



Digital Photography

For beginners

Week 2

In this session:

- ❖ Constructive Critique
- ❖ Memory Cards
- ❖ File Management
- ❖ Backing Up your images
- ❖ Menus
- ❖ Metering Modes
- ❖ Assignment 2

Critique



SHOOTING MENU		
	Optimize image	N
	Image quality	FINE
	Image size	
	White balance	
	ISO sensitivity	HI 0.7
	Long exp. NR	OFF
	High ISO NR	OFF



Memory Cards

SD (Secure Digital) Memory Cards:

SD cards are by far the most common type of memory card. They are compatible with the majority of digital cameras.

SDHC (Secure Digital High Capacity) Memory Cards:

SDHC memory card

These are SD memory cards but with a higher capacity. Original SD cards only went up to 2GB, so SDHC was invented with a maximum capacity of 32GB. They are identical in shape and size, but they are different media types. Though your camera may fit a SDHC, be careful because if the camera was made before SDHC came along it may not recognise it.



SDXC (Secure Digital 'Xtra Capacity') Memory Cards:

SDXC memory card

These are SD cards but with a much higher capacity and faster processing speeds. These have a maximum capacity of 2TB (Terabytes). Similar to SDHC, in that an SDXC fits in a normal SD slot – but your camera may not be able to recognise this newer technology, so always check in advance. Computers also need to be able to read the exFAT file system to be compatible with SDXC. Currently Linux, Windows 7, Mac OSX (Snow Leopard) and some earlier versions of Microsoft Windows are compatible.

Micro SD Memory cards:

Micro SD memory card

Micro SD cards were initially a popular method of storing images in mobile phones. In actual size they are the smallest commercially available memory card at 15×11×1mm but can store up to 2GB of information. The Micro SDHC versions are able to store much larger files from 4GB-32GB. Micro SD cards are now more commonly seen in GPS systems and MP3 players, however a small number of digital cameras (recent Samsung compact models) are also compatible with them.



CompactFlash (CF) Memory Cards:

CompactFlash (CF) cards offer very high storage capacities and fast processing times. They were first introduced by SanDisk in 1994 and were widely used, but now they are usually only found in the most advanced DSLRs. Last year Canon chose CompactFlash as the recording media for use in its new line up of professional high definition (HD) video cameras.

xD Picture Memory Cards:

XD Memory card

xD Picture cards (standing for 'eXtreme Digital') are a Fujifilm format used in some (older) Fuji and Olympus cameras, although these brands are now routinely compatible with more standard SD/SDHC technology.



Memory Card Readers:

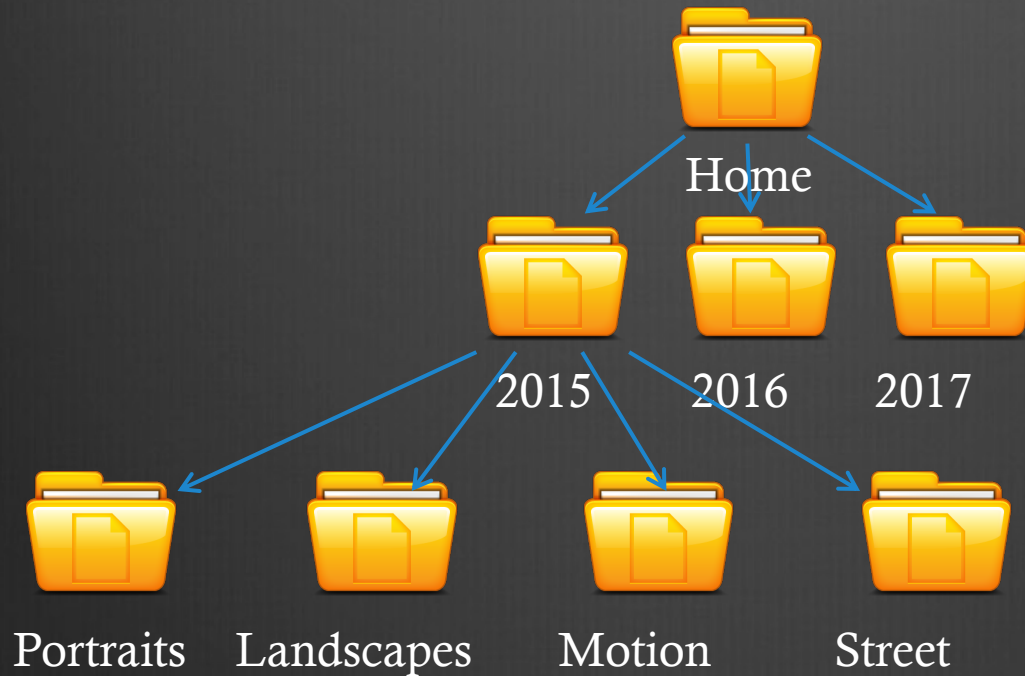
Memory card reader

You'll need a memory card reader to transfer photos to your computer if you don't fancy lugging around a USB cable for every one of your devices. You'll be able to get a card reader for each of the above types of memory cards and some come with built in memory and can also function as a USB flash drive. But check the device you're loading your photos to as some computers, printers and notebooks already come with built-in memory card slots. If you're using more than one memory card regularly it will probably be worth investing in a multi-card reader, which accept multiple types of memory cards and brands. Some even take as many as 35-in-1.



File Management

File management is the storing, naming, sorting and handling your photographic files. It is the process of maintaining images and multimedia into categories and subcategories as desired by a user. Fundamental aspects of file management are organizing, labelling and classifying these images.





Backing up your Images

Menu Systems

The amount of tasks you perform with the camera **menu** depends on the digital camera you own. Canon camera owners can adjust many settings, such as **ISO**, with a combination of buttons and dials. Nikon camera owners must rely a bit more heavily on the camera menu to change settings. In fact, Nikon has a **Shooting Menu** as part of the camera menu.

In addition to using the camera menu to change certain settings, you also use camera menus to change image format, quality, and auto-exposure bracketing. On the left side is a **Nikon** camera menu; a **Canon** camera menu is shown on the right.



Navigating your camera menu is like working with a computer program. In fact, your camera processor is like a little computer. The amount of menu settings depends on the complexity of your camera.

You access the camera menu by pressing the **Menu button** on the back of your camera. You use buttons and dials to scroll through the menus. When you find the menu option you want to change, you press an **OK** or **Set** button to make the change. Some cameras also have a **Function** button that is used, in addition to the menu, to change camera settings.

Many cameras give you the option to create a custom menu. This option lets you keep your frequently used menu items on one menu for easy retrieval.

Den's Tip of the week

Choose from the speed of **JPEG** shooting or the high quality and flexibility of **RAW**; alternatively choose a dual format and take the best of both worlds. Colour space can be chosen from the all-encompassing **Adobe RGB** or the screen-ready (UK standard) **sRGB** option.

Metering Modes

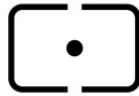
The Metering Mode button on your camera is symbolised by an eye-shaped icon within a rectangle. Within your metering mode function you will have either three or four metering modes: **spot** metering, **partial** metering, **centre-weighted** metering and **evaluative** metering.

As you will see in the cheat sheet on the next slide, each metering option measures the brightness of a scene in different ways, depending on what subject you are shooting.

The info-graphic on the next slide breaks down each metering mode and explains how they work and when is best to use them.

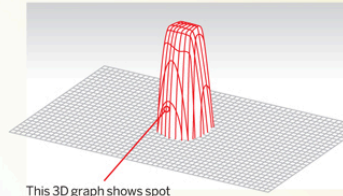
At-a-glance guide to metering modes

How each of the metering patterns works, and when to use them

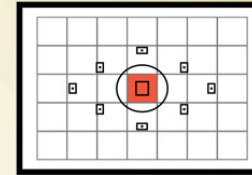


Spot metering

Spot metering only measures the intensity of light over a small circular area in the centre of the viewfinder. The average is then calculated by measuring just 2-4% of the picture area.



This 3D graph shows spot metering's central bias

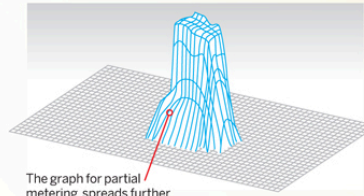


The centre circle in the viewfinder gives a rough guide to a spot meter's coverage

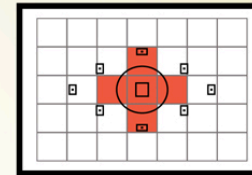


Partial metering

This metering mode measures the intensity of the light over a larger circular area than in Spot mode. The average is then calculated by measuring 8-13% of the picture area.



