



Why We Make Pictures

Simply put, we make pictures to satisfy the human need to communicate. Dating back to the Lascaux caves, our species has needed to communicate. We take something from inside our senses and make it audible or visible. It seems there is something in the human psyche to pass one's own experiences to others. This innate characteristic is incredibly well documented throughout the history of civilizations.

Media and techniques have certainly changed through millennia - from stone - to cloth - to papyrus - to a variety of papers. Then came movable type and improvements of inks and paints. For the first time multiple copies of visual communication became possible - and affordable.

Oral traditions became written histories, such as illuminated manuscripts, tapestries and the like. Experiences could now be shared to a multitude of people, day after day, without embellishments. Civilization expanded at a rapid rate in a variety of cultures around the world. During the late 19th and 20th centuries, scientifically accurate photographs and moving photographs evolved and came within the capabilities of the general public. Whereas only one person could create the Statue of David, millions of people could make pictures of it.

The camera changed visual communications to a much higher level than anything which preceded it. Without the camera, there would have been no photographs, or moving images, whether film based or digital. Back in the 1980s, cameras underwent a drastic

evolutionary change - they became electrically dependent. Photographers at that time were aghast that their cameras would not work without batteries! After awhile the ruckus died down and the inevitable was accepted. Since then, all of photography has remained possible where sufficient electrical power exists.

Things changed around the turn of this century. Items such as phones and tablets became primary picture taking devices as well as picture viewing devices. To view a printed page, not electricity is needed. To view an electronic image, one must have electricity.

Is this an advance, or a step backwards? Humans have always felt the need to communicate with at least one another, and share experiences. Throughout the centuries, we have expanded the ability to do so without restrictions. During the past decade or so, we have placed a substantial restriction on that ability. Humanity has become a slave to the electricity we have discovered.

You are faced with the choice of accepting these limitations or freeing ourselves from them. Perhaps the time has come to not so much worry about backing up our printed photos by digitizing them as backing up our digital photos by printing them.

Fall Classes - I

As many local universities and high schools gear up their photo classes our stores have selections of used manual exposure 35mm and digital cameras required for the courses. Prices start at about \$50.00 Black and white films and darkroom supplies most schools request are available as well.

Fall Classes - 2

Our Saturday Morning Sessions have begun at Madison PhotoPlus. There is no charge to attend. There is, however, a benefit if you register & pay a small amount for a session in advance. This helps us prepare each program so that you can get the most out of it. Although everyone attending will receive notes on the sessions, those registered and paid at least 24 hours in advance will receive a product or service related to the topic of the day and worth more than the value of the program's cost (such as a monopod with the Sports Photography session). Call 973.966.2900 or 908.273.7427 to register in advance.

Most participants felt that bringing their cameras to the sessions was beneficial, but not necessary.

•September 17•

Basic Digital Photography (\$5)

Understand how to use your camera and get better pictures without working any harder. Designed for digital camera beginners.

•September 24•

Interchangeable Lens Camera Basics - NIKON (\$10)

Things have changed since your last new camera, especially if this is your first DSLR. This session is all about understanding how your Nikon was designed to do what it does and how to make it do what YOU want.

•October 8•

Interchangeable Lens Camera Basics - CANON (\$10)

Things have changed since your last new camera, especially if this is your first DSLR. This session is all about understanding how your Canon EOS was designed to do what it does and how to make it do what YOU want.



•October 29•

Interchangeable Lens Camera Basics - MIRRORLESS (\$10)

Things have changed since your last new camera, especially if this is your first system camera. This session is all about understanding how your Fuji, Olympus, Panasonic or Sony was designed to do what it does and how to make it do what YOU want.

•November 5•

SPECIAL EVENT - no regular session

Come sell us your no longer used or no longer wanted photo gear. Nothing to trade - You sell and we buy!

•November 12•

Interchangeable Lenses - the Basics (\$10)

Why change lenses on your camera? Because they are tools to get better photos. After all, no one plays a round of golf with one club or walks with one shoe who doesn't have to. Learn what different lenses do and how to use them to make better photographs.

