Phlearning from a Phlegend

by Brent Brotine
photos T. J. Hine

C3ers who are photographers and/or use Photoshop in their projects almost certainly have visited Phlearn.com—a website with over 800 free tutorial videos plus in-depth professional training that reaches millions of students worldwide. And its founder, video star and retoucher to the world is Chicago’s own Aaron Nace, who brought a sneak preview of his newest tutorial to our Photoshop Master Class meeting attendees on Wednesday, February 17 in Columbia College’s Ferguson Auditorium.

The evening began with our traditional pre-presentation hospitality outside of the Auditorium. As the lights dimmed, our packed crowd of over 65 C3ers, Columbia students and guests were all eyes and ears as Aaron took us through Introduction To Studio Compositing, his newest intermediate-level PRO tutorial now live on Phlearn.

Aaron showed us the basics and secrets of using Photoshop to put someone on any background, and demonstrated step by step how photographic models shot against either white foamcore or green screen backgrounds could be expertly placed in front of an exterior door or on a beach.

He expertly explained how to use the Photoshop’s pen tool to cut out selections, and how to use layers and clipping masks to preserve details around hair, apply shadows from the studio image to the composite picture, remove fringing and correct color.

There was time for Aaron to answer a variety of audience questions, so he had us all leaving the Auditorium just a little smarter for tackling upcoming Photoshop projects.

When Aaron isn’t busy managing Phlearn, you can find him teaching live seminars, working on his own retouching projects, or contributing to numerous industry websites. His portfolio is online at www.aaron-nace.com.
On a recent trip back from the west coast, the plane I was in took a low approach to Salt Lake City providing a stunning view of the peaks of the Rocky Mountains. As I reflected on their beauty, I thought of how they emerged from colliding tectonic plates that thrust massive rock high into the landscape over millions of years. I wondered how many of the peaks had actually been explored or walked on by humans. Flying in a pressurized, temperature controlled airplane, I felt intimately close to the peaks and yet enormously far away from them.

In the course of every human life, we are often adjacent to change we know nothing about yet. We cross paths with someone without knowing one day they could become extraordinarily significant or pass by a place that may one day become a life-changing landmark. Creative people are pioneers in this regard—often setting off into uncharted territory looking for that which is hidden and uncovering it in ways that reveal beauty or unique qualities to those around us.

Sitting in front of a glowing computer screen or a blank canvas we are extraordinarily vulnerable. We may have no idea what will emerge as we make our initial mark. Still we proceed, sometimes guided by ideas and thoughts, sometimes guided by intuition. It is an enormous act of courage to reveal what has not yet been uncovered.

We have several open positions and can always use volunteers for programs and special events. If you are interested in joining the board or getting involved, please contact Stephen Starr at steve@stephenbstarrdesign.com.

C3 Board meetings are open to all. They’re held the first Tuesday of the month from September–May at 6 p.m. Join us.

C3 Newsletter
Print and Mail Services Marilyn Jones, Consolidated Printing
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We welcome editorial submissions (including opinion pieces) that may be of interest to our readers. Send your articles or ideas to Brent Brotine at Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477 or e-mail them to him at brent@brotine.com. Please note that we reserve the right to edit or reject any articles submitted to C3. Note that this newsletter does not return unsolicited materials. The views and opinions expressed in this newsletter are those of the author(s), not those of Chicago Creative Coalition.

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UPCOMING PROGRAMS

Spring into fun!

by George Berlin

We started the season with a focus on Photoshop tips and tricks, and we’ll be continuing this spring as we move into video for designers. How can we use it to our advantage? What’s different—and the same—as we switch?

Then, the series continues with a program on Video in Action. Fun tips and tricks, how to shoot and edit on EVERYTHING imaginable...phones, iPads and pods, GoPros and more. We’ll even pull out some toys from my fun arsenal and do some shooting right on the spot.

Then, we turn our minds back to warm things and fun—summer! We’ve really been going up and down on this one but it looks like we might have a road trip for our annual meeting...TO A TRAMPOLINE PARK!! More on that, but limber up folks. Sitting all day can be rough.