The graph for partial metering spreads further across frame

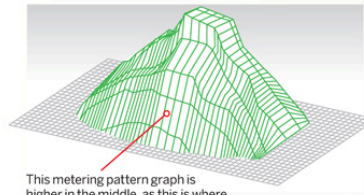


The coverage of the partial meter spreads out slightly beyond the viewfinder's centre circle

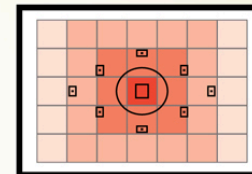


Centre-weighted average metering

This light metering mode measures the light across the whole picture area, but strongly biases the reading to the centre of the viewfinder area. Unlike with Evaluative, it does not take the focus into account, so uses the same averaging pattern for every shot.



This metering pattern graph is higher in the middle, as this is where the meter concentrates its attention

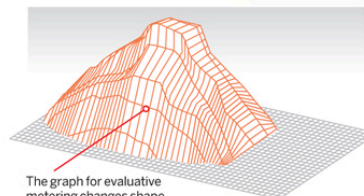


Main metering zone is bounded by the seven central focus points (SLRs with nine AF points)

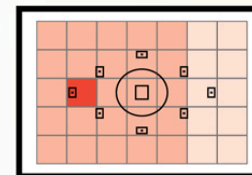


Evaluative metering

The default metering mode on many DSLRs, and the only option if you choose one of the basic automatic exposure modes. Measures light across the whole frame, but strongly biases the reading to the area around the autofocus point currently being used.



The graph for evaluative metering changes shape, depending on where the subject is



Main zone of interest will depend on which of the autofocus points has been used



Matrix



Center weight



Spot

Assignment 2

People

There are two main types of people photography, Formal, portraits and Candid, images capturing a moment, this also incorporates Street Photography.

Portrait Photography

Portrait photography or portraiture is photography of a person or group of people that captures the personality of a subject by using effective lighting, backdrops, and poses. A portrait picture might be artistic, or it might be clinical, as part of a medical study. Frequently, portraits are commissioned for special occasions, such as weddings or school events. Portraits can serve many purposes, from usage on a personal Web site to display in the lobby of a business.

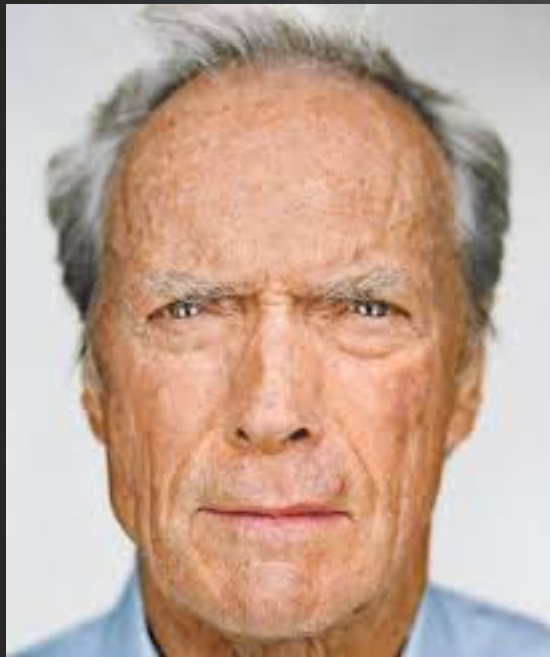
Candid/Street Photography

A candid photograph is a photograph captured without creating a posed appearance. This is achieved in many ways, for example:

- ❖ when the subject is in motion,
- ❖ by avoiding prior preparation of the subject,
- ❖ by surprising the subject,
- ❖ by not distracting the subject during the process of taking photos.

Thus, the candid character of a photo is unrelated to the subject's knowledge about or consent to the fact that photos are being taken, and unrelated to the subject's permission for subsequent usage such as distribution (see UK copyright law). The crucial factor is the actual absence of posing. However, if the subject is absolutely unaware of being photographed and does not even expect it, then such photography is secret photography, which is a special case of candid photography.

Portraits



Candid

