



February, 2010

Let it Snow, Let it Snow, Let it Snow!

We interrupt our regular newsletter to bring a special report about photographing snow scenes. Many readers are seeing snowfall for the first time. Many more are seeing a major snowfall as something new. Unfortunately, some of these folks will have damage and need to document it.

The biggest difficulty when shooting snow scenes is contrast, which will fool any automatic camera. Coloration and reflections are also problems. Here's how to solve these problems.

Depending upon what settings your camera offers, do one of the following for outdoors scenes with people, animals or any other subject darker than the snow:

- Take the camera's exposure system off its most automatic setting, usually denoted in green. This will allow you to override the meter's automation. Someone on almost every camera there is a command with a symbol similar to - / +. This will cause the camera to under (-) or over (+) expose to varying degrees.* Set the camera to either +2 or +3, depending on how sunny it is. Take a picture. Look at it carefully on the back panel to see if there is any detail in the darker areas. If the shadows are too light, reset to a lower + number. REMEMBER TO RESET THE CONTROL TO "0" WHEN YOU ARE DONE!

- If your camera does not have the above control, set your camera to forced flash (typically a lightning bolt symbol located near the navigational controls shown in the following illustration.



Stay within 12 feet and take pictures. If there is a window or mirror in the photo, shoot at a slight angle to minimize the flash reflection.

- If you have an SLR, locate the "AE Lock" button. Often this button also functions as an "AF Lock". In the camera's main menu, make sure it



is set to "AE Lock". Once this is done, either zoom in on your subject or walk up close enough so that you see your subject with no snow or sky in the background. Push the lock button. Compose and take your photo as normal. (Some cameras require the user to push the button again to resume normal metering while others only lock the exposure for a single photo. Consult your camera's manual to be sure.)

Snow, like water at the beach, photographs blue, but does not cast a bluish tint to other subjects. With many cameras, setting the white balance to outdoors cloudy will improve the color, but it may need to be corrected later in your photo editing software.

*Interpret "-" as meaning take away light or underexpose. Conversely, "+" should be interpreted as add light or overexpose. The tricks are knowing which to use when and how much.

MadisonPhotoPlus the Photo Summit



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Snap Shots

Although the annual PMA show hasn't taken place yet, here are the trends we expect to be shown ...

Fuji is making a lot of noise about 3D cameras and printers. Supposedly no glasses or other paraphernalia needed to see the prints in 3D.

A company has purchased the license to manufacture what was known as Polaroid 600 film. No additional information is available at this time.

Nikon recently announced the discontinuance of the least expensive 35mm slide scanner, fueling speculation that new, lower priced, high quality units will soon be announced.

Pentax is introducing a compact camera in the body of their 110 SLR from the '70s, but without lens interchangeability (at least for now).

Many other rumors abound, especially involving new micro four thirds cameras and lenses.

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Our stores are now offering 3 new educational services. As many of you have experienced, our stores supply 30 minutes of private instruction as part of our Complete Solutions™. Many people have asked for additional sessions, so we now offer 30 minutes of private instruction on whatever

photographic topic desired. These sessions are by appointment only. For those who want more than one session, we are also supplying 30 minute session certificates in six packs for only \$199.99, regularly the price of only 5 lessons.

In addition, we have been asked to offer longer sessions, and are introducing 60 minute lessons at \$70.

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\$70
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We are also pleased to announce our Spring, 2010 B.I.P.S. schedule, which is attached along with this newsletter. As usual, you as a Newsletter subscriber, have a week's opportunity to enroll in the classes of your choice before the general public sees the schedule.

That does it for February. Be back next month!
Enjoy your photography!

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

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