Tipping the balance

'High key,' 'low key' shots can be exciting

Music Hall goal: \$330,000

F. James McDonald, president of General Motors Corp., will head up Music Hall Center's 1983-84 corpo-rate campain for operating fund contributions.

contributions.
Under McDonald's leadership, Music Hall Center hopes to raise
330,000 to support the non-profit organization's presentations of dance,
family and musical events.
Music Hall recently completed its
10th season of programming in the
downtown theatre.

Bullt in 1928 by Matilda Dodge Wil-son, It is recognized as an historical landmark. A fund-raising campaign to support interior restoration recent-

Most photographs that we are accustomed to seeing contain an even range of tones from light to dark. But by being creative and deliberately lippling the balance toward either extreme, you consider the careful, unmant pictures. Tones demand the product the entire image will result in opposit, if dark tones dominant the photograph, we have a 'low key' picture.

For an effective high key shot, you

ly raised more than \$100,000 for renovated auditorium seats and a new

McDonald succeeds Thomas B. Adams, chairman of Campbell-Ewald Co., who chaired the 1982-83 corporate fundraising drive.

rate fundraising drive.

McDonald has been president and
chief operating officer of General
Motors since February, 1981. His
many cultural and civic affiliations
include directorahips on the boards of
the H.J. Heinz Co., the Motor Vehicle
Manufacturers Association, Economic Citu of Detroit and Up with People,
a non-profit educational and cultural
organization.

stage curtain.



photography Monte

Nagler

or even crumpled paper against a white background. Portraits taken in front of a light backdrop also can be classified as high key.

PROPER EXPOSURE is essential to get quality high key results, but a little camera expertise is required. Because the majority of the subject area will be light in tonality and will reflect most of the light striking it, your camera's meter will be 'fooled' and you'll get an underexposed shot. Solution: Take the meter reading off either an 18 percent gray card or, more easily, off the back of your hand. This way, your exposure will be correct and you'll obtain a rich, high key print.

Low key pictures are opposite high

Low key pletures are opposite high key in that the dark tones dominate. Outdoors, the dark skies often seen af-ter a storm will reward you with a strong, low key Jandscape shot. Or an abundance of dark foliage can provide the necessary background for that low key Image. Dramatic lighting com-

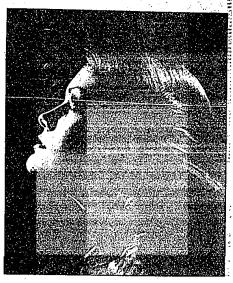
bined with a dark background also will produce portraits with mood and im-pact.

pact.

AS IN HIGH key shots, exposure can be tricky because the dark tones will "tell" the meter to open up and, as a result, you'll overexpose the film. So, here too, use a gray card or your hand for correct readings. In fact, in all high key and low key shots, bracket your exposures slightly to be assured of getting an optimum print.

With the right subject, some thought, and a little creativity, high key and low key techniques will add exciting Images to your photo portfolio.

A dramatic, low key portrait is captured here by Monte Naglor, who used a single light source and a black background. The model is Miss Michigan-USA,

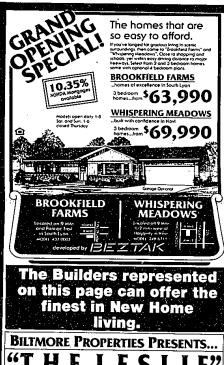






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