

# INTRODUCTION TO DIGITAL PHOTOGRAPHY

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# YOUR INSTRUCTOR

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the password is summer





# NEEDED FOR THIS CLASS

- Digital Camera
- Computer
- Internet Access
- Willingness to learn
- Patience
- Your Camera Manual





# THINGS WILL GO WRONG!



No subject . . .



No subject . . . but focused!

Subject but no focus . . .



- Be prepared to fail and have to do something over again.



# THINGS WILL GO WRONG!



No subject . . .



Subject but no focus . . .



No subject . . . but focused!



Ahhh!

- Be prepared to fail and have to do something over again.





# WE WILL COVER:

- What is photography?
- What do you need to make your photography successful?
- What are all those confusing terms and why should you know what they mean?
- How to Take Better Photos
- Storing, enhancing and presenting your photos

So, let's start with an easy, basic definition.

What is photography?



Photo:

photo- a combining form meaning “light” [Origin: < Gk, comb. form of *phôs* (gen. *phōtós*) ]

*Dictionary.com Unabridged (v 1.1)*

*Based on the Random House Unabridged Dictionary, © Random House, Inc. 2006.*

-graphy:

-graphy a combining form denoting a process or form of drawing, writing, representing, recording, describing, etc

[Origin: < Gk *-graphia*]

*Dictionary.com Unabridged (v 1.1)*

*Based on the Random House Unabridged Dictionary, © Random House, Inc. 2006.*



Photo + Graphy

Photo + Graphy

Writing . . . with light



# Why writing with light?

Photography does not exist in the absence of light of some form. Now -- that could include things like infrared photography or things like night vision, so it does not necessarily mean visible light.

But even then, to actually see something, we still need light.

We then can manipulate and change the light to make it do what we want. Shaping light and darkness creates images.







# Photograph

So that somewhat defines what photography is. But, just clicking a button does not make a photograph. So, maybe, we should examine something a bit more specific. Let's look at what makes an image someone actually likes.



# WHAT MAKES GOOD PHOTOGRAPHY?





THE SAME THING  
THAT MAKES GOOD ART!





# GOOD COMMUNICATION





# COMMUNICATION

The quality of the communication  
tells you how good  
the photo really is.

Does it "speak" to you?

Can you understand  
what it is saying?



A good photograph communicates to you and others.

It shows something — a message of pain, anticipation, joy, sadness, happiness, confusion and many, many more things.