We’re also looking at touring Chicago’s biggest art gallery, the 606 outdoor park that runs 2 miles over the tops of the city with great art all along. And then, maybe a little photo-shooting adventure in the fall.

Happy days are here again!

FROM THE BOARD

Spring is in the air!

by Kathy Quintanar

Can you believe it? 2016 and spring is in the air!

It has been a busy time for the C3 board planning all of the enriching creative activities for the C3 members. Sitting among my fellow board members, listening to them shoot ideas out, as they plan and strategize our next C3 Program or activity is rousing.

In December, we planned a holiday gathering at the Maggie Daley Ice Skating Ribbon and subsequent vittles at Tavern at the Park, where fun was had by all that attended. January 27 C3 hosted a Copyright, Content and Contracts information session. In February we held a Photoshop Master Class and Learn Jam 2.0 in March. All-in-all, a busy first quarter for sure!

Rumor has it the board is planning a bouncy fun time for our annual meeting...stay tuned for details to come.

As we conduct board business, we plan for these events in the hope that it will benefit our existing members and attract new members. We love new members. We love new ideas. Do you have an idea, or suggestion? As a C3 member, if you would like to suggest an activity the board can incorporate into their plans, please do. And please plan to attend as many of the upcoming programs as you can. Bring a friend!

C3 Is On YouTube

The new C3Chicago channel on YouTube is our permanent home for videos of C3 events, member projects and all kinds of experimentation. We hope everyone will subscribe to the channel on their next visits to YouTube; just go to the C3Chicago page and click on subscribe.

C3 Newsletter Advertising Opportunities

The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. B&W ads are accepted in hi-res press-ready pdf format. Contact Cindy McEwen at macindy@mac.com for more information.

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Free for the first 30 words, 10¢ each additional word.

NON-MEMBERS RATES
$25 for the first 30 words, 25¢ each additional word.
Skating for Our Supper

by Brent Brotine
photos Mike Tanimura and Cindy McEwen

The photos say it all — everyone had a great time whether they were skating or cheering on the crowds at the new Maggie Daley Ice Skating Ribbon on December 12th. A handful of brave C3ers and guests brought or rented ice skates and took advantage of the clear afternoon to speed around Maggie Daley Park’s quarter mile long twisty ice path that boasts a unique rolling landscape, while our other attendees watched the fun and checked out the other Park features.

After an exhilarating hour of skating—with no mishaps—our entire group of 14 made our way to the nearby Tavern In The Park restaurant. We feasted on a terrific après-skate menu of hummus, various flatbreads, calamari, roasted cauliflower and smoked wings, and enjoyed each other’s company in a private dining area with a great view of the area.

Best of all, we got to watch the Zamboni do its thing.
JANUARY MEETING

The Other Three Cs: Copyright, Content and Contracts

by Brent Brotine
photos Stan Kotecki and Cindy McEwen

In today’s mashup world, protecting our works and our livelihood is more important than ever. All creative professionals need to know the latest legal interpretations of copyright law, and attorneys Rick Bixter and Elaina Emerick from Holland & Knight LLP were on hand at our January 27 meeting to explain it all.

19 C3ers and guests met at Various Things Live for our traditional wine-and-cheese hospitality half-hour followed by the presentation. Rick began the evening quickly moving through the basics of copyright to the most relevant information for creatives who want to guard their works from being appropriated. We heard the how and why of formally registering our works, when it’s practical to fight battles and when it may not be. And we learned what fair use is…and isn’t.

Elaina followed with helpful facts on licensing and contracts. She discussed the pros and cons of Creative Commons licensing and similar public copyright licenses. And she drove home the “Holy Trinity of Rights” that creatives should have spelled out in their client contracts.

Rick and Elaina mentioned a useful duration chart that provides a quick reference for determining if works are in the public domain. It’s available online at copyright.cornell.edu/resources/publicdomain.cfm.

By the way, Cindy McEwen’s usual spiel about “attendees consent to usage of their likenesses in the newsletter unless they inform us otherwise” received Rick and Elaina’s seal of approval—so way to go in protecting C3, Cindy! (And as they each requested, we’ve blocked the faces of smartasses Jason Feinberg, Steve Starr and Mary Wagner.)

