

# MadisonPhotoPlus the Photo Summit **e-Photo Newsletter**

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April, 2005

April "showers". When will they stop? How much damage will they do? Each year millions of people experience damage to their property due to weather related incidents. Hundreds of thousands of insurance claims are rejected annually due to poor or no documentation. Prepare yourself for such an eventuality.

Go outdoors and take a picture of your house from each side. If possible take 2 pictures from each angle - one where the structure fills the frame, one from as far away as necessary to show the building in its surroundings. Next, take a picture looking out from each window (with your flash turned off). With rare exceptions, this way you'll get a more or less panoramic view of your yards, neighbors trees, bushes, sidewalks, etc. (we never know how an insurance company may want to handle a claim).

Next, think of interior pictures. Remember that you want to show how it looks before any potential damage. If you have a date feature in your camera, be sure to use it. Leaky roofs cause water damage, and it's a safe bet that you have lots of indoor pictures with walls but not ceilings. Take 8 pictures in each room: a picture taken from each corner facing each opposite corner (you'll get the entire ceiling this way) and a picture from the center of each wall facing the center of the opposite wall. Be sure to include your garage and vehicle(s). You will now have a complete record of the home.

Little by little you'll be forming a catalog of your building and property. If you shot film, have a CD burned when your film is processed. Keep the negatives or CD somewhere other than in your building in case of catastrophic events. Keep the other originals and prints at home or at work.

It will cost you a few dollars to this, but consider the value of these photos when and if you need them!

## **Photo Workshop Events**

On March 15th The Better Imaging Photo School (BIPS) had a full house for the introduction to basic digital camera use. It was wonderful seeing those light bulbs going on behind people's eyes. The feedback received was also very gratifying. Thank you to all who attended.

Our next workshop will be more about what was discussed in last month's newsletter - controlling light. This will target the photographer who does not wish to rely on automation in order to take all his or her pictures. Even if you currently use a point and shoot camera, your picture taking will improve after attending this workshop. As the pros know, "light is light", and you have to understand it in order to take better pictures. It makes no difference if you use digital or film, black & white or color. A full announcement is included later in this issue. As before, readers of this ePHOTO Newsletter will have the first opportunity to enroll in this \$30 program. The public will not be informed until April 15th. Please email [jerry@madisonphoto.com](mailto:jerry@madisonphoto.com) to sign up or to get more information.

## **Photography and Travel**

We have noticed a tremendous increase in the number of people having pictures taken for new passports and visas, so it seems travel is on the horizon for many of you.

If you are travelling with film, we have recently seen evidence of damage caused by airport security scanning. The pictures were dull and off color because of the low level fogging caused by these machines. Some were on ISO 400 and some were on ISO 200. According to United States federal laws, these films are not susceptible to such damage by airport equipment; according to laws of physics the opposite is true. You decide.

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2

## **Photography and Travel**

(cont'd)

If you are travelling by air, your film is safe in a lead or barium foil bag in your carry on luggage only. Aluminum foil is worthless in this context. Checked luggage is not safe at all.

If you are travelling with digital cameras there are different concerns. As has been previously discussed, there is no image permanence regarding memory cards, hard drives and the newest family of devices such as iPODs and jump drives. As discussed at the BIPS workshop, CDs and prints are the most permanent ways to store your digital pictures. Strongly consider a *RoadStor*\* (or similar device) to safely download your photos while travelling. The devices are small (about the size of a trade paperback book), lightweight and battery powered. Just insert a memory card, push the "record" button and the CD will be ejected when it's finished. Wipe your memory card and keep on shooting. It sure beats having a bunch of memory cards or lugging a computer with you. Feel free to visit the Photo Summit or Madison PhotoPlus for a free demonstration.

## **Shopping for a New Camera?**

If you are considering purchasing a new camera, April is a money saving month. Manufacturers have just finished their fiscal years and have new products on the way. The 'old' models have been reduced in price, sometimes by hundreds of dollars. New rebates have been introduced. The discontinued models will still have 99% of the technology of the new models at substantially lower cost. (One model comes to mind which is shifting from silver to black finish at \$50 difference!)

Thanks again for your interest in picture taking. It's our love, and we're glad to share it with you. See you soon, and keep sharing memories.

Lynne & Jerry

## the Photo Summit

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April, 2005

3

## BETTER IMAGING Photo School

Why do pictures  
look the way they do?



I can take portraits at home!  
Really?

I want to photograph items  
to sell on ebay.



### *Photography is the Study of Light.*

The next session in the Madison PhotoPlus and the Photo Summit photo school will be about controlling light. Whether you prefer photographing people, pets, artwork or other items a firm understanding of how light works is essential to success.

In this workshop you can learn how to understand and control light and improve your picture taking. Whether you use film or pixels makes no difference - the light doesn't care! Now that you're used to your camera, learn how easy it is to take better pictures.

The lighting workshop will be held at Madison PhotoPlus on May 17, 2005 at 7:00 pm. Space is limited to 15 people, so reserve your seat early! The cost for the evening is only \$30, which includes refreshments.

