



fyi

MARCH 2015

IN THE NEWS!

A look at some of the wonderful press that has surrounded LightBox Photography Cards

- PetaPixel.com
- ExposureGuide.com
- PhotographyTalk.com
 - Learn & Explore
 - 7 Ways to Learn Photography and See Creatively
 - 3 Excellent Educational Opportunities to Improve Your Photography Knowledge
- Creativepro.com

IN PRODUCTION!

For those who are following along with the production schedule, here's a look at what's in-hand, what's currently at the printers:

IN-HAND

- Thank You Cards
- Challenge Card Check List

AT THE PRINTERS:

- LightBox Decks
- Lens Bands
- 3-in-1 Gray Card
- Aluminum Cases
- Photo Notes
- Stylus/Pens
- Challenge Coin

Welcome!

I am very excited to present to you this inaugural edition of the LightBox Photography Cards "fyi" Newsletter!

Over on the left, you can click on the links of various press coverage that has surrounded LightBox. It's been wonderfully received by many industry sites with some very kind words.

You can also follow along with the production schedule of all the various bits and parts that make up the Kickstarter Rewards and LightBox Decks. The next couple of months will

be a flurry of activity in this regard. Do make sure and join us on Facebook and other social media outlets to keep up to date on the progress!

This edition will be short and sweet, as most of my attention is focused on making sure we hit the May 2015 fulfillment deadline.

Thanks again for your support!



Meet the Printers!

I'd like to introduce you to the amazing company that is printing LightBox Photography Cards.

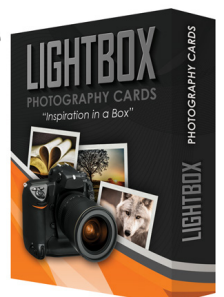
AdMagic.com is a personalized playing card printing company as well as a promotional advertising and design firm. They specialize in the creation of custom playing cards, custom card games, custom board games and personalized playing cards. Using only the finest stock available, **AdMagic.com** creates playing card decks and games that are being sold all around the world.

As both project creator and a graphic designer, working on LightBox has been a dream come true, but the folks at **AdMagic.com** are going to turn that

dream into reality with as much passion for the project as my own.

We worked very hard to make my first deck of cards, **Foto Grafis**, a huge success and it's great to team up with them once again on this new project!

ADMAGIC™



AdMagic.com is also producing the LightBox Challenge Coin and the awesome pen/stylus combo, too!

NEWSLETTER PHOTOGRAPHY CHALLENGE

With every release of "fyi," I'll be issuing a newsletter-exclusive photo challenge! This month, it's all about the eyes!!

As with any portrait, be it a person, an animal or a bird, the eyes are the all-important details you must get just right! Your viewers connect to your subjects *only* if those eyes draw them in! It's your job to make sure they do!

Focus your lens right on the eye, lock it down and then recompose to suit the image. Be sure to capture some sort of reflection or catch light in those eyes. This will give the subject life.

Don't have or use artificial light? Place your subject next to a window - believe it or not, dirty windows work best as they give an amazing quality of light that is lost on a spot free, pristine window!

Finally, make sure your subject is comfortable - especially if you're working with a person. Viewers can spot fake emotion a mile away. Simply talking with them - relating a funny story while you're behind the camera will put them at ease and produce genuine emotion - never - ever say cheese!



Camera: Nikon D2x
Lens: Nikon 70-200mm
Shutter Speed: 1/200th
Aperture: f/7.1
ISO: 100

*"My pictures are my eyes.
I photograph what I see -
and what I want to see."*

- Mario Testino

You Found It Where?

If you've seen the virtual edition of the LightBox Cards - and you'll see this in the print edition coming out in May - You'll notice I use my tripod and remote release a whole lot. Both give me freedom to move about, compose my shots and enjoy my time on location.

Since I am a Nikon shooter, I use the itty bitty ML-L3. It's a nifty little gizmo that allows me to shoot from more than 20 feet away as long as I keep in direct line of sight.

I go through these things like candy - thankfully, they only set you back about \$18-\$20. The last time I lost one, I didn't search too long before I replaced it - this, of course, ensures it'll turn up within hours - and turn up it did!

"Found it," I heard from my wife, who happened to be doing laundry. Thinking I had left it in a pants pocket and she caught it before it went in the wash - I was relieved - now I had two! Walked over and she was pulling it out of the dryer! GASP! It went through the wash and dry - no way it's going to work, right?

Got the camera out, pointed the doodad at it - and sure enough, it triggered the shutter without hesitation.

This got me thinking. If it went through the wash and dry - and I lose them like crazy - would it stand up to some orange spray paint? Stay Tuned!



What's Next?

The success of LightBox Photography cards has been a real game changer for me and I am already working up plans for several follow up decks.

There are endless possibilities and a great many of you have sent along suggestions and requests - I've listened to them all and have considered each and every one of them!

So here's my planned follow-up . . . once fulfillment of the first deck is underway, I'll be launching a new Kickstarter Campaign for not one, but TWO decks.

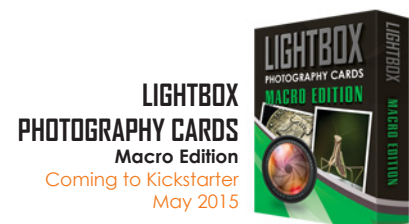
The first deck will appeal to the very same audience as the first - but be a more focused deck - a themed deck, if you will. I am calling this one the Macro Edition. 52 all new challenges utilizing your macro/close-up lenses. But it's not limited to your big DSLR cameras, but also inspires with shots I've done with my point and shoots and even my iPhone!

The second deck will appeal to those looking to get into Wedding Photography - or established wedding shooters who are looking for more creativity. The Wedding Edition will offer up 52 must have shots to include in your wedding image - these aren't the usual bride & groom with family, but visionary shots of the rings, dress, cake and other elements of the big day!

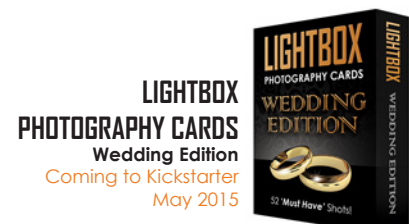
Both these decks will launch on Kickstarter in May - and can be backed separately or as a pair.

This is only the beginning with a ton of work going on behind the scenes - work has even already begun on LightBox 2.0!

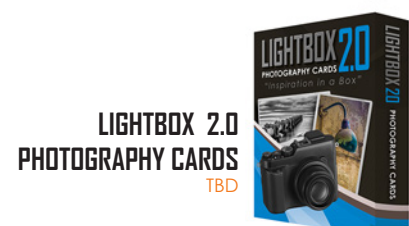
All this is thanks to you fine folks!! Keep an eye out for next month's newsletter with more looks into production and more news of what's to come!



LIGHTBOX
PHOTOGRAPHY CARDS
Macro Edition
Coming to Kickstarter
May 2015



LIGHTBOX
PHOTOGRAPHY CARDS
Wedding Edition
Coming to Kickstarter
May 2015



LIGHTBOX 2.0
PHOTOGRAPHY CARDS
TBD