A bad photograph fails to communicate

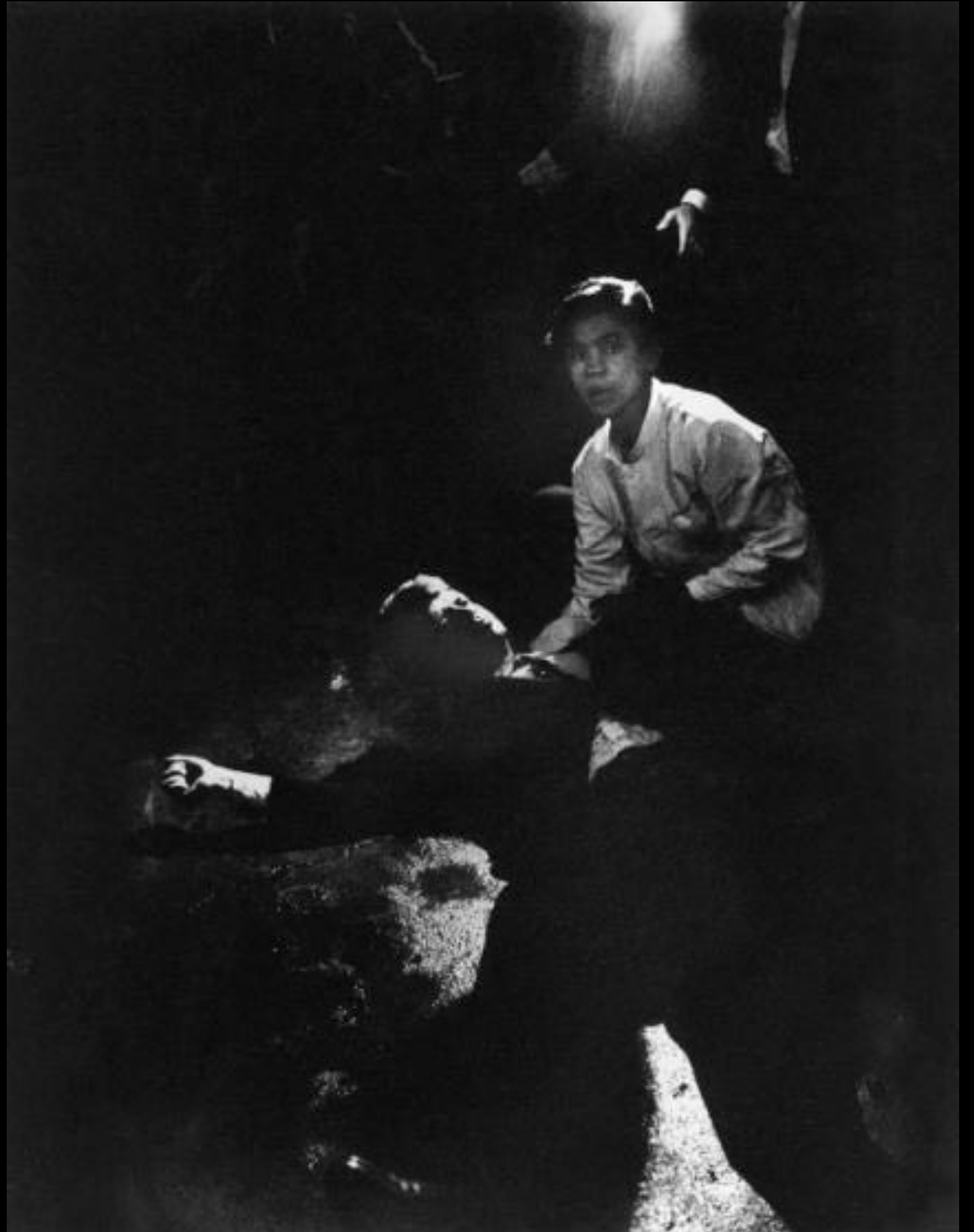




THE MESSAGES CAN BE AS  
VARIED AS YOU WANT  
THEM TO BE.

And we can, and do, influence  
what those images communicate  
by how we capture them and what  
we do with the editing

