

Handout #3 – Digital Photography 101 – Hints & Tips

BEFORE YOU TAKE THE PHOTO	AFTER YOU TAKE THE PHOTO
<p>Design Hints</p> <ol style="list-style-type: none"> 1. Offset your focal point for interest 2. View as abstract artwork (turn the photo upside down) 3. Save as black & white for a fresh view 4. Look at negative spaces 5. Rule of threes in design (ratio of 1:3 or 1:2, not 1:1) 6. Avoid clutter 	<p>Cropping and Resizing</p> <ol style="list-style-type: none"> 1. Focus on the subject 2. Get rid of clutter 3. The web can only show so much! 4. Reduce image file size 5. Improve your design by cropping
<p>Color Hints</p> <ol style="list-style-type: none"> 1. To learn to see value, try black and white 2. Squint to differentiate value from hue 3. Think about the emotional impact of color 4. Reds “bleed” in web images and film 5. Rule of threes in color (ratio of 1:3 or 1:2, not 1:1) 	<p>Color Correction</p> <ol style="list-style-type: none"> 1. Color balance (too red? too green?) 2. Correct bad lighting 3. Punch up the values 4. Increase the hue 5. Don’t forget - Macintosh display is different than PC display!
<p>Flash Modes</p> <ol style="list-style-type: none"> 1. Automatic flash 2. Forced flash 3. Suppressed flash 4. Red-eye reduction 5. Slow synchronization 6. Slow synchronization w/red-eye reduction 	<p>Removing “Red-Eye”</p> <ol style="list-style-type: none"> 1. Some cameras have a “red-eye” flash feature. Use this to prevent red-eye. 2. Feature in some software can remove red-eye automatically, or at least easily. 3. For most control in red-eye correction, use graphics software.

Photo and graphics software recommendations - you can usually download a test version of most software. If you have time, try it before you buy it!

Easy	More Advanced	Professional
Jasc Paint Shop Photo Album Microsoft Picture It! Photo ACD Systems ACDSee Apple iPhoto Roxio PhotoSuite LViewPro	Adobe Photoshop Elements Microsoft Picture It! Digital Image Pro Jasc PaintShop Pro ArcSoft PhotoStudio & PhotoBase Ulead PhotoImpact	Macromedia Fireworks MX Adobe Photoshop (most difficult)

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CAMERA USE HINTS	TAKING PHOTOS OF PEOPLE
<p>Before you start</p> <ol style="list-style-type: none"> 1. Practice with the camera 2. Double-check your camera settings 3. Carry extra batteries 4. Experiment with flash <ol style="list-style-type: none"> a. How close to subject? b. Test red-eye settings 	<p>Red-eye</p> <ol style="list-style-type: none"> 1. Avoid red-eye <ol style="list-style-type: none"> a. Use red-eye flash function b. Ask subject to look away from flash 2. Use natural light <p>Don't get too close</p> <ol style="list-style-type: none"> 1. Distortion 2. You can crop the image later
<p>While you are taking photos</p> <ol style="list-style-type: none"> 1. Use a tripod or lean against stationery object 2. Anticipate delayed shutter response 3. Conserve batteries <ol style="list-style-type: none"> a. Limit use of screen viewer b. Is camera turned off when not using? 	<p>Flattery Or Kindness?</p> <ol style="list-style-type: none"> 1. Avoid harsh shadows 2. Try different viewpoints 3. Use natural light instead of flash 4. Red clothing will overpower skin tones 5. Try different outfits to see which color "works"
<p>Photographing Objects</p> <ol style="list-style-type: none"> 1. Avoid parallax effect 2. Macro lenses 3. Tripod 4. Lighting 5. Use a "color key" for fine reproductions 	<p>Posing versus action shots</p> <ol style="list-style-type: none"> 1. Shutter delay makes natural action shots difficult 2. Take numerous photos of same pose 3. Subject may relax eventually and then the pose will look more natural

LIGHT INDOORS AND OUTDOORS	
<p>Taking Photos Outdoors</p> <ol style="list-style-type: none"> 1. Sunrise, sunset for dramatic light 2. High noon has harsh shadows 3. Overcast flattens distance 4. Few filters available for digital cameras <ol style="list-style-type: none"> a. Glare and reflections b. Dust and smog 	<p>Taking Photos Indoors</p> <ol style="list-style-type: none"> 1. Avoid direct overhead fluorescent light 2. Dramatic: strong warm side light combined with cool light from back 3. Use two lights if possible to light objects. One light should be closer to the object than the other. 4. Don't use flash, use a tripod!
<p>Notes about Outdoor Light</p> <ol style="list-style-type: none"> 1. Sunlight causes harsh shadows 2. North light is blue 3. Overcast days provide good light, intense colors 4. Indirect lighting best for people 5. Use fill-in flash or reflector for detail in shadows 	<p>Notes about Indoor Light</p> <ol style="list-style-type: none"> 1. Fluorescent light is green 2. Incandescent light is red 3. North light bulbs are blue 4. "Color-corrected" light bulbs are best