



GARY LADD

Making the Papers

Richard Jackson. If you're looking for a high-performance photographic print, that's the guy you want. Jackson is the driving force behind Hance Partners, a company that specializes in fine-art printing for photographers, and his company's client list is a who's who of excellence: Steve McCurry, Amy Vitale and Joe McNally are all contributing photographers to *National Geographic*; Jack Dykinga, Gary Ladd and Randy Prentice are longtime contributors to *Arizona Highways*; and the list goes on. Jackson has been in the photo-lab business for a long time, and he could have gone to New York or anywhere else, but he's always preferred small operations — those that emphasize a collaborative effort between photographer and print-maker. There are others who focus on that, but what sets Jackson apart is

the dialogue he initiates with each photographer. This photo of the Grand Canyon, made by Gary Ladd, is a good example. Among the questions Jackson asked were: *What's the story? What was the motivation behind the photo? Where do you want the viewer's eyes to go first, and where should they linger?* After Ladd answered, Jackson asked the technical questions: *Is there enough dimension in the clouds? How much shadow detail would you like on the right-hand wall? Should the highlights on the sunlit wall be brighter down canyon, or more toward the middle of the frame?* Jackson knows what to ask and what to do with a photographer's answers, creating a perfect combination of art and print performance.

— JEFF KIDA, photo editor

PHOTO TIP

Bracketing

In challenging lighting situations, try using bracketing to ensure the best exposure. Usually, this means making

three or more images: one slightly underexposed, one with the presumed correct exposure, and one slightly overexposed. Most DSLRs have an

automatic setting to do this, but if your camera does not, you can bracket manually by slightly adjusting your exposure for each shot — usually in 1/3- or

1/2-stop increments above and below the camera's reading. When it comes time to edit your images, you'll have more options from which to choose.

ADDITIONAL READING

Look for our book *Arizona Highways Photography Guide*, available at bookstores and www.arizonahighways.com/books.

