



February, 2011

## I Remember! (At Least I Think I Do)

Just the other day Boris & Natasha came in with their Zarkovflex camera and their Crustar zoom lens. Claimed they had a problem. The interchangeable lens was in a couple of parts, some of which were still attached to the camera. Most weren't. After exchanging pleasantries, Natasha said she couldn't get the lens off the camera body and needed help doing so. Boris added that he had bought the lens from us in December as a gift for Natasha.

A little history might help here: We never carried or sold Zarkovflex cameras and never heard of Crustar lenses. None of us recognized Boris or Natasha, but we wanted to help them as much as possible regardless of where they bought the gear.

We explained this to Boris and asked to see his receipt for the purchase, which he claimed he left at home. When he finally let us touch his camera & lens we noticed that on the lens was a legend indicating that it was designed to fit a different camera brand altogether. Boris was getting agitated at this point and loudly recounted the saga of how we foisted this lens on him, how overpriced we were, and that he either demanded we replace both items, or, at the very least repair them under warranty.

We couldn't convince him that he was mistaken. Natasha, however, saw that her husband was in error and began apologizing to us for his tantrum. She finally coaxed him out of the store and we breathed a sigh of relief. Even though this occasionally happens, the experience is so intense that we were all in a stupor for hours. How could he so distinctly remember something that never even happened?

We all have a good memory of many of our lives' events, and think we always will, even though deep down we don't want to admit we won't.

And yet we will put all our memories (read photos here) in a heap and expect someone else to sort out what they mean. It used to be a shoe box or a drawer, now it's a hard drive or a bunch of memory cards or CDs. Just like the old days, nothing is labeled.

With prints we can always write something on the back. With slides we could write on the mounts. With digital storage things are a bit more time consuming and temporal. Fifty years from now, a picture of your closest friend and you can be identified as img3977770.jpg in folder CAN101. Not very helpful, is it?

On these long, slow, snowy winter evenings our time might be well spent renaming our photo files into more meaningful descriptions.

All computers and some cameras permit the changing of file names. With Microsoft Windows™ (any version) you can simply right click your mouse on the file you wish to change, and a brief menu will appear. Move your cursor to "rename" and single left click your mouse. The file name will be highlighted. Most likely it is named something like "img345.jpg". The "img345" is the name of the file; the ".jpg" is the file type; the "." (dot) separates the description from the file type.

Every time your camera or computer comes upon a ".jpg" file it knows that it is a photo file and what should be done with it. When renaming "img345" to "Morris and Mabel\_July2010", DON 'T FORGET TO FINISH IT WITH .JPG OR IT WILL BE USELESS!



February, 2011

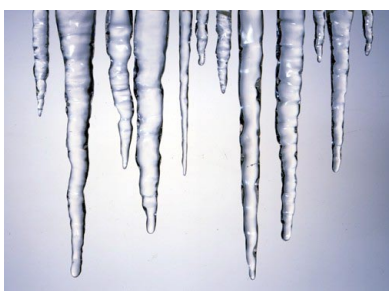
The same operation works with video files, but they are never .jpg files. They might be .mp4 or .mov or .avi files, but not .jpg.

As an aside, many people choose to keep their photos on the memory card they were recorded on. So far, the following memory media are no longer in use:

- 8" floppy disks
- 5 1/4" floppy disks
- 3 1/2" floppy disks (almost)
- 2" floppy disks (Mavica)
- Smart Media cards
- Memory Sticks
- Memory Stick PROs
- xD picture cards
- Compact Flash Type II cards,
- Zip 100 drives
- Zip 250 drives
- Syquest drives
- Hard drives smaller than 80GB

15 years ago most computer peripheral devices were connected by serial or parallel cables. Then came SCSI, USB, Firewire, USB 2.0 and USB 3.0. 15 years from now the above list will probably be unreadable in the then current apparatus. After all, do you still use (or even own) the 20MB or 40MB hard drive from your first computer? Do you have access to its data?

Your photos are your legacy. Consider their permanence. Don't emulate Boris by trusting your memory because it won't always be there.