•November 19•

Using a GoPro (\$10)

There's never been a more adaptable, go anywhere, use anytime motion picture camera. Learn how to attach them to just about anything and take previously unimaginable scenes.

•November 26•

Available Light Photography (\$5)

Taking high quality photos in subdued light has always been a challenge. Many of your camera's adjustments must be used to achieve success - including flash and other techniques. Learn what some of them are & how and when to use them.

•December 3•

Basic Photo Editing (\$10)

Not every photographer gets every picture in the camera as planned. Image editing - also known as post processing - can correct many major or minor imperfections. This class is an introduction and overview of improvements you can make through software.

••About Our Sessions••

All our sessions will be held on the lower level of our Madison location beginning at 9:30 and running about 45 minutes. Anyone 16 or older may attend. (We offer no babysitting service.)

A Photokina Year

2016 is a Photokina year - All the world's photographic and video manufacturers descend onto Cologne, Germany beginning September 20. Camera, lens and accessory makers get to show their new products, services, software, etc. In the world of photography, this is the BIG SHOW.

As usual, some companies send out teasers or "leak" product information to the press. Here, in no particular order, are some product announcements which have recently been received, or are anticipated (these announcements do not indicate when the items may become available - which is at least clouded as a result of the sensor factory ruined by the April earthquake.) -

Nikon has brought forth the D3400 along with a new series of lenses: AF-P. Nikon has chosen to introduce these lenses with their entry level DSLR. Rumors abound that much more will be disclosed at the show.

Olympus has more than hinted that it will show a replacement for their flagship system camera, the OM-D E-M1 Mark II camera

and 2-4 new professional series lenses including a 12-100mm f/4.0 (24-200) and a 25mm f/1.2 (50mm) lenses.

Canon is expected to try again to introduce a mirrorless system camera (or cameras) to work with their fledgling EF-M lens mount. We'll soon see if the M5 is the camera that they've been for. While Canon has been stumbling in the mirrorless arena, they have been securing their grip on the cine (video) marketplace. In the compact camera sphere, rumors suggest some high end products, possibly including a Mark III version of the GX1.

Tamron has been active. Last week they announced a second generation of their popular 150-600mm lens featuring several technological advances over the pre-existing lens. The new lens is only \$1399.99 and should be available in the U.S. within 30 days.

Panasonic is said to be ready to show a new still camera which can also shoot 6K video. More micro four thirds cameras and lenses are also in the rumor mill.

Fujifilm has begun shipping the new X-T2 camera. The buzz is that it produces tack sharp, almost noiseless enlargements at ISO 51,200! Initial shipments have been made. In addition to additional lenses, the hot talk is to expect a medium format, 50 megapixel system aimed to compete with Hasselblad.

Among other items, Promaster will be showing a new flash/video light for Canon, Nikon and the Sony Multi-interface system. That'll be a lot of light for a rumored \$149.99.

So far, this reporter hasn't seen or heard anything from Ricoh/Pentax or Sigma.

More about this topic next month.



Photo Tip

Successful portraits typically have a few things in common -

>the eyes are the sharpest features of the subject. For centuries the eyes were said to be the entry way to the soul - so always focus on the eyes.

>The background is never more important than the subject. Using a large aperture minimizes depth of field* which keeps separation between the subject and the background. Professional portrait lenses have large apertures in the range of f/1.8 - f/1.2. Zoom lenses don't have sufficiently large apertures and are infrequently used by the better portrait photographers.

>Most portraits of a single subject are vertical (referred to recently as "portrait" for some strange reason). For group portraits, any orientation is acceptable.

Thank you for your readership and business. We'll be back next month with more about photography. Enjoy your picture taking.

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NJ Photo Ops - September, 2016

On September 18 at Fosterfields in Morris Township there will be a 1920s Country Fair and Harvest Festival. For more information, click here - <http://m66.site-ground.biz/~morrissa/index.php/media/special-events3/>.

Chester NJ will host an Oktoberfest weekend from noon until 8pm on September 24-25 at Chubb Park

*Depth of field refers to the distance before and beyond the actual item being focused upon which is in relative sharpness.