Digital Photography

Kristen McQuillin DigitalEve Japan 21 September 2002

Today's Workshop

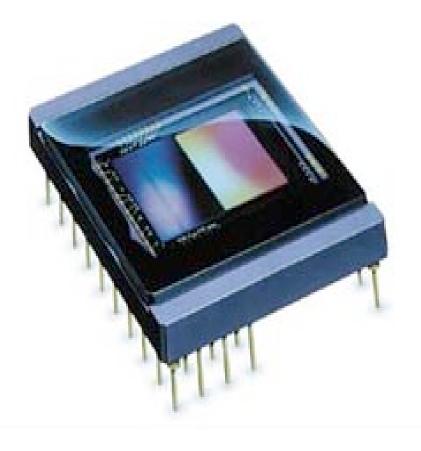
- Behind the lens
- Photography secrets
- Photo safari
- Camera to computer
- Editing images
- Sharing your photos
- Homework!



Behind the Lens

Technical basics to help you understand your camera

CCD & Megapixels



- CCD (charge coupled device) is an array of picture elements (pixels) on a chip.
- A megapixel is a million pixels. 2 1 1 万=2.1 megapixels
- The more pixels, the better the resolution of your photos.

Storage Media

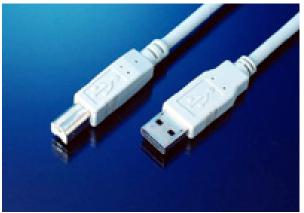
- Storage media is digital film.
- Memory stick, SD, Compact Flash, Smart Media
- Many sizes (4 256 MB); bigger sizes hold more images.



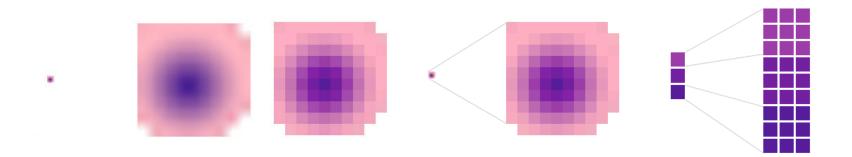
Connectors

- Connectors allow your camera and computer to communicate.
- Main connectors:
 - USB
 - Serial
 - Bluetooth





Optical Zoom vs. Digital Zoom



- Optical zoom uses lenses just like a film camera
 - Smooth, crisp, accurate image
- Digital zoom turns each pixel into many pixels
 - Blocky, grainy, pixelated image

Buying: What do I need?

Basics

- □ Price range: 25,000 120,000
- □ Resolution: 1 5 megapixels
- Storage media type
- Connector type & cable
- □ Battery/power supply
- □ Size/weight
- Controls/interface

Extras

- Zoom/macro
- □ "Mode" features
- Self timer
- Flash controls
- □ Viewfinder type
- Movie
- Audio
- Software

