

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

October, 2006

Want Sharper Pictures? Let Go of Your Camera!

There's an old saw in photography ... "Want sharper photos? Use a tripod." Who wants to carry and use a tripod? I don't want to schlep that! It's too big! It's too heavy! It's too complicated. I just want to take snapshots. I'm not a professional. I don't want to lose the spontaneity ... ad nauseam.

These are all valid emotional ~~excuses~~ reasons for not using a tripod, but the laws of physics dictate otherwise. Here's a brief explanation why:

Pretend the photographer is in his late teens, perhaps even in the military. He or she is in the best physical condition of his or her life, and is as rock steady as possible. Steady enough to hold a camera? Maybe.

During the picture taking process, several things occur. The photographer is in motion, either turning the camera on, raising it to eye level or holding it out front to look at the LCD. Because there is an emotional attachment with the subject matter, the heart is beating somewhat faster than normal, raising the pulse rate (even a little bit). If the camera is being held properly, the left hand is supporting the camera's weight while the right hand is zooming or pressing the shutter button. The shutter is fired and the picture is captured.

During the 1/8 second - 1/1000 second when the exposure takes place, many things happen. The world is spinning, a breeze is blowing, the photographer is breathing and blood is pulsing through the body. Sometimes cold weather causes increased shakiness. In short, there is always some camera movement to rob some sharpness.

Using a tripod fixes most of these problems, but not completely. It takes care of the breathing, the pulsing blood and most of the wind IF the photographer doesn't touch the camera (the simple pushing of the shutter release is enough to shake things a little). There are 2 cures for this final problem - a remote control (either wired or wireless) and the self timer.

The self timer works as well as the remote release, but has the drawback that one never knows exactly when the camera will fire. This technique can work well for still life and landscape photography, but is useless for anything with movement. The remote control is always preferable.

Sometimes there just isn't room for a tripod and a monopod is a good compromise. A monopod, along with 2 human interconnected legs can serve as a "poor man's tripod". A monopod can be small enough (when collapsed) to fit into a lady's purse, yet expands to a comfortable shooting height. The photographer's hands cannot be completely removed from the camera, but the redistributed weight can be more easily braced by the monopod.

In effect, under these circumstances, letting go of the camera will yield sharper pictures.



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Digital Camera Repairs

Now a word from C.P.C. Bret at the Photo Summit ...

We have been seeing an increase in the number of digital cameras coming into us for servicing / repair. Quite often, we must tell the owner that the cost of fixing their camera exceeds its value. Here are some tips to help try to avoid some of the more common issues we are seeing:

- Unless you have a waterproof / weatherproof camera, do not take your camera anywhere it could get wet. This includes the beach, lake, pool, even skiing or snowboarding. Water, sand, and salt are all very dangerous to your camera. It does not take much exposure to any of these places to damage a camera.
- Keep your camera in a case! Lenses, viewfinders, and especially LCD screens can be easily damaged by keys and other items found in your pocket, purse, backpack, etc. Yes, a case adds some size to your compact camera, but it will save on repair bills. There are many new styles of cases out there that are designed to not look like the "typical plain case".
- As always, be sure not to knock or drop your camera into any objects. Even in the case, a camera impacted hard enough can still break!
- Never jam or force your memory card into the camera. This could result in the small contacts inside the camera body getting bent or broken.

Holiday Greeting Cards

For the first time you can now design your own cards in our stores or on your computer at home. We have dozens of new styles and offer the ability to crop (get rid of unwanted portions of your pictures), get rid of red eye, lighten, darken, color correct, add text in many styles, sizes and colors, and other custom options. Cards can be printed matte or glossy (we recommend matte, because they are easier to write on) and can even be printed while you wait.

We offer you a free CD to install on your PC (sorry, MAC users) to design your cards at home at your leisure.

BIPS Schedule

MadisonPhotoPlus and the Photo Summit remind you of our Better Imaging Photo School (BIPS) schedule for the fall of 2006. The price of any session will be \$40. Each session will run no less than 2 hours in length and will be held at MadisonPhotoPlus. There is a limit of 20 people per session, and all seats must be paid for in full at the time of reservation. No unpaid reservation will be considered binding. If, for any reason, a session is cancelled, full refunds will be made. If a session is postponed, refunds will be available. If a seat is paid for, but not used, no refund will be made. There are still seats open for the October 10th class on *using digital point and shoot cameras*. A copy of the schedule accompanies this newsletter. It will also be listed at

www.madisonphoto.com
and
www.photosummit.com.

