



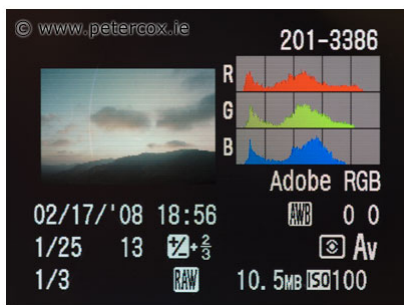
October, 2010

## Just How Red Is an Autumn Leaf?

Sometimes the fall foliage is breathtaking. Some-time it's bland. Even when it's bland, you can add depth and vibrancy to the red hues in your autumn foliage. One way is to take your shot through a filter.

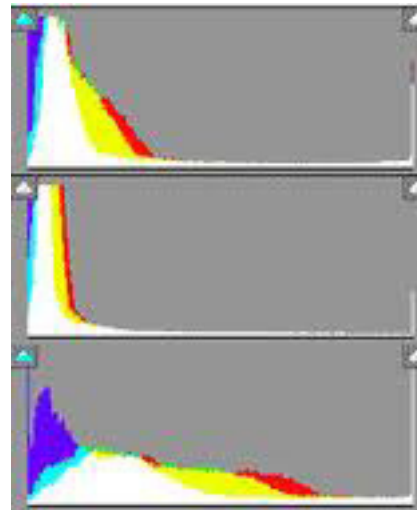
An Enhancing filter will change the way your camera records colors with red in them, without affecting any color without red in it. This creative filter is available in many sizes and screws directly onto your lens. If your camera is not designed to accept screw in filters, you can hold it in front of the lens to achieve the same effect.

A second way to intensify reds in a photo is by adjusting the histogram. The histogram is that kinda graphy thing that shows up on your camera's display screen that most people want turned off. It displays how colors and the total amount of light is distributed throughout your photo.



The histogram above shows how and where each of the 3 digital primary colors are in the photo. The left side of each colored graph is the darker, or shadow tones in the picture - the right side represents the highlights, and the center is the mid tones. You can see that there is very little color in the highlights, compared to the other areas.

The baseline of the graph shows that none of the color is present, and the higher the color goes to the top of the graph - the more color is visible. Of the 3 levels shown, there is more blue in the middle tones than either of the other colors. There is less yellow in the shadow area.



In the second example, each graph contains the same amount of color, but the distribution of the color differs. In the middle graph, everything is in shadows (which indicates the photo was underexposed). In the top graph, the colors are spread a little more from all shadow towards the mid tones (also underexposed, but not as badly). In the bottom graph, the colors are more evenly distributed, but the photo would still be a little dark.

Each of these histograms show depict a separation of colors. If the graph was for the overall exposure the area filled in would be black.

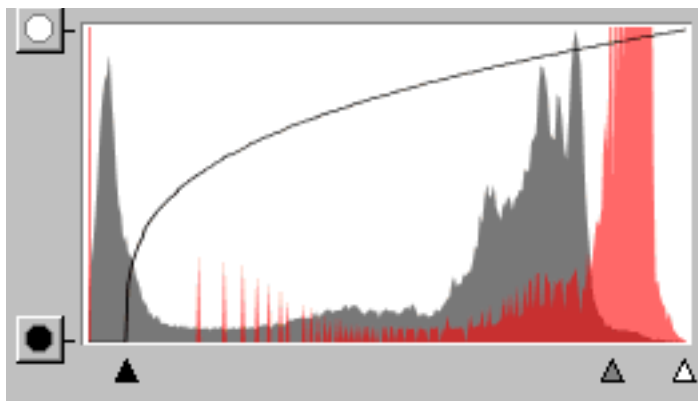
Notice the three small triangles along the bottom of the first histogram on page 2. These can be dragged to add or subtract exposure of the overall shot or a particular. For fall foliage, in this graph as an example, the gray *slider* (little triangle)



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can be dragged to the left to add more red to what is already red in the photo without increasing the blue or green values.

When using software like this, the same adjustments can be made to just a section of the photo rather than global changes. In the case of the flower, one petal could have a little extra blue how it is now, making it more purple than the others.



