



# Beyond The Snapshot

From Workflow to  
Masterpiece

In-Class Guidebook

Q2-2008

# Welcome

- Class logistics
  - Meeting times, cell phones, emergencies, contact, breaks
  - Materials fee
  - Website
- Instructor Introduction
- Student Introduction
  - Favorite kind of photography?
  - Why this class?
  - Camera type?
  - What you hope to accomplish?
  - Something interesting about you?
- A little exercise ...

# Reflection

- What are you succeeding with?
- What do you want to learn?
- What are you struggling with?
- Are you happy with your camera?



# Introduction

# Objectives

- The Practitioner's Digital Workflow
  - What, How?
  - Goals & Benefits
  - Tools
- Digital Camera Controls
  - Review
  - Advanced features
- Photographic Aesthetics
  - What is a good photo?
  - Examples!
- Taking *my* photos so they look like that?
- Practice
  - Shoot-Critique-Review
- Inspire and Have Fun!

# Assumptions

- You know how to operate your camera reasonably well
  - Familiar with camera controls
- You understand the basic vocabulary of digital photography
  - Megapixel, resolution, ISO, aperture, etc.
- You don't mind homework that involves taking photos and sharing them
- You have access to a computer and the Internet
  - Critiques will be posted online
  - If you want to process you're images, you need the SW
- You are comfortable with feedback on your photos
  - Instructor-led
  - Class participation encouraged
- You are ready to have fun!

# Getting Inspired

- Many great photographs out there
- Study and practice styles that you like
- Don't be afraid to click
  - Digital is a learning tool
  - The more your practice, the better you get
- The web is a great place to learn *and* share
- Let's take a look
  - Flickr.com
  - JPGMag.com
  - ...

- <http://www.flickr.com>
- <http://jpgmag.com>
- <http://www.fotki.com>
- <http://photobucket.com>

# Advanced Camera Features

# Controlling Exposure

- Four ways of exposure control
  - Exposure compensation
  - ISO
  - Shutter speed
  - Aperture
- Manual control = combination of the shutter speed, aperture and ISO
- There are tradeoffs
  - Slow shutter speed = blur
  - Wide depth of field = greater sharpness
  - Higher ISO = more digital noise
- You may not have these tools, but you can still get great photos
- Your camera may have creative modes instead

# Creative Exposure

- Sometimes what the camera chooses as “correct” is not what you want
- Creativity is always important
- Thinking beyond the snapshot requires out of the box thinking
- Photographic interpretations always play a big role
- You *can* get creative results with a basic point and shoot
- Creative examples
  - depth of field
  - shutter speed
  - under-over exposure
  - flash

# Advanced Controls Homework

- Get some hands on with some of these features!
- Explore some of these questions and take notes – email us if you get stuck.
- Do you have Aperture/Shutter Priority?
- Manual?
- How do you change the ISO, if you can?
- Can you control manual focus?

# Advanced Image Processing

- All cameras store images as JPG
- Some cameras have “RAW” image formats
  - Stores raw image data (no processing)
  - Requires special tools to read and manipulate
  - Most tools (PSE, CS3, etc.) can operate on RAW
  - RAW files take up more space
- Why RAW?
  - Yields highest flexibility post-processing
- RAW Workflow
  - Exposure settings
  - Color
  - Sharpness
  - Open in editing tool
  - Further edits (dodge/burn)
  - Save natively
  - Convert to JPG
- Example in PSE6