## Snap Shots

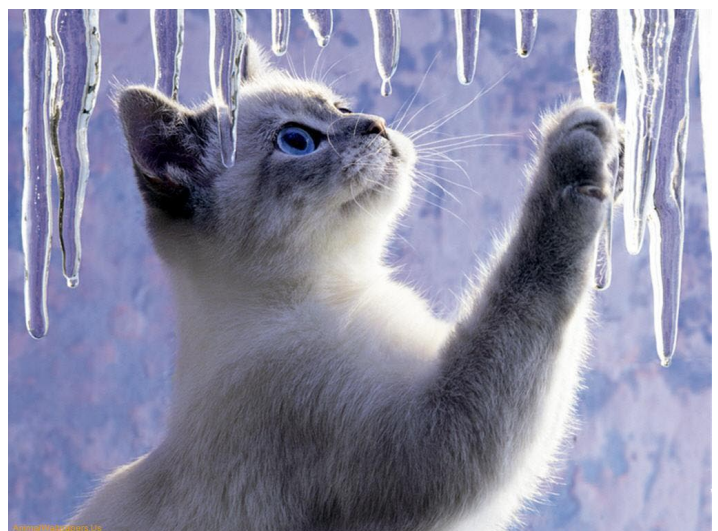
We are pleased to attach our winter/spring photo class schedule. We hope there are sessions that

Taking you into the light!



interest you and will fill your needs. Space is limited, so reserve your seats early. In about a week the classes will be available on our web site at <http://www.madisonphoto.com> and <http://www.photosummit.com>.

Some readers may have unfortunately had snow or ice damage to their property. When photographing the damage, include some common item in the picture, such as the cat in the 2 shots below. This will suggest the scale of the subject. With no additional information, it is impossible to tell which picture references the largest icicles.



# MadisonPhotoPlus the Photo Summit



February, 2011

Enjoy the snow and remember to use your camera's flash when you're within its range to compensate for the scene's high contrast. If you have a wintry picture that you'd like to share, please send it to us for probable inclusion in a coming ePHOTO newsletter.

Thanks!

## MadisonPhotoPlus

40 Main St., Madison, NJ 07940

v. 973-966-2900; f. 973-377-1458

[www.madisonphoto.com](http://www.madisonphoto.com)

*Jerry, Joy, Marie, Mario, Rob,  
Sybil & Vincent*



## the Photo Summit

383 Springfield Ave., Summit, NJ 07901

v. 908-273-7427; f. 908-277-0218

[www.photosummit.com](http://www.photosummit.com)

*Bret, John P., John T., Josh & Lynne.*

## Our Instructors

All of our instructors are Internationally Certified Photographic Counselors™.



Jerry Harmen has been the owner of Madison PhotoPlus for over 35 years. He takes pride in his stores' reputations for superior customer service. Jerry has a knack for explaining complex photographic principles in simple, understandable terms. He knows that your photographs are your legacy.



Lynne Harmen is co-owner of Madison PhotoPlus and The Photo Summit. As a former educator, Lynne has brought her expertise to our imaging school. She especially enjoys photographing nature and her grandchildren.



Bret Harmen is a graduate of the Rochester Institute of Technology with a degree in Photo Science. He spent 6 years working for Fuji Hunt Photo Chemicals as a technician and it's great to have him back. Bret enjoys shooting nature, sports, candid photos, and of course his 2 young children. Bret is certainly familiar with many of the new challenges the digital world presents.



John Thoma worked for the Eastman Kodak Company for a decade before joining our staff in 2003. John has traveled extensively and photographed many of the world's most scenic venues. Living in New York City, one of his favorite photo haunts is Central Park.

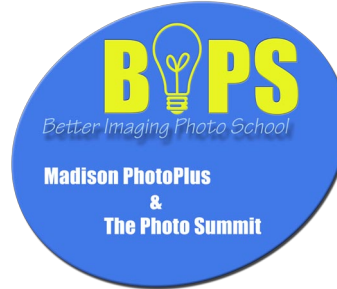
Madison PhotoPlus  
and The Photo Summit

These classes fill up quickly!

As a reminder, please book your seat as early as possible. There have been many instances when there were no seats available 3-5 days before the class. We hate to turn people away, but to keep the group to a personal, manageable size, we are forced to apply class size limits. We hope you understand and continue to check back for new and repeat classes.

In the event of a class cancellation on our part, you will be notified no later than one business day in advance.

Taking you into the light!



Please e-mail any questions or comments to Jerry at [staff@madisonphoto.com](mailto:staff@madisonphoto.com)

Madison PhotoPlus

40 Main Street

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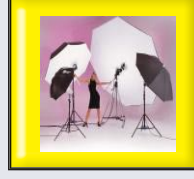
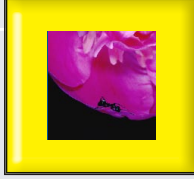
Winter-Spring

2011

Photographic

Educational

Programs



Taking you into the light!



## •Introductory Classes

### **The Most Basic Photo Class:**

#### **the Camera - CAM101**

Knew how to take pictures and then got a new digital camera? This session is geared for you. All the fundamentals of digital photography will be covered in simple English in one evening.