A little patience is needed to learn to do these changes. It is not hard, but it is time consuming, and very rewarding. Also, keep in mind the old adage that the camera never lies - but photographers can and do!

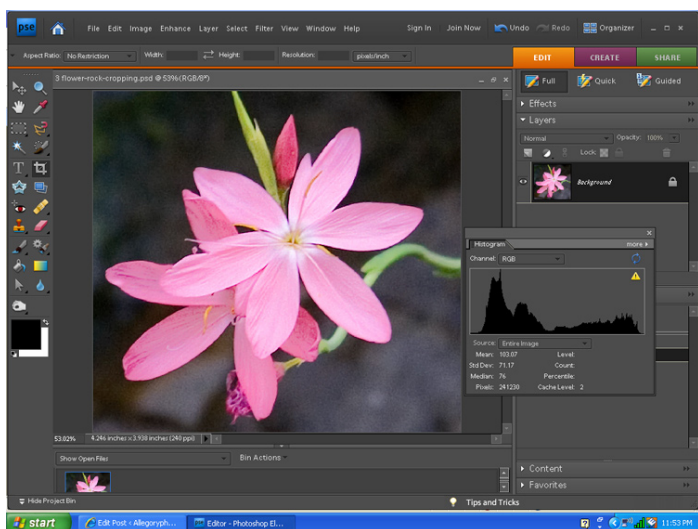
(If you don't already have a copy, we stock Adobe Photoshop Elements (version 9) for PC or MAC. It makes tasks like working with histograms quick and easy - with very little computer knowledge needed. Either platform is on sale for only \$59.99.

The software would change the overall picture to show you the difference before saving. In the same histogram, if the overall exposure is being adjusted, moving the black slider to the right would open up the dark shadows and add to the middle tones.

## A Look At How We Look At Things

Bret and Josh at the Photo Summit have started shooting videos of evaluation sessions we have with new products. They cover a wide range of products, not just cameras. Actual stock items are sampled, not hand picked products supplied by the brand being tested. You can find these by clicking here. Additional information can be found by visiting either store's facebook page: Madison PhotoPlus - the Photo Summit.

We attempt to use each and every item we carry so that we know how it *should* work and can teach you to use it properly.



In this window, the shadows were intensified to make the flower "pop" out. Only the darkest areas were affected, not the flower itself.

# MadisonPhotoPlus the Photo Summit



October, 2010

## Morristown Photo Field Trip

There are still a couple of spaces left for our photo shoot of the Historic Morristown Green on Sunday, October 17. Please see the attached schedule or contact us for additional details.

## Snap Shots

Start planning your Halloween pictures now! To get a better than average photo of a costumed munchkin, take your pictures before the sun goes down and use flash outdoors. Get close enough to your character to include both head and toe, but not the house, the neighbor's yard, the parked cars, etc. If your subject is just 1 or 2 children, compose your photo vertically. Remember to bend your knees to get down to their eye level (easier than getting them up to yours) for a more natural look. Oh, yes, take your photos **before** they consume any of their treats for less red eye!

"WOW!" is the most common response from anyone looking at the new Fuji 3D camera. Not only are the photos outstanding, but the HD 3D movies reach out and grab you while you're viewing them on camera (without any special glasses). You owe it to yourself to just come in and look them. They are amazing!

Space is still available for some of our B.I.P.S. classes. We will definitely repeat the Introduction to interchangeable lens cameras - the feedback was wonderful.

In case you missed it, Sony has buried the Memory Stick™ for good. All products currently being manufactured will be based upon the Secure Digital™ format factors. R.I.P. MS.

Kodak and Fuji are quickly discontinuing many color slide films, both pro and amateur. If you have a favorite, get it while you can. Plan on 36 exposure or 120 rolls only. 24 exposure and 220 rolls are virtually all gone. It looks like Fuji is trying to exit the black & white film market, while Kodak and Ilford seem steady.

So much for this issue. We'll be back in November with more. Happy Picture Taking!

## MadisonPhotoPlus

40 Main St., Madison, NJ 07940

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

[www.madisonphoto.com](http://www.madisonphoto.com)

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



## the Photo Summit

383 Springfield Ave., Summit, NJ 07901

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

[www.photosummit.com](http://www.photosummit.com)

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