

Madison PhotoPlus the Photo Summit **e-Photo Newsletter**

October, 2005

1

Autumn The Colorful Season

The leaves drop off faster than we can count them. The colors change from bright to dull to gray and brown. In short, it's time to take pictures!

Many of you will use color film. Which film will you use? Some films are finer grained, some are sharper, some yield higher contrast, some are grainier. The choice of film can have a lot to do with how you want to represent the subject(s). If you are trying to focus on the make-up on a Halloween reveler, a fine grained, slow speed film with flash will be excellent, but to tackle the extraterrestrial costume, a grainy, less sharp image may well look more appropriate. There's no film that is perfect in all situations, so consider what pictures you plan to take before you go to take them. Keep a couple of different film types in your camera bag. Use shorter rolls to get the film in and out of the camera quickly, increasing the odds on getting the right film when you need it.

In considering some different films, here are some observations we've seen across the counter and some objective information as well.

Color negative (print) film is responsible for over 95% of all film exposures taken. Color slides and black & white combine for about 5%, with Polaroid, etc. being that last little percent. Typical color print films range from ISO 200 to ISO 1600. That's a fourfold change in sensitivity. Slower films tend to be finer grained and have a more "normal" contrast range. When we go to more sensitive films, the contrast range becomes somewhat more constricted as the film becomes coarser. Many people complain about visible grain in photos, but use the faster films because it records images in lower light than slower, finer grain films. Even though they are grainier, they are just as sharp.

Most all films are designed to render colors accurately when correctly exposed at noon on a sunny day on the White House steps. As films are taken earlier in the day, later that day, in overcast weather, indoors, etc., the color accuracy disappears. Electronic flashes are designed to simulate the noon, sunny day, White House steps scenario, also yielding accurate color. (Color is rated objectively on the Kelvin temperature scale, discussed in an earlier edition of this newsletter.)

Sometimes, the differences in color rendering can enhance a picture; sometimes it can ruin it. A formal portrait shot under typical fluorescent lighting will yield ghastly, pasty skin tone on Caucasians, with equally unflattering renderings of other flesh tones. We must change either the quality (and perhaps the quantity) of light, or the way the film sees that light. Adding daylight or electronic flash light to the subject is a big help; so is filtering the light.

With digital cameras there is even more control than with film. Most digital cameras beyond entry level allow the photographer to change the white balance boldly or subtly. Even flash pictures at night respond noticeably to changes in white balance. Many cameras also come with software (such as Adobe PhotoShop Essentials) which can reconstruct the image to increase its "graininess" or color balance, contrast or brightness. Effects that only darkroom experts could previously achieve are now relatively easy to do with the right software!



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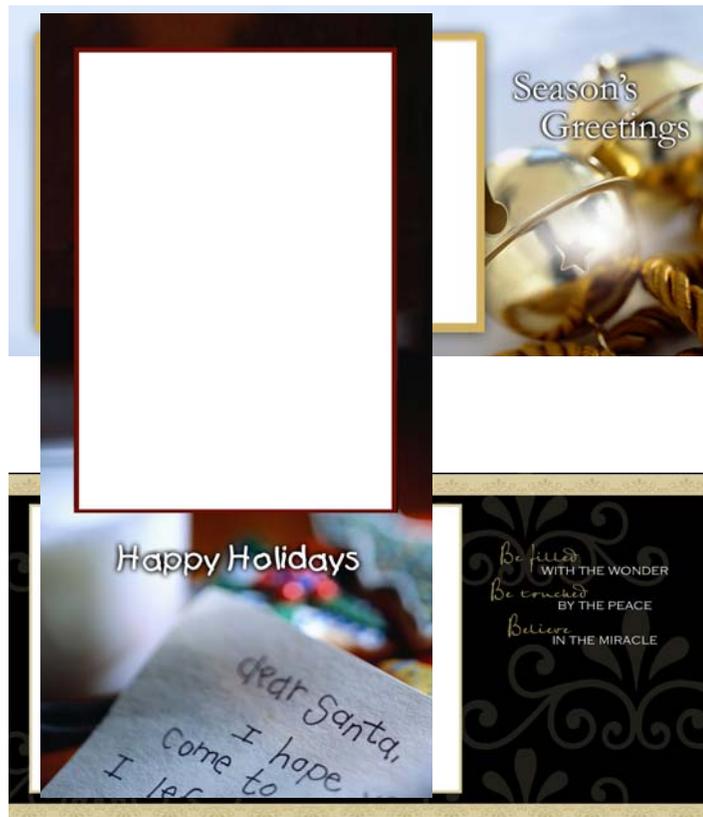
2

A Halloween Idea

A Halloween idea: When asked "trick or treat?", say, "Trick. I want to take a picture of you in your costume acting out the theme of your disguise". What great subject matter! To add "spookiness" to your pictures, turn your camera upside down so that the light is coming from below your subject's face. This will distort the shadows we usually see and lend a mood of eeriness.

The Time Is Here

for planning your personal holiday greetings. We are offering over 40 designs this year which we print custom in house for you. You can order as few as one card or as many as you like. Your images can be custom cropped, color corrected, red eye removed - whatever you'd like.



Better Imaging Photo School (B.I.P.S.)

Remember that our next evening workshop will be a basic digital camera session. This has been our most requested program. October 19th we will do compact digital cameras and in November, digital SLR cameras. See the enclosed notice for more information. There is still some room available, with a maximum of 16 students.

See you soon. Take pictures. Have fun!

the Photo Summit

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**Confused about digital?
Don't be!**

B.I.P.S.

The Better Imaging Photo School

Madison PhotoPlus and the Photo Summit are proud to continue our series of photographic workshops and field trips to instruct the beginner and inspire the more advanced photo-grapher.

Our next workshop, scheduled for **October 19th**, is geared towards basic digital photography with point-and-shoot cameras. Topics will include camera handling, icons, downloading, CD burning, archiving, printing, e-mailing pictures and other digital camera concerns.

The cost of the workshop will be \$30,
payable in advance not later than 2 days before the session.*

It will be held at Madison PhotoPlus in Madison, and will start at 7:00pm. Seating is limited. Refreshments will be served.



*Failure to attend will result in loss of payment. No refunds will be available.