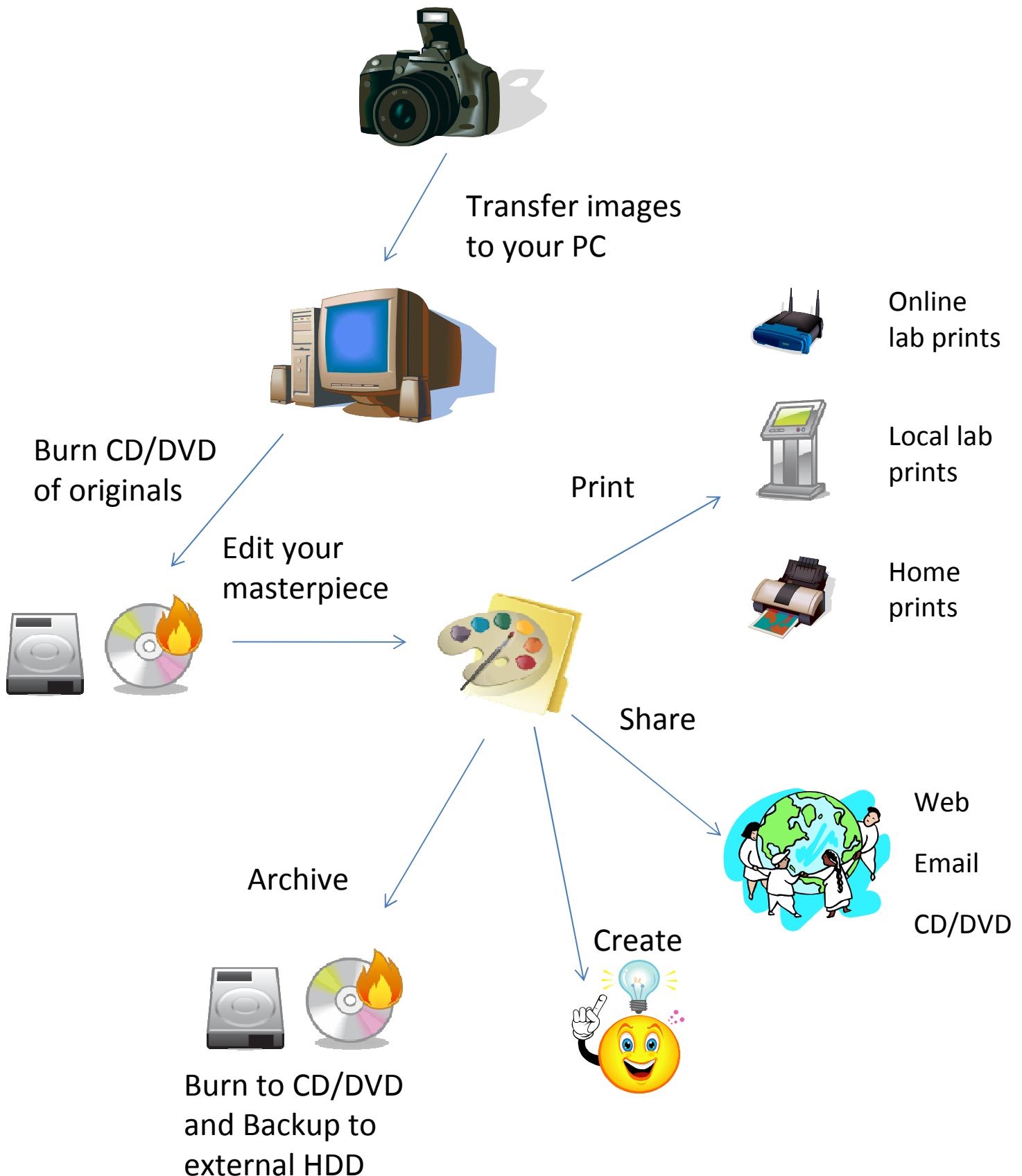


# The Practitioner's Digital Workflow

# Digital Workflow

- How do you capture, store, process and share your images?
- More than just editing
- Each step has sub-flows
- Import
- Organize
- Edit
- Archive
- Create

# Basic Digital Workflow



# Import

- How do you get your images to your computer?
- What steps do you take to validate the images made it as expected?
- What tools can you use to manage importing images?
- Card Readers
  - Internal or External
  - USB
- Direct Connection
  - USB
- Wireless
  - Wifi

# Organize

- Organization is the cornerstone of any good system
- Metadata = embedded information about the image
  - Shutter, aperture, ISO, time/date, GPS, etc.
- Tags and keywords help you find images
- Albums, collections and groups help you keep larger numbers of images together as a set
- Try to be consistent
- Tools help (PSE, Picasa, iPhoto)

# Edit

- Many editing tools, PSE, PS CS3, Lightroom, many others
- Study the 4 C's
- Can editing improve one of the C's of your image in some way?
- Store edits in the editor's native format (e.g. PSD)
- When you're print-ready, store as JPG
- Always keep the original, edited and final images

# Archive

- Archiving your images is critical
- Big picture tips :
  - “Just do it”
  - Use the best materials
  - Have a labeling and organization scheme
- DVD is the most convenient and dense, per dollar
- Online storage is a possibility
- Hard drives can be used for shorter term needs

- Verbatim Ultralife and Videoguard
- Maxell Broadcast Quality
- Web search “Portable mini hard drives”
- <http://www.mozy.com>
- <http://www.trunkdrive.com>
- <http://www.upline.com> (HP)

# Create

- There are lots of things you can do!
- Let's take a look ...