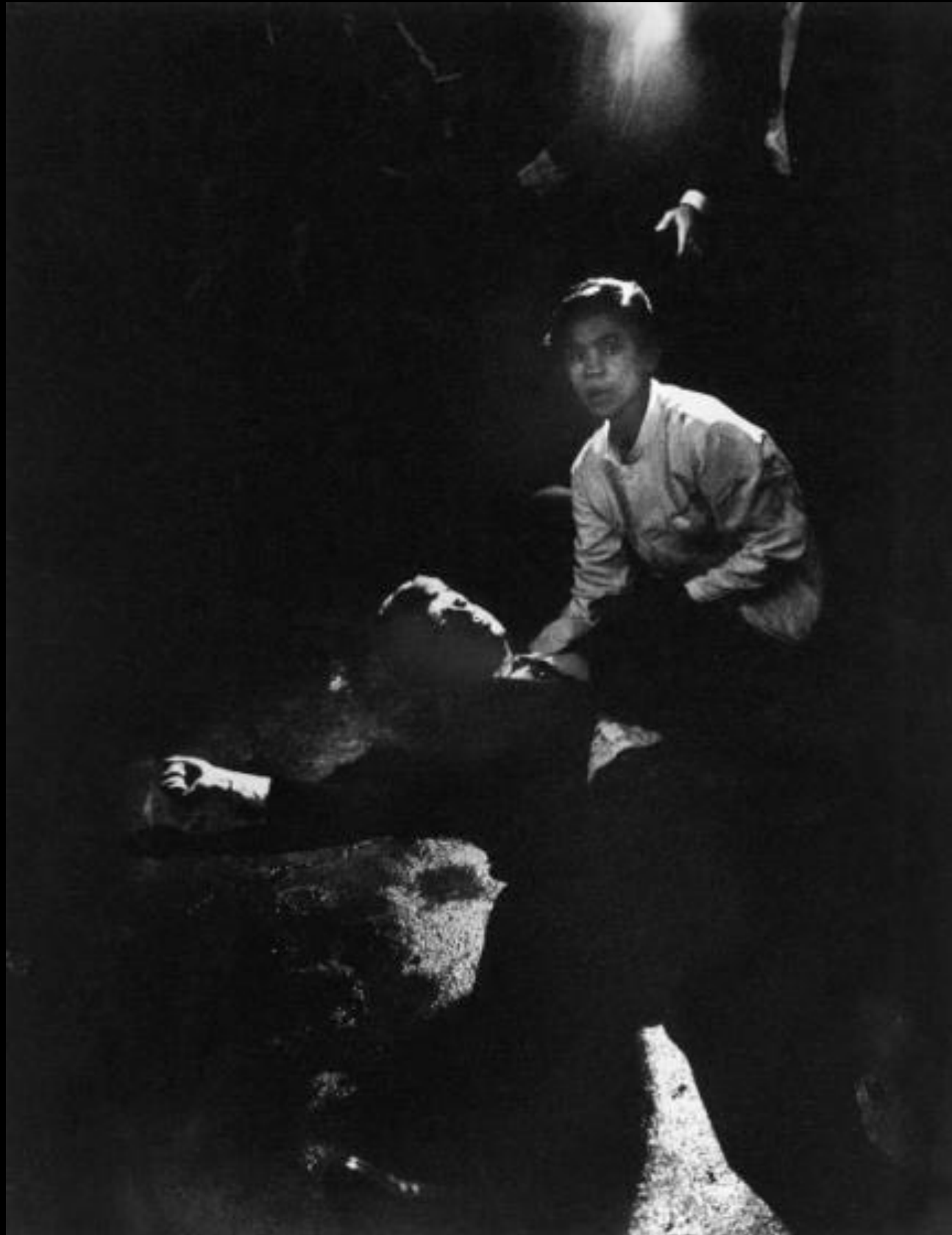
- Bill Eppridge
- United Press International



- Boris Yaro
- Los Angeles Times



























## SO, THE QUESTIONS TO ASK YOURSELF ABOUT YOUR IMAGES:

How well do they communicate (does it speak to your audience)?

How good (or bad) is the technical rendition? Is your equipment up to the task presented?

Photographers create images. . . and  
the big word to notice is  
CREATE

Photographers create images. . .  
and the big word to notice is  
CREATE

Creating an image takes work



Three simple  
steps to creating  
an image.

Think  
Compose  
Expose

Think:  
who is your  
audience

# Think

- Who is your audience?
- What are you trying to tell them?
- How do you want them to respond?
- What is the medium you are using to get their response?



# Think



Not much of a photo

# Think



But then again,  
it works for this

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Sodium 860mg	Vitamin C 0%
Total Carb. 25g	Calcium 6%
Dietary Fiber 8g	Iron 10%

\* The nutrition information contained in this list of Nutrition Facts is based on our current data. However, because the data may change from time to time, this information may not always be identical to the nutritional label information of products on shelf.  
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# Compose