Photography Secrets

Framing & Lighting

Framing: Fill the Frame



Framing: Edge Clutter



Framing: Consider the Angles

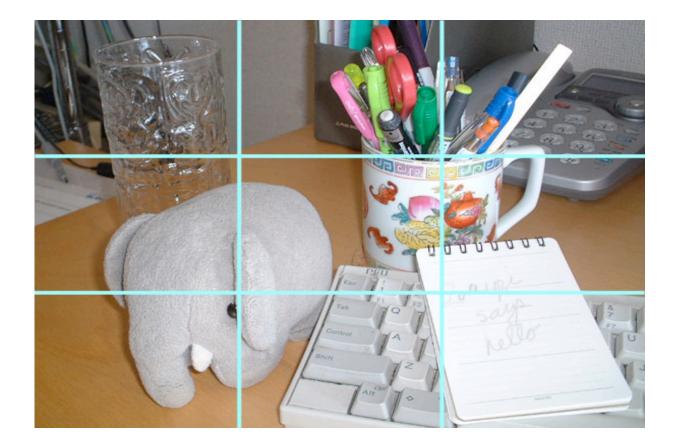








Framing: Rule of Thirds



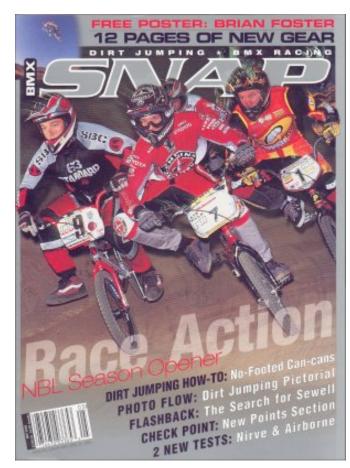
Framing: Grouping People

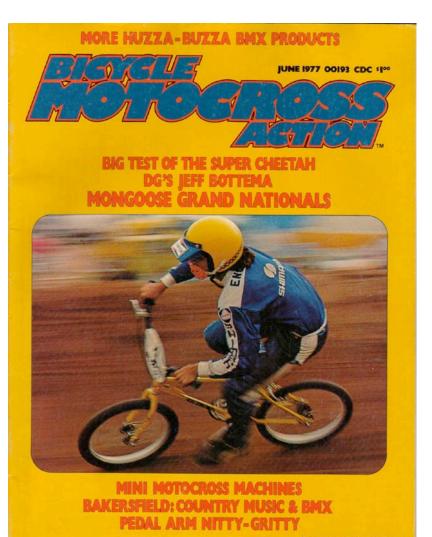


Framing: Grouping People



Framing: Action



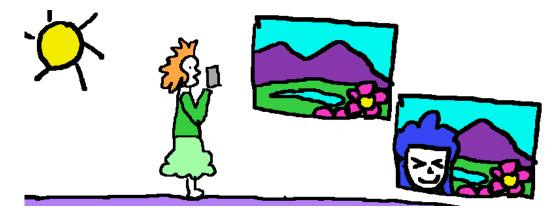


RETAILERS: SEE PAGE 45 FOR SPECIAL RETAIL DISPLAY ALLOWANCE PLAN.

Framing: Portraits



Lighting: Use Available Light



- Early morning & late afternoon sun
- Sun over your shoulder for landscapes
- Background and subject equally lit
- Rooms are never as well-lit as you think--our eyes and the camera see light differently

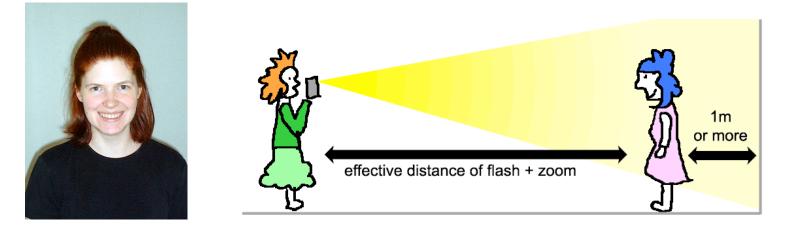
Lighting: When to Flash

- Low light: rooms, evening
- Backlight: background is too bright
- Freeze action





Lighting: Avoid Shadows



- Stand the subject 1 meter away from walls
- Keep the flash away from the subject
 - □ Stand farther away and zoom in

Lighting: Avoid Reflections



- Don't flash when photographing things inside display cases or through windows
- Look for your own reflection in the frame
- Put the lens against the glass
- Stand at an angle to the shiny surface

Photo Safari

Portrait
Landscape
Close-up
Action shot

Camera to Computer

Downloading the images

Download

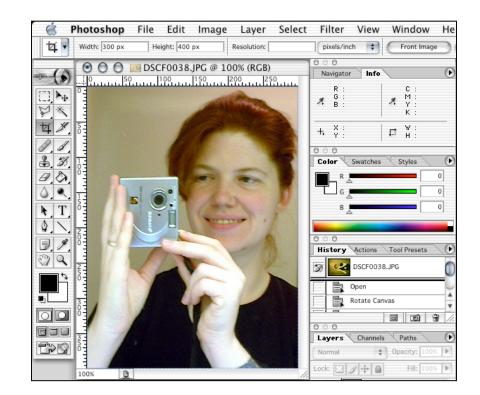
- Connect the camera & turn on
- Launch the software that came with your camera or use another program to move the pictures from your camera to the computer

