Digital Photography

How to Take and Display Great Photographs

Course Objective

• As the name of the course implies:
  • Learn how to take great photographs.
    – Composition.
    – People & nature.
    – Lighting & color.
• Learn how to display your pictures.
• Understand the mechanics of imaging.
• Unleash your creative potential.

Lesson 1

An Introduction to Photography

• Introduce instructor.
• Meet the students.
• Approach, book, homework, & equipment.
• Course outline.
• Objectives for lesson 1.
• From vision to final print, a demonstration.
• This is photography.
Robert Schudlenfrei

- Retired programmer & company owner.
- Life long serious amateur photographer.
- Educator.
  - Night school (mid 1960s).
  - University of Rhode Island.
  - S. I. Inc.
- Student & observer.

Photography at S. I. Inc.

- Our customer.
- Software teaching.
- Newsletter.
- Web site.
- Promotion.
- Proposals.

Photographer

- I had been shooting film for 10 years before I took this shot.
- Learned from Dad.
- Been studying photography ever since.
Our Class

• Give your name.
• What, if any, is your photo experience?
• What camera equipment do you own?
• Why did you sign up for this class?

The Way I Teach

• A traditional approach.
• Every class has behavioral objectives.
• Lecture, discussion, demo, & questions.
• JeffWignall.com
• Equipment – a digital or film camera.
• Homework – reading & taking pictures.
• Take careful notes.

Lesson 2
Taking a Shot and Getting an Image

• Camera basics.
• Review student’s homework.
• Handle camera issues, if any.
• Automatic mode, point ‘n shoot.
• Outdoor photography, people & nature.
• Indoor photography with flash.
• The dreaded “red eye.”
Lesson 3
Photographing People

• Critique the homework.
• How images are made (film & digital).
• Family photography.
• Brief history of photography.
• The group.
• Travel photography.

Lesson 4
Design & Composition

• Discuss the people shots from last week.
• Wignall’s elements of design.
• The elusive “great shot.”
• Beaches of South Florida.
• Local animals.
• Weather and your pictures.
• Abstract photography.

Lesson 5
Light and Color

• Review of homework images.
• What you can and can not control.
• Direction of light and time of day.
• Indoor lighting, natural and artificial.
• Color that is given to you.
• Color that you can control.
Lesson 6
Showing Your Pictures

• Critique the light & color images.
• Printing with your computer.
• Printing from an outside service.
  – Simple drugstore.
  – Photographic labs.
• Variety of presentation.
• Organizing your prints.
• Doing a slide show on the computer.
• Sending your images: e.mail & CDs.

Lesson 1 Objectives

• Know the instructor and other students.
• Understand the approach, the text, and the equipment used.
• Learn what the course will cover.
• See the total image making process.
• Get an overview of photography.

Vision to Final Print
Demonstration
Taking the Shot

• Ansel Adams: “Making Images.”
• Turn the camera on.
• Set to automatic.
• Flash, if necessary.
• Expose the “film.”
• Take “film” to finisher or download to your computer.

Downloading

• First time you must install the software.
• Connect the cable with the camera off.
• Turn the camera to playback and turn on.
• Start the software.
• Transfer images.

Printing

• Find the picture.
• Windows Picture and Fax Viewer.
• Start Photo Printing Wizard.
• Select photos.
• Printer preference if desired.
• Choose layout.
• Printer speed is a consideration.
• Hit “Next” and your images will print.
• To keep expenses low I would do many small images.
But I Don’t Have a Printer

- Go to a photo kiosk.
- Insert memory card.
- Transfer images.
- Get prints.
- Maybe a picture CD.
- Walgreens 30¢ each.

This Is Photography

- Telling a story by getting the shots.
- The BASIC basics.
- For next week you might consider…
- A brief history of photography.
- Questions and answers as time permits.

The Great Image

- Photography is 85% seeing.
- You will learn to see.
- And get the last 15%
- This shot.
  - Framing.
  - Position.
  - Lighting.
  - Color.
Telling a Story

• In the first five minutes I asked you why you were taking this course.
• People have always used images to record their personal history.
• Lascaux France 17,000 years ago.
• Lesson 6 – Display.
• My trip to Japan.

The BASIC Basics

• Let’s get the essential “rules.”
• These are suggestions. We can and will break them for artistic effect.
• But, you should know the rules.
• Today we only give you enough to start.
• Taking paired shots and seeing ugly.

The Camera

• Set the camera to “automatic.”
• Hold the camera steady.
• Don’t block the lens or sensor.
• Hold the camera level.
Position

- Don’t shoot into the sun.
- Don’t blind subject.
- Don’t cut off body parts.
- Fill the frame.
- Don’t have things growing out of the subject’s head.

Additional “Basics”

- Half depress shutter, then shoot.
- Medium zoom (if you have it).
- Autofocus, but your shot is out of focus.
- Push shutter, but nothing happens:
  - Cycle recovery.
  - Focus “hunting.”
  - Low light.

For Next Week

You might consider

- Buy the Wignall book.
- Read pages 11-29 & 162-181.
- Take lots of pictures illustrating the Basic Basics. Bring prints to class.
- Bring your questions to class. We will always spend time at the start of class with Q & A.
Brief History of Photography
Gadgets, time, & people
Image history in lesson 3

• 4th Century BC
• 1820s & 30s Niepce, Daguerre, & Talbot.
• 1840 – 1880 Wet plate photography.
• 1878 Dry plate photograph is selling.
• 1888 George Eastman and Kodak.
• 1939 Kodachrome.
• 1947 Instant photography.
• 1990s – Present Digital photography.

World’s Fair 1939
William H. Schuldenfrei – First rolls of Kodachrome

Did We Meet the Objectives?

• Know the instructor and other students.
• Understand the approach, the text, and the equipment used.
• Learn what the course will cover.
• See the total image making process.
• Get an overview of photography.
Buying a Camera

• We will only discuss this if someone needs a camera.
• In lesson 6 we will discuss your next camera.
• Q & A as time permits.