# Compose

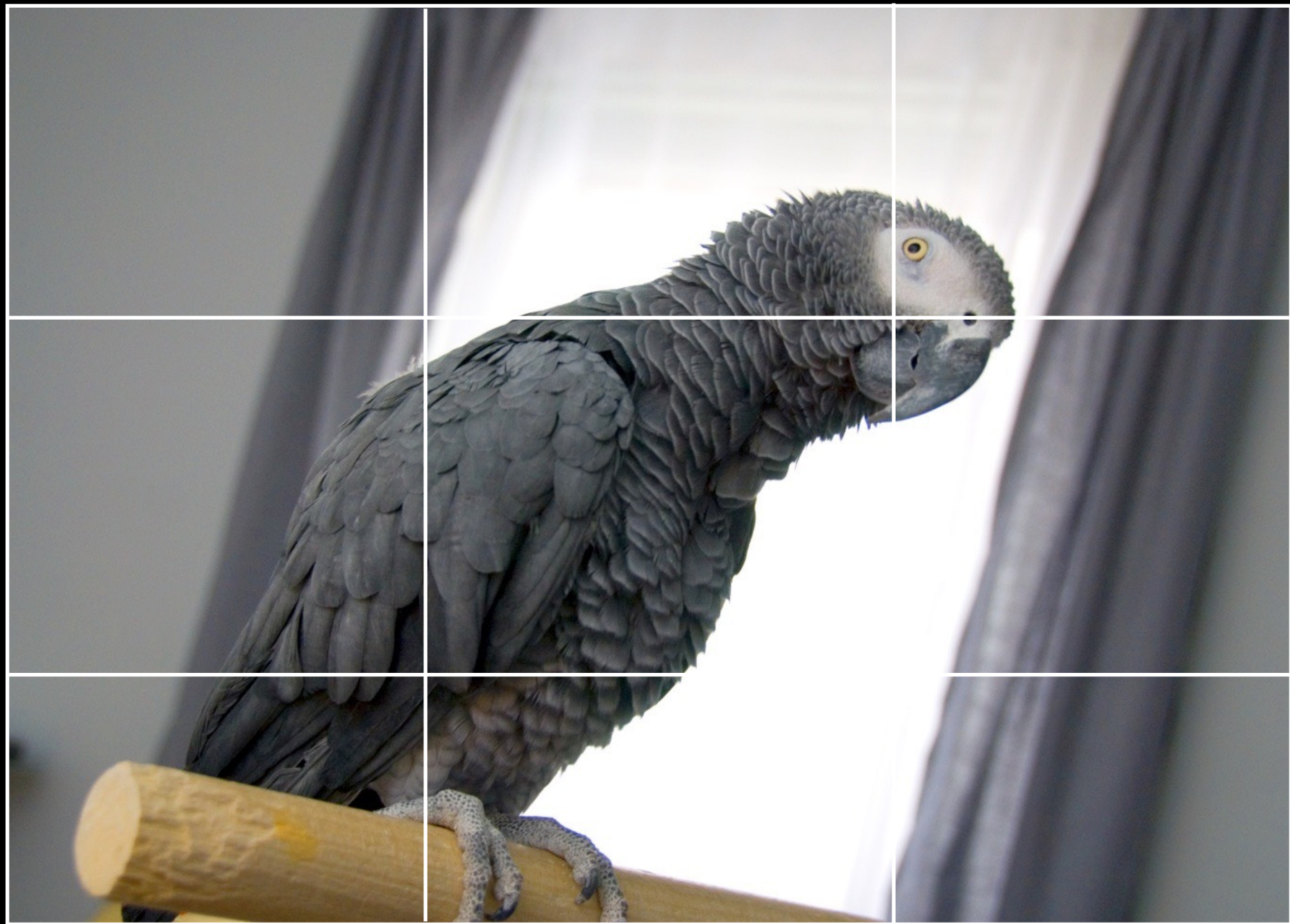




# Compose



# Compose



Rule of Thirds



# Expose

- What is the correct exposure?
- How do we achieve it?
- What are shutter speeds, apertures, f/stops, EV ratings, ISO, ASA? What is motion blur? What is bokeh?

# Expose





# Expose



*The Kuala Lumpur City Centre  
Malasia*



# White Balance

- Light does have color, we are just used to “not” seeing it.
- For example, lights in classrooms are florescent lights. They actually give off a shade of green normally.
- Tungsten (also known as incandescent), florescent, shade, cloudy, flash, sun and custom.



# White Balance



Tungsten Light Source

# White Balance



Florescent Light Source

# White Balance



Flash Light Source



# White Balance





WHITE BALANCE CAN AFFECT THE MOOD  
OR FEEL OF A PHOTO. AND MORE.

EMC  
www.EdandKrystal.com Photography





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OR FEEL OF A PHOTO. AND MORE.



