

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

July, 2005

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## **A Recent Wedding**

While attending a wedding during June at Naples Florida, it was observed that there were only 2 film based cameras being used. The other hundred and some odd cameras were digital based. One of the film cameras, by the way, was a one time use camera. It was amazing. Over 98% of the cameras being used were digital!

What does this mean to you? Possibly a lot. It could mean that over 98% of the pictures taken are NOT on film. That's a 98% decrease in the number of rolls being processed in traditional processing labs. That's a substantial decrease in the number of prints being made from negatives and slides. That's a lot of businesses closing and unemployed people looking for training and jobs. That's an increase in prices coming for traditional film processing, and fewer choices of quality and services.

As our economy continues to darken (regardless of what the liars in Washington tell us) prices will increase before they decrease for the same item. As mentioned in last month's newsletter, lesser items (promoted as better items) will arrive at lower prices, obscuring the increases in price of the items they are replacing. We continue to evolve into a "it's good enough" culture.

## **Kodak ≠ Black & White**

During mid June, Eastman Kodak announced that it is discontinuing all black & white photo paper. Since then, rumors have been circulating that either Kodak has phased out all black & white, that Kodak has discontinued all paper, or that Kodak discontinued b/w film, and that Kodak is getting out of the film business.

To reiterate, Kodak is exiting from the b/w silver halide paper business. They are not discontinuing b/w film or b/w chemistry. Kodak is aware that 90% or more of the b/w prints made today are made on less expensive color paper (capable of high speed machine processing). The small amount of paper sold to fine art photographers and Photo 1 students made it financially foolish to continue manufacture. Those other rumors will probably eventually also become true, but not in the near future..

## **Better Travel Pictures**

Some people take fantastic travelogue photos, others take the same old home snapshots with a different background. Here are some suggestions to take better vacation pictures:

1> Be prepared to take a photo of your arrival. Don't get your family included. When you show the picture to someone else, have it look like the way you first saw it. This could be an airport, a hotel, a resort, a dock, campsite or driveway. At each new location, take a new picture.

2> Decide whether you want pictures of your vacation or your family (friends, etc.). For example, if you are at the observation deck atop the Empire State Building in New York, some folks arrange all their family members around the perimeter and photograph them obscuring the incredible background. Others will have a family member looking out the window taking in the vista. These are very different photos of the same subjects. (This doesn't mean you can't mix both types of pictures, but all of one and none of the other hardly communicates the breadth of your experience.

3> Use a most basic rule of composition - if your subject is taller than it is wide, hold the camera for a vertical picture; if it is wider than tall, shoot a horizontal. Step up or back to fill the frame.

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4> Don't take your camera to the beach unless it's specifically designed for it. You are inviting permanent damage, especially with digital cameras!

5> Many people wear caps or hats during the warm weather. Remember to use your flash to fill in facial shadows caused by the brim.

6> If travelling with film, be sure to use a lead or barium lined bag for your film. Today's new security devices will immediately ruin film packed in checked luggage (even in a lead/barium bag) and will have a noticeable effect in your carry on bags. (Feel free to visit Madison PhotoPlus or the Photo Summit to see examples of radiation damaged film.) With the high costs of traveling and accommodations today, the reusable bags are a smart, inexpensive investment.

7> If you are trying to express something's size, put something of known size in the same picture. As an illustration of this, pretend you are taking a picture of a very large flower. A picture of the flower against its normal background will probably not express its size. If you include a common item in the photo - a hand, pair of sunglasses, pen, etc. - you will be including a reference of just how large the flower is.

8> After concentrating on your foreground, look at the background. Avoid situations where a telephone pole is growing out of someone's head; where a mirror will reflect the burst from your flash; the background is more interesting than your foreground, etc.

9> When coming out of air conditioning into the warm, more humid outdoors, allow time for the condensation in your viewfinder and lenses to clear.

10> Whether you make prints at home or have others do the work for you, invest the extra pennies

to get the highest quality prints possible. These will make your pictures look their best (and your best, too). Poor or mediocre prints will have rendered all your time, effort and money valueless!

11> Before you leave, bring your equipment in and have one of our 8 Internationally Certified Consultants check out your gear. We offer this service to you at no charge on a year round basis. You can't take good pictures with equipment that doesn't work.

## **Printing From Digital**

During the summer both stores will be increasing the number of digital print ordering stations and printers to accommodate your busy schedules. We understand the value of your time, and are appreciative of your sharing a small portion of it with us.

The Photo Summit is now set up for home ordering. You can have the same software you're accustomed to using in the store work on your computer at home. There is no charge for the software - it is easy to install and remove. There is NO SPYWARE and is certified virus and spam free. It will not affect any other software on your PC. The only time we will contact you is to confirm receipt of your order and a notification of its completion. We will NOT share or sell ANY data about you or your account.

## **Back to School**

During July, members of our staff will attend a week of meetings, workshops and seminars sponsored by the Photographic Research Organization. Most manufacturers will have programs about their products. There is always plenty to learn, and this is one of our best opportunities.

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We are attaching a few travel/vacation shots to illustrate some of the points made earlier in this newsletter.

That's it for July. Thanks for your continued support, as well as taking your time to improve your pictures. Keep on shooting, and we hope to see you soon.

Lynne & Jerry

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