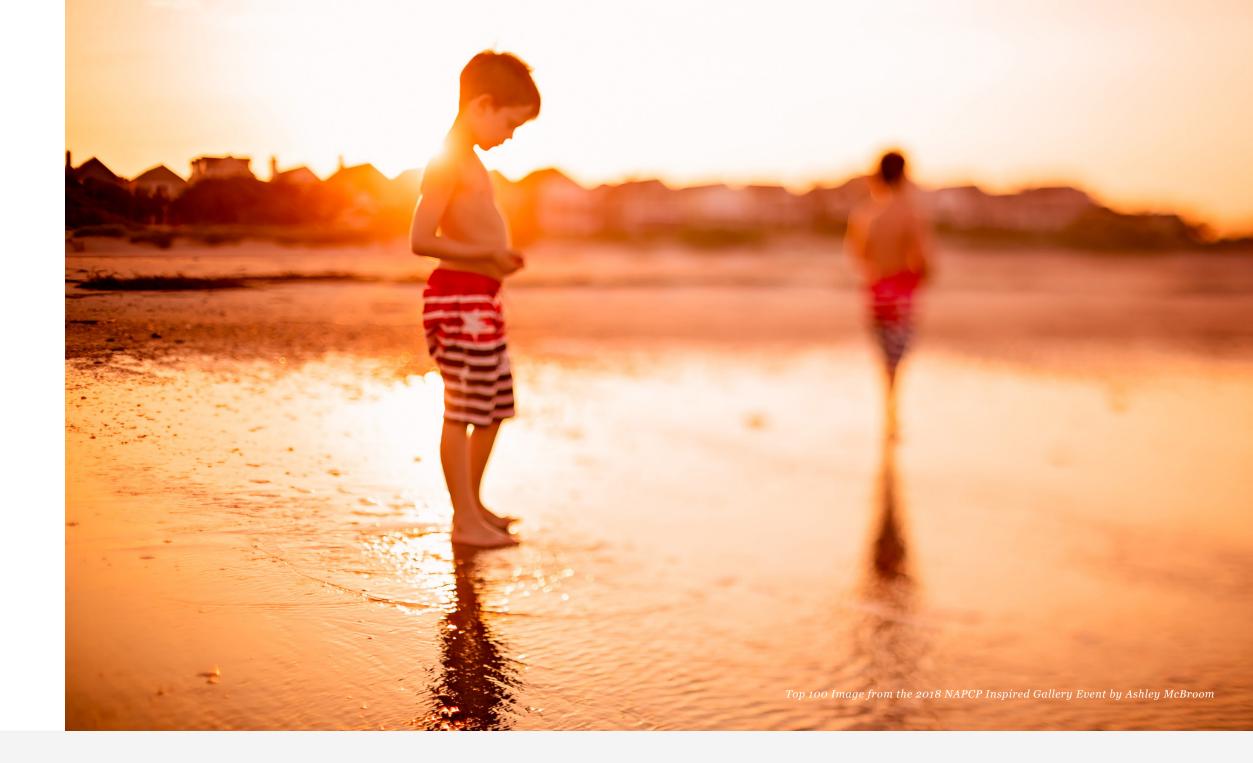
members.napcp.com/napcpapplication

MARKETING MONDAYS

napcp.com/marketing-mondays

IMAGE COMPETITION

napcp.com/about-our-image-competitions



EXPOSURE

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform through which they can share their knowledge and work with the world!

WAYS TO CONTRIBUTE

For more information, please contact us at: info@napcp.com

- Contribute to Inspired Magazine
- Host a Marketing Monday
- Contribute to the NAPCP Blog

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