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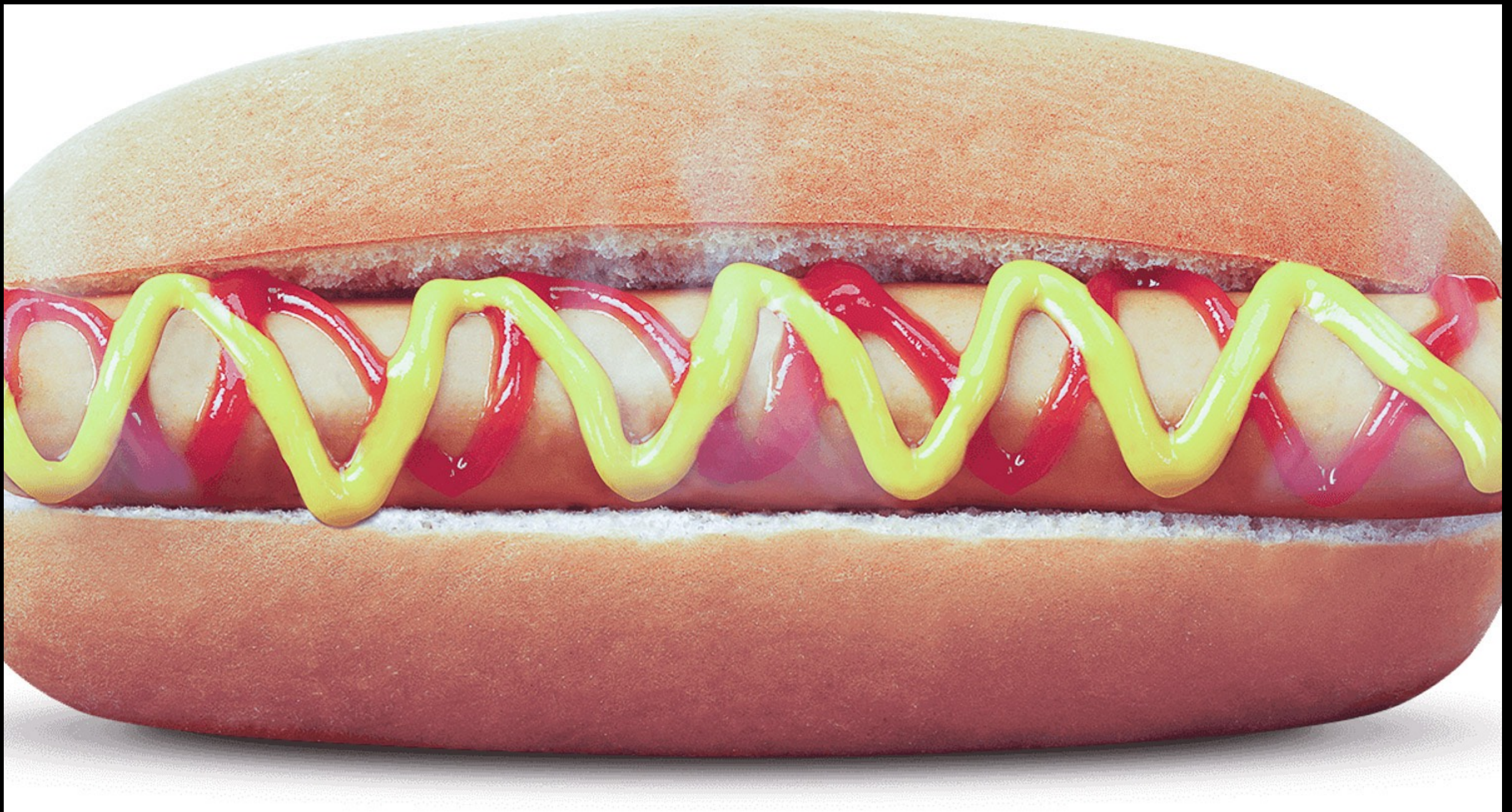


WHITE BALANCE CAN AFFECT THE MOOD  
OR FEEL OF A PHOTO. AND MORE.