Editing images

Editing Software Work big, then resize Image size vs file size File formats

Editing Software

- Photoshop (Full or Elements)
- Paint Shop Pro
- Your Camera's Software



Work Big then Resize





- More pixels to choose from means your image editing program can make better choices
- Take photos at maximum resolution
- Resize at the end...

Editing Process

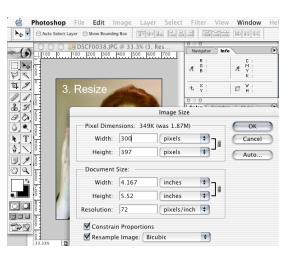
1. Adjust color



2. Crop

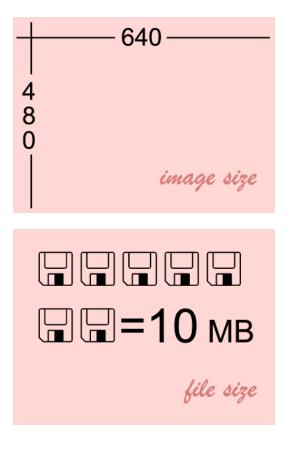






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Image Size & File Size



- Every image has an image size & a file size
- Image size is dimension in pixels, cm, inches
- Image size for placement & printing
- File size is measured in bytes, KB, MB
- File size for e-mailing & downloading

File Formats

JPG

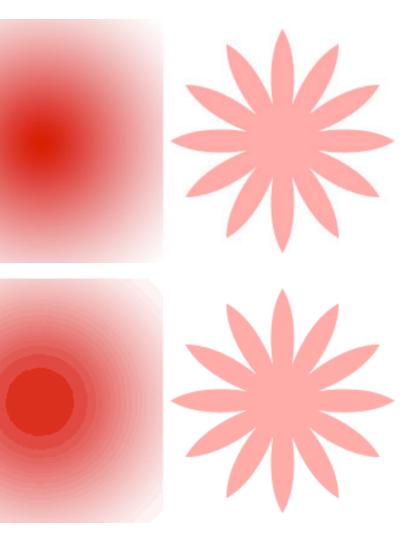
- compressed format for photographs
- works for Web

GIF

- compressed format for graphics
- works on Web

TIF

- lossless format
- good for print, does not work on Web.



Sharing your Photos

Printing E-mail Web Albums

Printing



Ink jet and laser prints

DPE

- Prints from media
- Ofoto.com

Photo kiosks

- □ Bic Camera, Family Mart
- □ 50 yen/print
- Accepts many types of media

E-mail

Attaching to an e-mail

- Make the file size small as many mail accounts have a size limit
- Find "Attach" command; browse to file

Zipping multiple photos

- Combines several files into one and compresses them
- WinZip, Stuffit
- Recipient needs to have software to unzip the file

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Web Albums

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1 - 12 of 12 View:	Thumbnail List Slideshow FlipAlbum	
Order Prints Email	Move Copy Delete	
Check All - Clear All	Click on thumbnail to view larger version	
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Software options

- Photoshop, iPhoto
- Online service
- □ Your camera's software

Hosting options

- Your ISP
- Free: Yahoo Photos, Picturetrail
- □ Fee: Mac.com, Fotoki

Homework!



- Select your favorite 3 images from today's photo safari
- Edit them to 400 x 300 pixels (or 300 x 400)
- Email to
 kristen@mediatinker.
 com by 9/30

DigitalEve Education

- Web Retreat. October 26-27, Saitama
- Computer Troubleshooting, November & December

Two New CDs

- Working with your Computer and Sound
- Managing Websites with Dreamweaver

