



NOVEMBER, 2008

Grading your quizzes ...

1. __F__ *Dropping a digital camera memory card increases digital "noise".* Noise is the result of electronic interference caused by overstimulating the receptors of the sensor. Overcrowding the sensor with pixels or raising the ISO of the chip tend to be the main culprits.

2. __F__ *Any inkjet printer ink works well with any inkjet paper.* Each printer manufacturer creates software which allocates droplet size and evaporation rate for the paper. Some papers are designed to let the ink "pool" on the surface, some encapsulate the ink within nonabsorbent fibers. Using paper other than the printer's own brand (or those made for a specific printer and ink combination) will yield short lived and or unsatisfactory prints.

3. __F__ *During and after the final Yankees' home game at Yankee Stadium thousands of camera flashes went off in the grandstands. Because it was a night game, the flash allowed the cameras to take better pictures.* DUH! Indoors, a built-in flash can reach as far as about 18'. None of the people in the stands were that close.

4. __F__ *Doubling the number of megapixels in digital cameras yields double the quality of the final image.* Everything else being equal, this will increase noise to such an extent that any increase in resolution will be lost.

5. __F__ *Cameras/lenses using image stabilization record as sharp an image as a camera mounted on a tripod.* As of today, a camera mounted on a tripod being used with a remote release will take sharper images than the same camera hand held. Period.

6. __F__ *Using a flash outdoors during daylight is a waste of electricity.* Using a flash outdoors (within flash range) will fill in shadows on subjects, such as under a tree or a face being shaded by a cap.

7. __F__ *Most common photographic print sizes have the same proportions.* ABSOLUTELY FALSE. The only common print sizes that share the same proportions are listed below

<u>shape A</u>	<u>shape B</u>	<u>shape C</u>
4x6	3x4	4x5
8x12	6x8	8x10
12x18		16x20

Any and all other combinations (e.g. an 8x10 from a 4x6 shaped file or negative) require cropping and some part of the picture is lost.

8. __F__ *Just like 35mm cameras all used the same size film, all digital cameras use the same size image sensor.* That would make picture taking too easy. There is very little uniformity in sensor shapes from brand to brand, and sometimes models within a brand are different shapes. Some camera models allow the user to change what portion of the sensor the camera will use, thereby using only a certain shaped area. Camera designers do not take common print dimensions into consideration.

9. __F__ *A 1 gigabyte memory card records the same number of pictures when used in all 8 megapixel cameras.* Each camera brand uses its own proprietary software for writing .JPG or .RAW files. In order for computers, printers, etc., to be able to find and read the files instruction tracks and other data must be written onto the blank memory card in the camera it will be used in. This is called "formatting". Some cameras can take many more or fewer pictures on a 1 GB card than another camera can.



10. T *Other things being equal, there is very little difference in picture quality between a 7 megapixel camera and a 12 megapixel camera (as observed on 5x7 prints).*

11. F *Having more pixels is always better. As mentioned earlier, overcrowding a sensor with receptors creates more noise, not necessarily better images. In most cases, an increase in pixel count requires an increment in sensor size, which is the exception rather than the rule.*

12. F *If a picture looks great on a monitor or camera LCD panel, it will also look great as a print. Both a LCD panel and a monitor are backlit (illuminate the image from behind), allowing us to view the image with the light aimed directly towards us. A print on paper uses reflective light which lacks the vibrancy of transmitted light.*

In addition, prints require many more pixels than an LCD or monitor. A high resolution monitor dumbs the image down to fewer than 2 megapixels - an camera's LCD to well under 1 megapixel. A 4x6 inch print uses several gigapixels to create the image. Making a print using just the number of pixels required to look great on a monitor or TV would look terrible.

Unfortunately, only 1 reader submitted an entry with all questions answered correctly. Congratulations Diane Alexander. The prize, therefore, will go unclaimed for now. Another contest for readers will follow with the prize offered again.

Snap Shots

On Election Day, Panasonic began shipping their new SLR, the G1. This camera is a radical departure from the norm in terms of design and size. It is at least 25% smaller than the previously smallest SLR camera. The new way these lenses focus also permit them to be scaled down in both size and weight. If you've wanted SLR quality without the bulk and weight, come see this camera!



The Better Images Photo School's fall program is winding down. Please go to either web site (<http://www.madisonphoto.com> or <http://www.photosummit.com> for course offerings.

New to the marketplace this year are OLED (Organic Light Emitting Diodes) being used in digital picture frames. OLEDs require much less current than traditional LEDs, so pocket sized battery powered frames can work up to about 5 hours of constant use before recharging. We are pleased to have one of the best in stock now for under \$100. It also functions as a clock and calendar, making it great for travelers.

MadisonPhotoPlus
the Photo Summit



NOVEMBER, 2008

Now that the political campaigning has ended and we all can catch our breath and look around we can see changes to our landscape. As our national economy worsens it trickles down to the local level. Houses are for sale longer, more storefronts remain empty, national brand names go out of business, even companies like GM are leaning towards failure. Hospitals are closing and municipal services are being curtailed.

Please consider doing a greater part of your shopping locally - wherever you live. The Super Center or the internet reseller may seem lower priced, but when you purchase from them all the money leaves your community and does not return. When you shop locally, typically 40% of what you spend remains in your local economy. Let's all be responsive and proactive in our communities.

Ed Degginger, an outstanding local photographer, taught us that November is the best month for sunset photography here in New Jersey. Let's each take a great sunset photo worthy of enlarging, framing and giving as a gift. A photograph relives its message every time it is viewed, and the photographer is likewise remembered. There is no more personal gift to give a special person than a positive memory. Consider giving some to those important people in your life this year.

Thanks again for your readership and patronage. Have a wonderful Thanksgiving and enjoy your picture taking.

MadisonPhotoPlus

40 Main St., Madison, NJ 07940

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

www.madisonphoto.com

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



the Photo Summit

383 Springfield Ave., Summit, NJ 07901

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

www.photosummit.com

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