

• Digital Camera Clinic

(Everyone be sure to bring your Digital Camera and Owner's Manual.)

Discussion Leaders:

- **Gary Fields** Commercial artist and Photoshop expert
- **Budde King** Motor Sports Photographer
- **Ron Paxton** (Has published Many Digital pictures in Various Magazines and Books. He also has many Magazine Covers in his Portfolio)

Agenda: 10:00 to 10:30 Brief explanation of Digital vs. Analog Photography.
Question and answer, if time allows.

Subjects to be covered

• White Point

What is it?

- What we perceive as white
- Digital cameras have a white point setting to compensate for various lighting conditions [Fluorescent, Tungsten (incandescent), Color Temperature, etc.]
- Use automatic for outside.
- Inside use the Tungsten (incandescent) setting
- If fluorescent lights are the primary light source, use fluorescent setting.
- If you have a manual white setting, use a white piece of paper and set the white point.
- Remember to reset to automatic after a custom white point session.

• In Camera Sharpening, Saturation, and contrast

- Digital cameras usually have a Sharpening, Saturation and Contrast settings.
 - Saturation and Contrast are settings you have to experiment with for each camera (take a bunch of pictures with different settings and see what your pictures look like and then pick the one you like the best.
 - Saturation refers to how bright the colors in a picture are.
 - Contrast refers to the brightest and darkest elements of a photograph
 - Sharpening is increased contrast at edges in your photographs.
 - *Turn off your camera's sharpening if you intend to manipulate the photograph before you print it.*
 - Sharpening is the last thing that is done in a photograph and camera sharpening will pretty well screw up your image for future manipulation.
 - If you only intend to print the photograph directly with no manipulation *ever* you can leave sharpening on.

• Resolution

Always set your resolution to the maximum – (that having been said)

- The resolution and quality settings affect how much space is taken up on your storage medium and how fast your camera cycles so you can take another picture.
- High resolution is not needed if all you intend to do is publish a photograph on the web.
- Different resolutions are required for different size prints, so if you intend to enlarge your print you need a higher resolution photograph.
- The generally accepted rule for printing to inkjet printers is 240.
- Pictures being sent to publications should be 300 or what the publication requests.

- The Resolution that your file is shot at will dictate the sizes that your image can be when enlarged.
- There are various programs and Plug-ins which can help enlarge lower resolution files.
- The Miranda technique is the simplest enlargement technique. Enlarge at 110% until size is reached. (use Bicubic Smoother to Enlarge and Bicubic Sharper to Reduce).
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- **Noise**

A random pattern of dots that resembles static on TV. (The Higher Contrast and the Darker the Image, the more the noise.

- Many cameras have built in noise reduction, generally speaking turn it on.
of course the best idea is to run some test images and see if it works for your images
- Noise can be also reduced in your manipulation program.

- **Printing**

At a recent Seminar we were told Costco had very good Digital printing, if you use them they will supply you with a Profile. It was said that some pros use it.

- Always use the color profile for your printer or create one for yourself.
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- **Digital Zoom**

Never use this feature (It is nothing but cropping)

(The only exception is if you are not going to save or manipulate the image and your only going to go directly to a printer.)

- **Raw and DNG File Formats**

- RAW files contain all the information used to make the exposure.
- DNG is a proposed standard created by Adobe, if adopted all the cameras will use it and it will much simplify file access.

Suggested Software:

Photoshop

Photoshop Elements

Plug-ins:

- Dfine from nikon (noise reduction, jpeg repair, color correction) — nikmultimedia.com
- Neat Image (noise reduction) — neatimage.com
- nikon Sharpen Pro(image sharpening) — nikmultimedia.com
- nikon Color Effects Pro 2.0 (color correction and special effects) — nikmultimedia.com
- Optipix (various enhancements check web site) — reindeergraphics.com
- 20/20 Color MD(easy quick color correction) — Phototune.com
- SkinTune (color correction based on skin tones) — Phototune.com

**10:30 to ? Break into groups and have individual hands-on with leaders.
Help with setting up defaults on camera and individual Q&A.**