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That's about it for October, 2006. All you SLR photographers should drag out your red enhancing filters for outstanding fall foliage pictures. If you are photographing your children with pumpkins as props (for holiday cards) avoid yellow or orange clothing - they'll blend in too much. By all means, remember to use your flash to get better exposures within 10-12 feet. Happy Picture Taking!

Jerry & Lynne



Jerry Harmen

Madison PhotoPlus

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the Photo Summit

383 Springfield Ave., Summit, NJ 07901

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BBC News



Mariette Geest

Our Instructors

All of our instructors are Internationally Certified Photographic Counselors



Jerry Harmen has been the owner of Madison PhotoPlus for the last 31 years, Jerry takes pride in how his store is dedicated to customer service, and what better way to give his customers the very best other than making sure they know how to use their camera in the most effective way to create their memories.



Eric Kazmirek is organizer of the *Better Imaging Photo School*. Eric has been with Madison PhotoPlus for six years now, but has been giving personal photographic and computer courses for seven years. He is completely dedicated to making sure that you understand what you need to know. Eric has Bachelor of Arts Degrees in Behavioral Science and Philosophy from Drew University.



Adrienne Barr is originally from Grand Blanc, Michigan where she attended the College for Creative Studies and received her BFA in Photography. Adrienne has extensive experience with large and medium format photography as well as working with Adobe Photoshop. In her spare time, Adrienne dedicates a lot of time to custom scrapbooking and spending time with her new puppy.



Bret Harmen is a graduate of the Rochester Institute of Technology with a degree in Photo Science. He has spent 6 years working for Fuji Hunt Photo Chemicals as a technician and is excited to be back with our company. Bret enjoys shooting nature, sports, and candid photos, and is familiar with many of the new challenges the digital world can provide.

Here at Madison PhotoPlus and the Photo Summit, the Better Imaging Photo School is dedicated to helping you improve your photographs. Whether its at one of our photo seminars or just a personal one-on-one lesson in the store, we are always here to serve you.



present ...

Fall 2006

DIGITAL POINT & SHOOT



BIPS

FILM & DIGITAL SLR



Course

LIGHTING



Catalog

MACRO



SPORTS



Madison PhotoPlus
40 Main Street Madison, NJ 07940
973-966-2900 www.madisonphoto.com

The Photo Summit
383 Springfield Ave Summit, NJ 07901
908-273-7427 www.photosummit.com

BETTER
IMAGING
PHOTO
SCHOOL

Putting the fun back into photography

Fall 2006 Courses

DIG101: Introduction to Digital

This course is directed at those who are interested in purchasing a digital camera, or who have recently purchased their first digital camera and want to understand the basic concepts of digital photography.

Offered September 12, 2006 7PM.
Instructor: Jerry Harmen

DIG102: Digital Point and Shoots

"Sure, I can zoom and snap a photo, but what else can my compact digital do? How can I improve my photos? Why does it have such a long delay?" This photo seminar addresses these questions and many others people have about their compact digital camera.

Offered October 10, 2006 7PM
Instructors: Jerry Harmen/Eric Kazmirek

SLR101: Introduction to the SLR

Whether you own a film SLR or digital SLR or are planning on purchasing either, this class will go over the basics of the world's most popular camera type. Topics or discussion include lenses, metering, filtration, flash, shutters speeds, depth of field and others.

Offered September 19, 2006 7PM
Instructor: Eric Kazmirek

SLR201: Canon Digital SLRs

This class is geared toward those who own or use Canon digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered November 21, 2006 7PM
Instructor: Eric Kazmirek

SLR202: Nikon Digital SLRs

This class is geared toward those who own or use Nikon digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered October 17, 2006 7PM
Instructor: Eric Kazmirek

SLR203: Pentax Digital SLRs

This class is geared toward those who own or use Pentax digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered October 25, 2006 7PM
Instructor: Bret Harmen

SLR204: Olympus Digital SLRs

This class is geared toward those who own or use Olympus digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered November 28, 2006 7PM
Instructor: Eric Kazmirek

SPE300: Sports Photography

This photo seminar will address how to take pictures of your son, daughter, or whoever playing sports. Topics will include framing, lens choice, film speed, panning, and others. Bring a selection of your sports photos as we will use individual case studies to demonstrate a variety of techniques.

Offered September 27, 2006 7PM
Instructors: Bret Harmen/Eric Kazmirek

IMG101: Adobe Photoshop Elements - Basic

This is our introductory class to using Adobe Photoshop Elements. If you consider yourself fairly proficient with the program, this class is not for you. This is geared toward those who have little or no experience, but would like to extend their capabilities with digital photography.

Offered November 15, 2006 7PM
Instructor: Adrienne Barr