# Photographic Aesthetics By Example

# The 4 “C’s” of Photography

- Composition
- Clarity
- Color
- Contrast
- Most of your images dictated by a combination of these “C’s”
- Control in-camera and in-software

# Composition

- What is the subject of your photograph?
- How is the subject framed?
- How are other subjects in the photograph juxtaposed with the main subject?
- Composition Tools
  - Rule of Thirds
  - V and S-Curves
  - Patterns and repetition
  - Converging and diverging lines
  - Horizontal and Vertical compositions (landscape/portrait)
  - Cropping/Zooming
- Your camera might have a “grid” display which helps you use the rule of thirds as you compose your image

# Clarity

- How sharp is your main subject?
- What about other subjects? The background?
- How sharp do you *want* these to be?
- Clarity Tools
  - Exposure
    - Higher f/number wider depth of field, sharper
    - Lower shutter. Blurry motion, less sharpness
  - In-camera
    - Sharpness controls
    - Image stabilization/ Vibration Reduction
    - Focus point
  - Software
    - Sharpness adjustment
    - Soft focus, blur

# Color

- What kind of color do you want in your photo?
  - Saturated
  - Muted
  - B/W
  - Other tones
- Lighting conditions will dictate some color
  - Time of day
  - Overcast vs sunny
- Color Tools
  - White balance
  - Saturation
  - Spot color, B/W, Sepia, toned selection

# Contrast

- How much contrast does your image have?
- Is black really black? And relative to white is there enough tone between?
- Low contrast images tend to look “muddy” or “flat”
- Contrast tools
  - In-camera contrast controls
  - Software can help
  - Exposure makes a difference
    - Look for light/dark differences in your images

# 4 C's Homework

- Take a few of your own photos
  - Find the 4 C's at work in each photo
  - Look at how they come together and work to strengthen or weaken the photo
  - Take good notes and hold on to the best examples
- Use the 4 C's as your first train of thought
- Develop a sense for controlling as many of these things in camera
- Find some great examples!



# Photographic Styles and Idioms

# Styles

- Many different styles of photography
  - Some cameras facilitate shooting in those styles (portrait, macro, sports)
  - Style dictates settings and approach
- People/Portraiture
  - Candid
  - Macro
  - Landscape
  - Black and White / Toned
  - Panorama
  - Abstract, Animals, Architecture, Night, Urban, Action, etc.

# People/Portraiture

- Approaches
  - Isolate the subject
  - Brighter exposure, higher contrast
  - Sharpness restricted to main subject(s)
  - Subject(s) fill the frame
  - May use outdoor lighting or flash
- Typical Settings
  - Higher ISO
  - Lower f/number, higher shutter speed
  - Exposure can be set on subject alone

# Candid

- Approaches
  - Optional use of flash
  - Subject may not be posed
  - Environment is part of the photo
  - Natural lighting and creative blur
  - Higher contrast helps
- Typical Settings
  - Higher ISO, grain can add character to image
  - Lower shutter speeds OK, higher to avoid blur
  - Small f/number for maximum lighting and creative depth of field

# Macro

- Approaches
  - Subject fills the frame
  - Get close!
  - Sharpness can be soft for effect
  - Saturated colors
  - Angles make a difference
  - Avoid harsh shadows
- Typical Settings
  - Lower ISO
  - Higher shutter speeds (or use a tripod)
  - Higher f/numbers for lots of detail, lower f/numbers for softer look

# Landscape

- Approaches
  - Sharpness to infinity
  - Balanced contrast
  - Lots of color
  - Time of day will make a big difference (morning, evening)
  - In Colorado, direction will matter (north, south, east, west)
- Typical Settings
  - Lowest ISO
  - Higher f/numbers
  - Higher shutter speed
  - Matrix/Evaluative exposure or use Manual
  - Tripod may be necessary

# Black & White / Toned

- Approaches
  - Higher contrast images
  - Communicate mood
  - Tone doesn't have to be black and white – sepia (brown), orange, blue
- Settings
  - Higher ISO can create that “film grain” look
  - Shutter and f/number are based on the image style
  - Expose for higher contrast areas

# Panoramas

- Approaches
  - Software will take the hard part away
  - More shots = bigger pano
  - Shoot 180 degrees to simulate the visual perspective of the eye
  - Don't restrict to landscapes
  - Shoot vertically
  - Rotate your body around the camera, not the other way around
- Settings
  - ISO, shutter and f/number can vary based on scene
  - Keep aperture consistent throughout
  - Use full manual if necessary
  - Panoramic tripod head useful in many situations, but not always necessary

- <http://www.panotools.com>
- <http://www.panoguide.com>
- <http://www.viewat.org/>
- <http://www.sphericalpanoramas.com/>

# Homework, Questions, Wrap-up


# Shooting Homework

- Three themes to select from :
  - *Out of Place*
  - *Nostalgia*
  - *Geometry*
- Contemplate each one and shoot from one or more (you can combine them if you like)
- Use Flickr, JPGMag and other sites on the web for inspiration
- Shoot the assignment and either
  - Add the top three to the online gallery
  - Email your three photos to [tk@tkseminars.com](mailto:tk@tkseminars.com)
- DUE :

# Have Fun!

- Questions?
- Discussion?
- Contact us any time with questions, updates and your cool photos :

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 +T/K:M

## Resources & Notes :