



Photography for Beginners

Session IV
It's In The Camera – Now What?




1/1/09 JHL - Session 4 1




Today's Agenda

- Quick refresher of last week's key points
- Discuss your "field" assignments
- Introduction of new subjects




1/1/09 JHL - Session 4 2



Not All Print Labs are Created Equal

- You took the shot
 - The subject/theme is powerful
 - Composition and framing are dead on
 - Nailed exposure
 - Vibrant color tone,
 - You can feel the texture in the scene
 - It is perfect..... just PERFECT!
- Now what?



1/1/09 JHL - Session 4 3

Choose the Right Photofinisher

- You invested valuable dollars and time to:
 - Buy the right camera and accessories
 - Take classes and/or read books, magazines
 - Practiced, practiced, and practiced
 - Took that perfect shot
- Now you need to invest the time to find the right photofinisher for your masterpieces.



New Topics

- Getting the images out/off of your camera
 - Removing film is very straightforward
 - Rewind (manually or automatic)
 - Remove roll
 - Mark roll
 - Digital has several ways to do this
 - Connect camera to computer with cable and transfer
 - Remove memory card and plug into transfer device or directly into a computer's built in camera card slot
 - Take card to photo lab and transfer directly



Choosing Output Media

- Film – Generally goes to either paper, canvas or slide
 - Then needs to be scanned to save in digital format for manipulation or use on the web.
- Digital – Generally goes to print or directly to the web



Printing your work

- The good news
 - Processing your work has never been easier or faster!
 - You can mail it, drop it off at a grocery store, drug store, mall kiosk, almost any large chain store, or take care of it over the internet.
 - You can also bring it to a professional photo lab or custom
 - Print it yourself in your own darkroom or on your printer



Printing your work

- The not so good news
 - Many of the fast, conveniently located and inexpensive labs
 - Have systems that automatically "average" development parameters
 - Often do not have a person that can override the system to deal with individual image issues



Printing your work

- The not so good news
 - Printing on your own equipment requires.
 - Dedicated place for darkroom
 - Chemicals,
 - Experience, or
 - Printer investment
 - Paper or canvas, inks
 - Color calibration (software and hardware)
 - Significant understanding of color management



Custom Labs – as a general rule

- Have technicians with experience
- Often are photographers
- Can adjust their equipment to manually make image by image corrections or creative adjustments

- Cost more than your local supermarket, pharmacy, and chain store print centers



Let's talk Digital

- Digital technology offers many options that effect how you
 - Capture your image
 - What you capture it on
 - How you transfer your image
 - Post capture corrections and enhancements
 - Storage media
 - On card, internal or external hard drives, CD/DVD, thumb drives, on line
 - Print or Post to the WWW



Film vs. Digital (over simplified)

- Film technology priorities
 - Good lenses
 - Photographer's skill and creativity
 - Quality film and right speed
 - Photo developing
 - Camera



Film vs. Digital (over simplified)

- Digital technology priorities
 - Good lenses
 - Photographer's skill and creativity
 - Camera's megapixels
 - CF/SD card size and speed
 - Camera
 - Frames per second
 - Flash synch speeds
 - Sensor size



Digital requires some knowledge

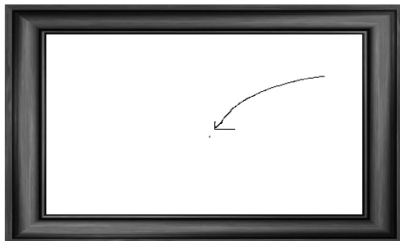
- Image resolution (DPI)
- Image format (JPEG, PSD, TIFF, DNG, Raw)
- Post capture software
- Storage device (SD/CF cards, flash drives, internal/external HDs,
- Aspect ratios,
- Color balance
- Focusing
- Exposure metering



It starts with Pixels

A pixel would be pretty lonely all by itself!

It needs lots of "pixel" friends, relatives (and yes even strangers) before it stands out in a crowd



It starts with Pixels

- Digital images are nothing more than a mathematical representation (101010101) of the scene captured on a sensor
- Digital images use Red Green and Blue (RGB) to produce the color range
- A pixel is the smallest piece of information about an image
- Cameras are rated (in part) by their number of mega pixels



Pixels and image size

- A Megapixel is equal to 1,000,000 pixels
- A high resolution image may have 3600Hx2400V pixels or 8,640,000 or 8.6Mp
- Image format will impact the actual amount of memory an image consumes.
- JPEGs 2-3MB, TIFF and PSD 8-10MB, Raw 11-13MB per image



When Pixels Unite

Now we are getting somewhere

I think the Clinton's once said, "It takes a village to raise a pixel" This image has about 12,000,000 pixels....



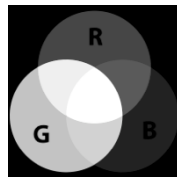
Pixel Equality – NOT!

- You have probably heard this one before
 - “Bigger” is not necessarily “Better”
- Sales people always say the more mega-pixels on the camera the better the image
- Generally the more pixels the image has means the more information, but quality also depends on the sensor in the camera that is capturing and recording the information.



RGB (Not the Russian Secret Police)

- Digital images use Red Green and Blue (RGB) to produce the color range



Print resolution vs. web sizing

- Printed images normally have a resolution of 240 – 360 DPI depending on the printer being used and the size of the print being made
- Computer monitors can only see between 72-100 DPI so sizing an image with any higher resolution does not make it look any better and slows down the time it takes to view it.