



Martin Evening

www.martinevening.com

Biography

In the early part of 1996, a group of twenty or so photographers with a shared interest in digital imaging, met at Ian McKinnell's studio in Holborn. Out of that inaugural gathering was born the UK Digital Imaging Group. Before long we had attracted a sizable number of fellow digital photographers and retouchers. Looking back, it is interesting to note how much excited interest there was in DIG at that time. Although programs like Photoshop had already been around for a number of years and before that the more exclusive high-end digital editing systems, there was clearly a lot of shared interest among our specialist group to share ideas and thrash out solutions to common problems. The physical aspect of DIG meeting once every month gradually died down. Initially, digital imaging was still something of a pioneer sport. Over the more recent years, it has become commonplace. There is another aspect to this as well, in the early days we often had to improvise in order to get the maximum performance out of our limited computers and limited budgets. Today, newcomers take it for granted that even a budget priced modern desktop computer will be able to run Photoshop.

Over the years I gained experience gained writing for magazines like MacUser and the British Journal of Photography, which led to me producing the synopsis of Adobe Photoshop for Photographers. The first edition (for version 4.0), was

never published, because by the completion of the first manuscript, Photoshop 5.0 was at the Beta testing stage. Adobe Photoshop 5.0 for Photographers, was therefore a rewritten version of that first unpublished manuscript. The current edition of the book, Adobe Photoshop CS3 for Photographers has been updated to include all the new features in Photoshop CS3.

Before all this, I was a London-based professional photographer working freelance, mainly for fashion and beauty clients. And these days I am busier than ever with studio photo shoots. Digital imaging has extended the number of skills I can offer to clients. Today, I enjoy being able to manipulate and craft the pictures I shoot and this gives me not only enormous creative satisfaction, but a good living. In a competitive (and some would say declining) market, this is a welcome bonus. Because I am a working photographer, I like to think that the advice and the work through examples I provide have some relevance to the wants of fellow photographers - amateurs and professionals alike.

I was born in Salisbury, Wiltshire and studied photography at the local Salisbury College. I moved to London in the early eighties, where I full-time assisted photographers, Serge Krouglikoff, Kenneth Bieber, Bill Ling and James Wedge. Working with James was a wonderful experience and gave me a taste for foreign travel. After leaving James's studio, I built up my own freelance career working as a photographer. Today, I live in Willesden Green and work from a studio in nearby Stoke Newington. I am also a regular contributor to What Digital Camera magazine. I am regularly asked to present seminars on Photoshop techniques. These days the Digital Imaging Group rarely holds any meetings, but the spirit of DIG lives on in the Prodig mailing list, co-owned by Ed Horwich and myself. If you would like to find out how to join this mail list, visit the prodig web site www.prodig.org.

It is hard to say which photographers have influenced me most. With so many good photographers out there providing inspiration, I am inclined to think first of pictures I've recently seen in magazines, exhibitions, books or posters. It is the unsung heroes who through organisations like the Association of Photographers, have helped defend photographers' rights and championed their cause. people like Janet Ibbotson, Gwen Thomas, Mike Laye, Martin Beckett, Adam Woolfitt and Jonathan Trapman. In this intensely competitive business, the contribution these people (and many others) have made to protecting the rights of UK and European photographers is sometimes easily forgotten. The photographic industry has gone through many changes. The advent of digital imaging has made high-quality digital imaging an affordable reality for many. It has also brought about less welcome changes, such as the way clients are able purchase and commission original photography. Such changes are inevitable, yet I believe there are also many ways in which photographers are able to adapt and take advantage of new technologies and thrive from this digital revolution. Never before has it been so easy to communicate with so many people across the world through visual images.

Interests outside of photography and computers include outdoor activities like hiking. I like reading modern novels and listening to all types of contemporary music, but especially indie, dance, ambient, jazz, soul and R&B. I often get the opportunity to visit the United States and love to take time out to drive around, explore small towns and investigate the local music scene.

I am married to my wife Camilla and have a baby daughter, Angelica who was born in April 2007.

Adobe Photoshop CS3 for Photographers (Focal Press) Now in it's seventh edition, Adobe Photoshop CS3 for Photographers contains 704 pages covering the latest workflow guidance and tips on using Photoshop and Bridge CS3. The latest information about Camera Raw 4.1 is available free can be downloaded as a separate PDF from Photoshopnews.com

The Adobe Photoshop Lightroom 2 Book (Adobe Press) The first edition of The Adobe Photoshop Lightroom book already established itself as The encyclopedia on Lightroom. The Adobe Photoshop Lightroom 2 book has been much expanded, now containing 624 pages of detailed information. It covers everything from importing photos to print output.

Pixel Genius LLC Pixel Genius is a unique collaboration of Photoshop experts that includes: Jeff Schewe, Andrew Rodney, Mac Holbert, Seth Resnick and myself. Together with past members Bruce Fraser and Mike Skurski we have created a range of third-party products for Photoshop such as: the original PhotoKit plug-in, PhotoKit Sharpener and PhotoKit Color which is a product that I worked on with the help of Jeff Schewe and the late Bruce Fraser.