When artists do need legal assistance, there are places in Chicago to turn to. Lawyers for the Creative Arts provides free legal service to financially eligible clients in all areas of the arts—their website is law-arts.org. In addition, Holland & Knight frequently does pro bono work to help artists in trouble.

Rick and Elaina are respectively reachable at richard.bixter@hklaw.com and elaina.emerick@hklaw.com.

Like what you see?

Ink  Printed digitally on Xerox 700.
Paper This newsletter is printed on Classic Crest 70# text.
Process The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.

How to join C3

The easiest access to a C3 membership application is through our website: www.chicagocreative.org/join-c3/. Pay online through PayPal or contact membership@chicagocreative.org for a membership application to fill out and mail with a check to: Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477, Attn: Membership Director.

E-mail questions to: C3@ChicagoCreative.org or to the Membership Director: membership@chicagocreative.org
1. HOT photo and recipe book promotion/giveaway for T.J. Hine, Lisa Bishop (recipes and styling), and myself (design, icons, content, production.) Shown are the cover, an interior spread, and the way I packaged it in clear cello with a tiny bottle of Tabasco, red organza ribbon with gold sparkle cord, and a personalized note for clients. A challenging process but it gets great reactions!

2. Grant Thornton Annual Survey of Community Bank Executives. We built a cute, colorful Lego® bank building and photographed five stages of the process to illustrate the pages through the report and graphical content. Fun!

3. Blissplay.com website. This was an unusual flower essence product. We did the branding, packaging, website architecture, visuals and content. I especially like the little circular elements.


5. Logo designs. OptiBalancePet Formulas logo and subset logos for each species; The Wooden Spoon, kitchenware and cooking classes; Fishbone Upholstery; Bliss Flower Essence Spray; k.o.kidz logo exploration.

6. Design for July page in one of the C3 promotional calendars we did as group projects. At the time it was a big file, and I remember worrying about saving and transporting it. But I really like the image.
Karen Woodbury produced a FermentTableCulture event Dark Harvest on January 28 at Superior Street Center for the Arts. This underground arts and eats event combined a fine art gallery show of emerging and established artists with performance, wine tasting, and samples of artisan nibbles and bites. C3ers T. J. Hine and Laura Marie Sanchez sold collaborated handmade wood with mosaic border frames.

Jason Feinberg was engaged to Querube Della Cella (who lives in Panama) on December 23, 2015. Next step is to get her here to Chicago!

Creative Genius and certified Sneaky Weasel George Berlin went and got married without telling anyone—even the C3 Board, which met the night before! George and his darling Marie Kung will be celebrating their nuptials at a fun event this summer. That’s if he has any cash left after buying those expensive robot rings! (Real rings coming.)

Stan Kotecki exhibit of The Des Plaines Methodist Campground Architectural Photography: February 17 through April at the Des Plaines History Center, 781 Pearson Street, Des Plaines, IL, 847.391.5399.

Mary Wagner is the newest artist represented by The Studio Gallery in Odense, Denmark. Her first show at the gallery opened in February. Pictured here is Cosmic Wonder, 2015, 11 x 14 inches, india ink on bristol board.
I’d Give Anything To Meet: Ernest Hemingway

Favorite TV Show: Elementary

Favorite Radio Station: WXRT / Teri Hemmert

Places I Have Traveled To: Hawaii, Canada, Mexico, Barbados, Puerto Rico, France, Germany, Italy, Spain, England, Ireland, Scotland, Australia and Hong Kong

The One Thing Nobody Knows About Me: I have kayaked to the Slate Islands in Canada

Favorite Movie: Casablanca, Godzilla, old westerns

Favorite CDs/Recording Artists: Stevie Nicks / Gordon Lightfoot

Favorite Book: The Wright Brothers by David McCullough

Favorite Restaurant: Clafoutis French Bakery & Restaurant, Santa Fe, New Mexico

Gadget I Can’t Live Without: Leatherman

Favorite Website: John Paul Caponigro

My Fantasy Is: Learn Spanish and go to Cuba