



January, 2012  
**Where Science and Art Meet**

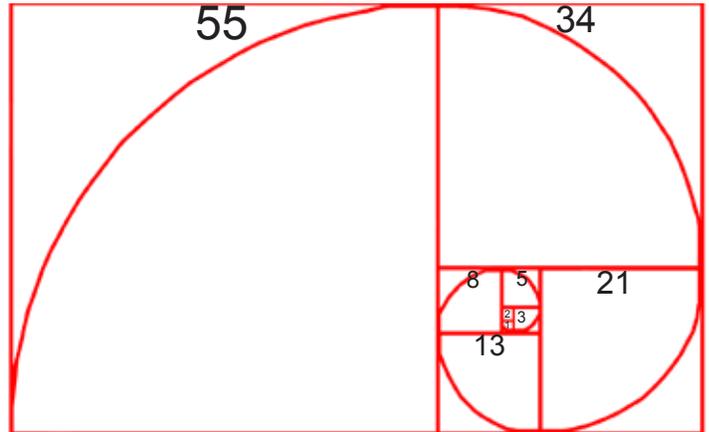
Oh, that Leonardo of Pisa, such an aesthete! Primarily known by the name of Fibonacci, he introduced his series of numbers to mathematics in 1202. A Fibonacci series starts at zero and one, with each subsequent number is the sum of the previous two (e.g.  $0+1=1$ ,  $1+1=2$ ,  $1+2=3$ ,  $2+3=5$ ,  $3+5=8$  ...). The series first several values are 1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144 and 233.

Among the unusual properties of this number series is the astounding number of times it is found in nature. Seemingly unrelated items such as the pattern of chambers during the growth of a Chambered Nautilus; the arrangement of details of a pine cone and the pattern created by a fern when it unfurls.



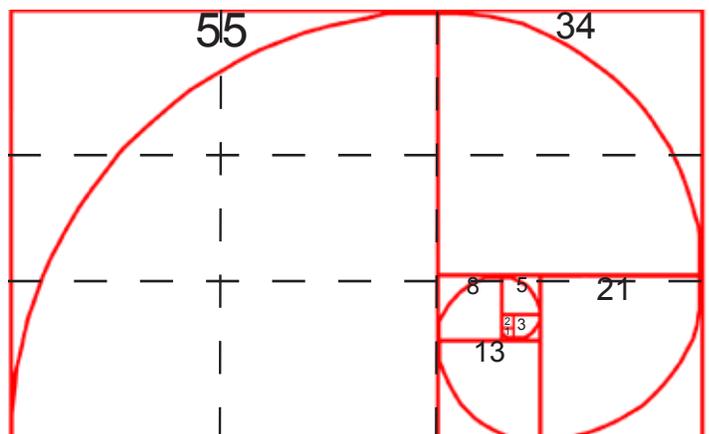
If squares whose sides are based on the Fibonacci series are shown as tiles and these tiles are arranged in a circular fashion, a unique spiral is created, often referred to as the *Golden Spiral* or *Golden Ratio*.\*

\*Wikipedia: Fibonacci number ([http://en.wikipedia.org/wiki/Fibonacci\\_number](http://en.wikipedia.org/wiki/Fibonacci_number))



The illustration above shows a Fibonacci spiral created by drawing circular arcs connecting the opposite corners of squares in the Fibonacci tiling. Yes, this is the same curve as the Chambered Nautilus in the first column.

In this second diagram, dotted lines are superimposed over the spirals dividing the area into nine equal blocks. Notice how closely the tick-tack-toe grid lines up with the Fibonacci square. This grid symbolizes the *Rule of Thirds*, a basic tenet of western civilizations' aesthetics.





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The *Rule of Thirds* is and has been a cornerstone of aesthetic composition throughout the history of western civilization. It is the key to good composition. As has been mentioned in several previous ephoto Newsletters, the most static, boring (yet dull), bland place to put the subject of a photo is dead center. The best place is at the intersection of the of the dotted lines illustrated above.

This is also why camera manufacturers build (optional) grid screens into their cameras - they are great aids to improving composition. Some camera makers, however, use grid screens which break up the image into even smaller units, making it fairly unusable as an aesthetic tool.

If only Leonardo of Pisa could know what he had started.

## Consumer Electronic Show Photo Introductions

This week was innovation week in Las Vegas where photo and electronics companies introduced new items for the first time in 2012. Here are a few highlights ...

- Canon finally announced they would have a mirrorless interchangeable camera before the end of 2012. They introduced a new camera on a new chassis: The G1 X uses a new sensor, larger than in any previous non EOS camera. It is probable that this will be the precursor of an interchangeable lens model to be released in the late summer-autumn of this year.

- Nikon showed a new top of the line professional quality DSLR - the D4, as well as an updated portrait length short telephoto lens.

- Sony reintroduced the NEX 7 and Alpha SLT-A77 (Both were originally introduced last fall but were

unavailable due to the floods in Thailand).

- Panasonic displayed 2 new power zoom lenses for the G series cameras.

- Olympus brought a new 12-50 (24-100) pro quality zoom lens for the Pen series cameras, and updated several of their compact cameras.

- Fuji introduced 19 new cameras. Several are updated point and shoots, but the X-Pro 1 was the show stealer. Riding on the successes of the X10 and X100 cameras, the X-Pro 1 offers (mirrorless) interchangeable lenses and adapter(s) for other camera makers' optics. Three high speed Fujinon Pro lenses are the first offerings - all are designed for pro quality images along with pro durability.

- Adobe Systems released the beta version of Lightroom 4

- Kodak introduced (probably for the last time) a new camera.



# MadisonPhotoPlus the Photo Summit



ephoto newsletter

January, 2012

## Photo Classes

We are currently working on our spring evening class schedule. If there is a topic you'd like to see offered, please let us know as soon as possible.

Taking you into the light!



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