

MadisonPhotoPlus the Photo Summit e-Photo Newsletter

JANUARY 2007

Understanding Your Camera

It's Quiz time, boys & girls, so please clear your desktops, sharpen your mouse and test your picture taking knowledge:

1. Regarding compact digital cameras, having more pixels guarantees getting sharper pictures.
____ True ____ False
2. Most professional color inkjet or dye sublimation printing is done at
 - a. 100 d.p.i. (dots per inch)
 - b. 300 d.p.i.
 - c. 1200 d.p.i.
 - d. 12000 d.p.i.
 - e. none of the above
3. RAW image files can be directly printed
____ False ____ True
4. Photo software written for a Mac is better and easier to use than photo software written for a PC ____ True ____ False
5. Purchasing a highly advertised product assures which of the following
 - a. superior quality
 - b. superior dollar value
 - c. superior product longevity
 - d. all of the above
 - e. none of the above.
6. Photographic "red eye" is caused by
 - a. eye color
 - b. ambient light
 - c. blood vessel reflections
 - d. the devil
 - e. hair color
 - f. b and d
7. When should a photo be vertically composed?
 - a. when the subject is horizontal
 - b. when the subject is vertical
 - c. when the background is green
 - d. at dawn or dusk
 - e. a and b
8. You are a typical amateur picture taker. Using which of the following (when used properly) will help most of your photos?
 - a. tripod
 - b. flash gun
 - c. high speed memory card
 - d. camera case
 - e. polarizing filter
9. At today's level of technology, rate the following media (1 for best - 7 for worst) for long lasting, permanent digital image storage:
____ memory card
____ computer hard drive
____ dye based inkjet print
____ pigment based inkjet print
____ traditional chemical photo lab print
____ archival CD
____ archival DVD

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10. The safest way to download images from a digital camera is using the USB cable that the camera manufacturer packed with the camera.

___False ___True

Answers

1. FALSE. A superior lens and superior programming is far more important than pixel count. 5 megapixel cameras can produce professional quality images up to 30" x 40".

2. 300 d.p.i. The printer manufacturing companies marketing departments would surely have you believe otherwise.

3. FALSE. A RAW file is the digital equivalent of a latent film image. Both need to be processed (by chemicals or software) to become visible. Printers cannot understand the programming of a RAW image file.

4. FALSE. It was true, however, about 20 years ago when digital photography and Microsoft Windows were both in their infancy.

5. E. It only assures that you will pay more money for the higher advertising costs.

6. C. "Red eye" is caused by the reflection of blood vessels inside the eye. This is the price photographers pay for the convenience of having compact cameras with built-in flashes. When the flash is farther from the lens, the same reflections bypass the camera's lens and aren't in the picture. The phenomenon of "red eye" was not experienced until Kodak introduced 110 cameras with built in flashes during the 1970s.

7. B. If you answered E, you should be using a square format camera.

8. B. The flash will almost always give you better color and stop most motion. The tripod will give you sharper pictures, but will not help with the exposure or color quality. The polarizing filter will improve many outdoor photos, but is almost useless with compact cameras.

9. IN ORDER:

1. archival CD
2. pigment based inkjet print
3. archival DVD
4. dye based inkjet print
5. traditional chemical photo lab print
6. memory card
7. computer hard drive

(It could be argued that the pigment based inkjet print should be number 1, but an exact copy of the photo cannot be made to extend the life even further, and this is possible with the archival CD.)

10. FALSE. Camera manufacturers began packing download cables with their cameras before the advent of Windows 98 second edition and an Apple OS with working native USB capability. Early digital camera adopters began using readers through parallel and serial ports. Today all computers and operating systems use USB 2.0 as a standard.

Using a cable increases the opportunity for static to ruin the download, increases the time needed for the transfer, and requires the use of the camera's battery. If the camera battery dies during the download, the memory card and its contents are typically lost permanently, and occasionally the camera is damaged beyond economical repair.

Continuing to supply download cables instead of a reader, however, saves camera makers millions of dollars.

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Most of the information from the preceding quiz has appeared in previous newsletters. Back issues are always available online at both

www.madisonphoto.com

and

www.photosummit.com

Some of you have read and downloaded older issues, and we hope it has helped your photo making.

We're including a couple of winter photos here to remind you of what snow looks like. We hope to see you soon. Happy shooting!

Lynne & Jerry



Charlie McCarl



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(photographer unknown)



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