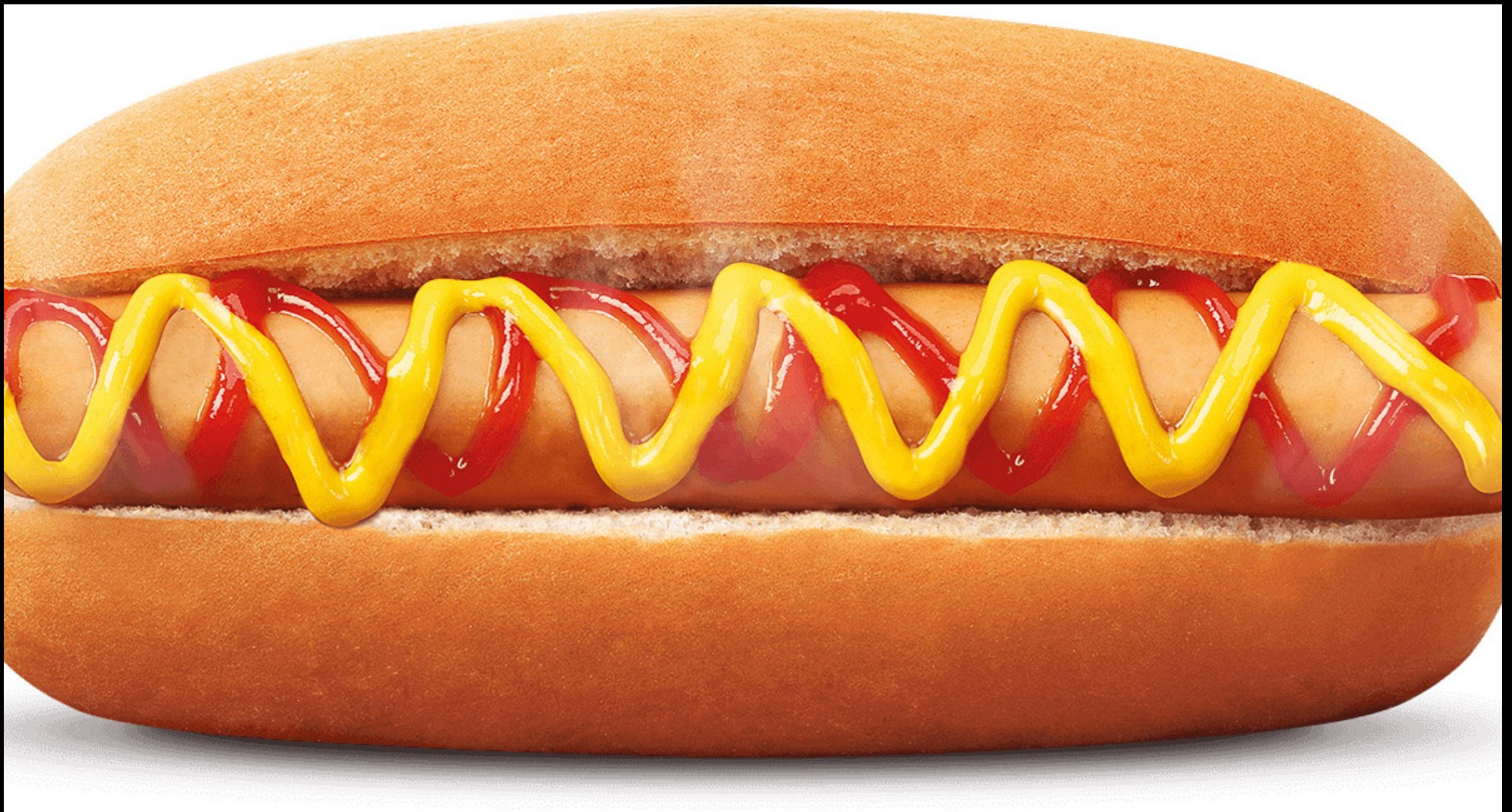


IT CAN CHANGE IF YOU LIKE SOMETHING OR NOT.  
OR WONDER WHAT MIGHT BE WRONG WITH IT.