**Monday, February 28, 2011 6:30 PM**  
\$40 **Beginner**



### **The Most Basic Photo Class:**

#### **the Computer - IMG111**

There's so little to know about using a computer for photography, yet many people feel threatened by technology and convince themselves that they can't learn. Learn in a plain, nontechnical setting. No computer knowledge is expected

**Wednesday, March 2, 2011 6:30 PM**  
\$40 **Beginner**



## •Camera Classes

### **Using Point & Shoot Cameras -**

#### **CAM200**

You've been using your digital camera for a while now, but aren't very happy with your photos. You already know how to take & view your pictures, but can't seem to take as good a shot as you could with your old film camera. This session is designed to move you to the "next level" of picture taking without any more work than you're already doing.

**Saturdays, March 26 and April 30, 2011**  
10:00 AM **Beginner**

\$25

(for either session)



*Please note: All classes require a minimum of 4 participants in order to run. All classes must be registered for and paid for in advance.*

*If there is a cancellation you will be notified by phone or e-mail one day prior to the class date.*

## •Camera Classes

### **Using Interchangeable Lens Cameras:**

#### **the Basics - SLR101**

Taken the step from a "Point 'n Shoot" to a more advanced camera? This class will teach you the fundamentals of using an SLR or other interchangeable lens camera. This class starts with basics and advances through beginner levels. It is prerequisite for all other SLR classes.

**Wednesday, March 9, 2011 6:30 PM**  
\$50 **Beginner**



### **Nikon SLR Cameras - SLR202**

Mastering your Nikon SLR. Understand your camera's controls so that picture taking is easy and fun again. Be sure to bring your camera with you for this hands-on session.

**Wednesday, March 16, 2011 6:30 PM**  
\$50 **Beginner**  
**Intermediate**



### **Canon SLR Cameras - SLR203**

Mastering your Canon SLR. Understand your camera's controls so that picture taking is easy and fun again. Be sure to bring your camera with you for this hands-on session.

**Thursday, March 31, 2011 6:30 PM**  
\$50 **Beginner**  
**Intermediate**



### **Composition and Exposure - IMG221**

These are the BIG 2 of photography. Understanding their principles will allow you to start seeing the photo before you look through the camera. This class will meet on 2 successive Saturday mornings and involves "homework". An understanding of camera controls is necessary for these sessions

**Saturdays, March 12 & 19, 2011 10:00 AM**  
\$50 (for both sessions) **Beginner**



**Intermediate**  
**Advanced**

## •Camera Classes

### **Using Interchangeable Lens Cameras:**

#### **Intermediate - SLR201**

This evening is devoted to people who are already using an SLR camera and want to "take it off automatic" to get better photos. This class is for people who have taken SLR101 or have at least 1 year's experience using an interchangeable lens camera.

**Wednesday, April 30, 2011 6:30 PM**  
\$50 **Intermediate**



## •Applications Classes

### **Adobe Photoshop Elements™ for the PC: An Introduction - SFT201**

Every new computer comes with built in photo software, with each software company trying to become the new industry standard. Adobe Photoshop™ has been THE standard for decades, but is too much software for the average amateur. Adobe Photoshop Elements™ is the standard and this class covers the basics of enhancing and improving your photos.

**Wednesday, March 23, 2011 6:30 PM**  
\$50 (or \$100 including the software) **Beginner**  
**Intermediate**



### **Photographing Spring Sports - SPE 301**

There's more to photographing sports than just being there with a camera. This program concentrates on outdoor sports, especially baseball, soccer, lacrosse and tennis. Topics will include ISO, lens choice, framing, freezing motion, panning and more.

**Wednesday, April 6, 2011 6:30 PM**  
\$50 **Beginner**  
**Intermediate**  
**Advanced**



## •Applications Classes

### **Photographing Children - SPE121**

Children are not always the most cooperative subjects. Learn how to make your photos bring out the essence of the child, showing a slice of time and space in his or her life. Have your photos show natural expressions instead of stiffly posed pictures.

**Saturday, April 2, 2011 10:00 AM**  
\$25 **Beginner**  
**Intermediate**  
**Advanced**



### **Photography for Grandparents - SPE131**

Grandparents and their grandchildren have a relationship unlike any other. This class will help you take advantage of that special relationship through your camera's lens. Learn to anticipate the moment, instead of snapping the shutter just a little too late.

**Saturday, April 9, 2011 10:00 AM**  
\$25 **Beginner**  
**Intermediate**  
**Advanced**



## •Private Instruction

Private instruction is available most of the year on almost any photographic topic. Lesson vouchers are available in either 30 or 60 minute denominations at \$40 or \$70 respectively. All sessions are held on a confirmed appointment basis only. Two family members can attend the session with no additional charge. A bulk package of six 30 minute vouchers is available at a reduced rate of \$199.99.

Private instruction sessions are conducted at either store location, but are limited to that store's personnel.

Unless otherwise noted, all classes are held in Madison PhotoPlus.