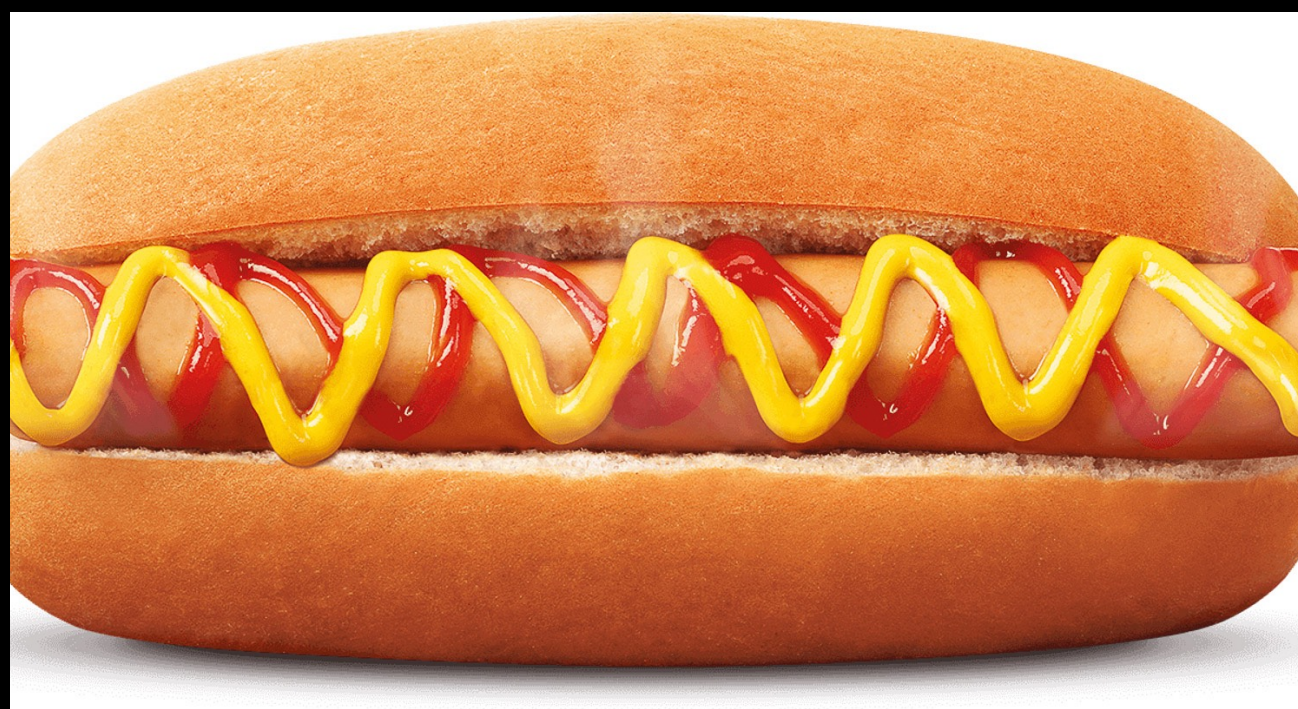
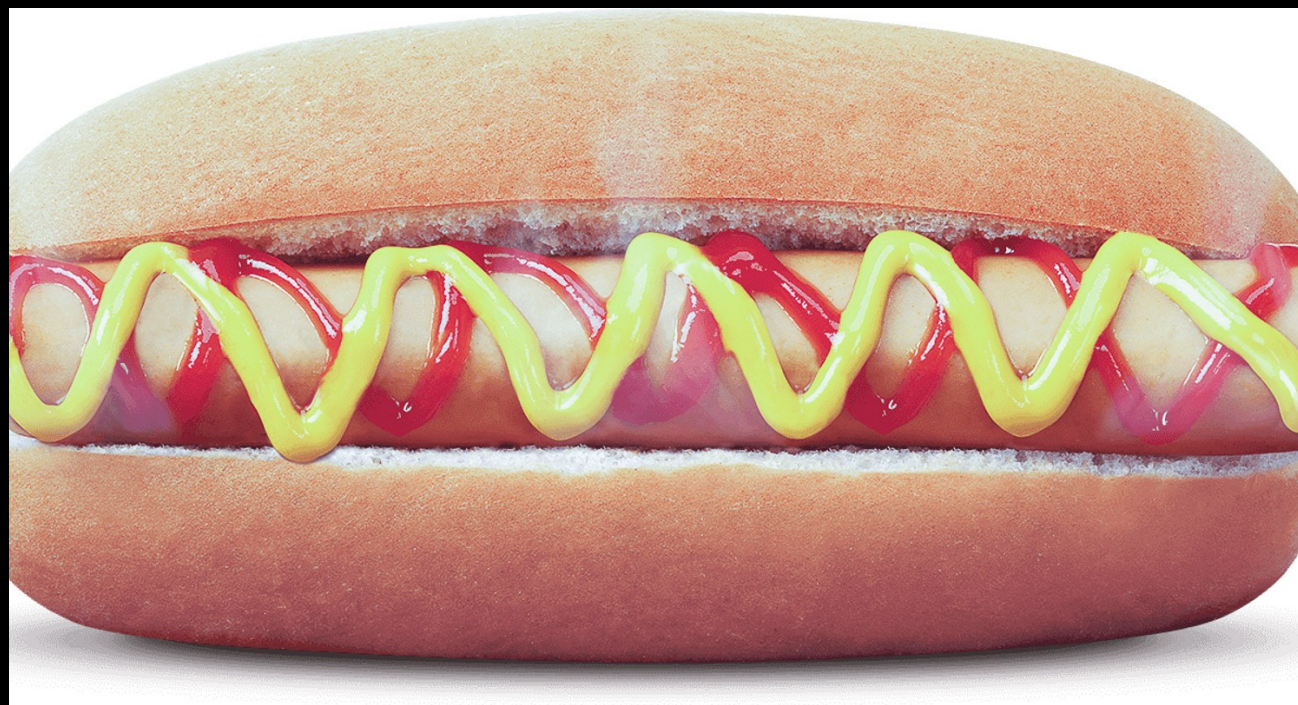


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# ASSIGNMENT

- Shoot a sunrise or sunset. Which ever is easier for you. Don't worry about exposure in this case (or composition for that matter.) But you will need to change your white balance settings for this.
- One image each of the same sunset:
  - Daylight
  - Cloudy
  - Tungsten (or incandescent)
  - Florescent
  - Auto
- Email the five photos to me at [students@edandkrystal.com](mailto:students@edandkrystal.com), please do label (somehow) which is which. And then tell me which one is your favorite!

# A few things to know

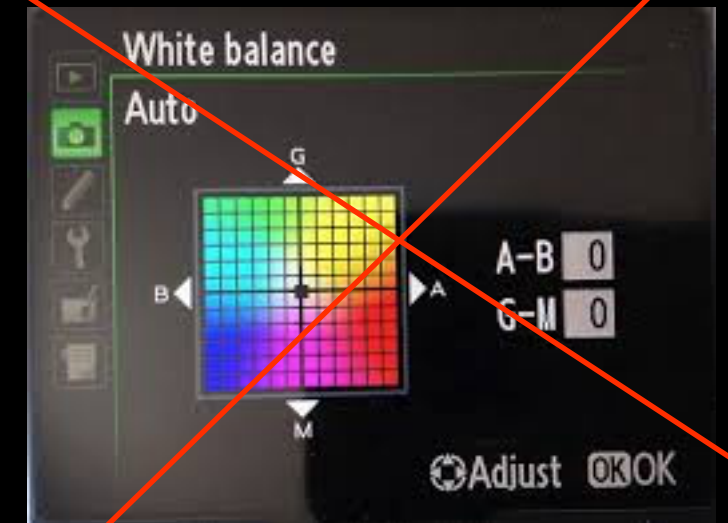
- Most cameras require you to NOT be in AUTO (green) when you change the white balance. In fact, they might not even allow you to play with different white balances unless you are in a setting called Program.





# A few things to know

- Most cameras will make you dig through the menu to find the different white balance modes
- Don't forget to touch the OK or Enter button!
- If they all look the same, you did something wrong.



Good Luck!



