



Digital Photography

For beginners

Week 3

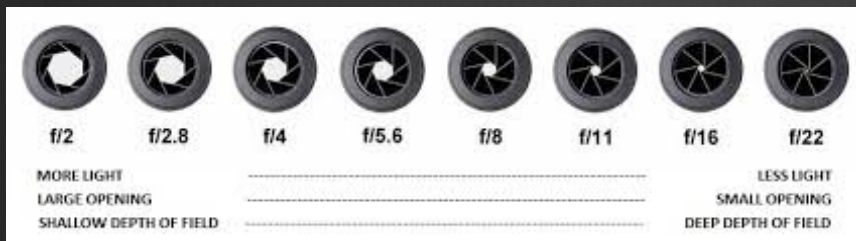
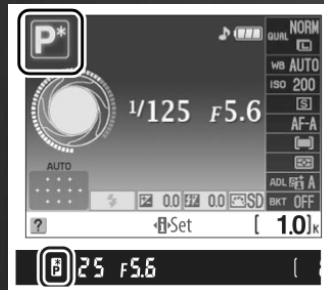
In this session:

Critique

- ❖ Constructive Critique
- ❖ Auto Mode
- ❖ Program Modes
- ❖ Scene Modes
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- ❖ Shutter Priority
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SHUTTER SPEED SCALE																		
1/8000	1/4000	1/2000	1/1000	1/500	1/250	1/125	1/60	1/30	1/15	1/8	1/4	1/2	1	2	4	8	15	30
Shorter the shutter stays open ←						→ Longer the shutter stays open												
Less light strikes image sensor ←						→ More light strikes image sensor												
Freezes Motion ←						→ Shows motion												
Less image noise/grain ←						→ More image noise/grain												



Auto Mode

I suspect no one will need any introduction to this mode (as it seems most digital camera owners use it). Auto mode tells your camera to use its best judgement to select shutter speed, aperture, ISO, white balance, focus and flash to take the best shot that it can. With some cameras auto mode lets you override flash or change it to red eye reduction. This mode will give you nice results in many shooting conditions, however you need to keep in mind that you're not telling your camera any extra information about the type of shot you're taking so it will be 'guessing' as to what you want. As a result some of the following modes might be more appropriate to select as they give your camera a few more hints (without you needing to do anything more).

Remember Auto means 'Average', Average means just like everyone else's shots, no creativity.



Be creative



Program Mode

Some digital cameras have this priority mode in addition to auto mode (in a few cameras Program mode is full Auto mode... confusing isn't it!). In those cameras that have both, Program mode is similar to Auto but gives you a little more control over some other features including flash, white balance, ISO etc. Check your digital camera's manual for how the Program mode differs from Automatic in your particular model.



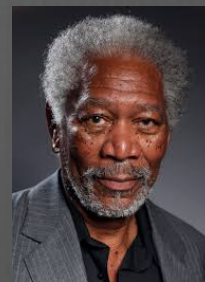
Scene Modes



Scene modes are pre-set exposure modes on beginner-level digital cameras that help inexperienced photographers achieve the proper automatic settings for a photo. Use of a **scene mode** doesn't allow the photographer to make any changes manually to the camera's settings, which may be frustrating for an advanced photographer. Scene modes are designed specifically for beginning photographers who don't want to take the time to change settings manually.

By using a **scene mode**, the photographer is attempting to simplify the process of matching the camera's settings to the scene. Camera designers simplify the process of matching the scene to to a keyword.

Portrait Mode



When you switch to portrait mode your camera will automatically select a large aperture (small number) which helps to keep your background out of focus (ie it sets a narrow depth of field – ensuring your subject is the only thing in focus and is therefore the centre of attention in the shot). Portrait mode works best when you're photographing a single subject so get in close enough to your subject (either by zooming in or walking closer) so that you're photographing the **head and shoulders** of them). Also if you're shooting into the sun you might want to trigger your flash to add a little light onto their face.

A Portrait may also include a full length shot, the most important thing about a portrait is, it should tell the viewer something about the subject in the image.



Landscape Mode



This mode is almost the exact opposite of portrait mode in that it sets the camera up with a small aperture (large number) to make sure as much of the scene you're photographing will be in focus as possible (ie it give you a large depth of field). It's therefore ideal for capturing shots of wide scenes, particularly those with points of interest at different distances from the camera. At times your camera might also select a slower shutter speed in this mode (to compensate for the small aperture) so you might want to consider a tripod or other method of ensuring your camera is still.



Night Mode



This is a really fun mode to play around with and can create some wonderfully colourful and interesting shots. **Night mode** (a technique also called ‘slow shutter sync’) is for shooting in low light situations and sets your camera to use a longer shutter speed to help capture details of the background but it also fires off a flash to illuminate the foreground (and subject). If you use this mode for a ‘serious’ or well balanced shot you should use a tripod or your background will be blurred – however it’s also fun to take shots with this handheld to purposely blur your backgrounds – especially when there is a situation with lights behind your subject as it can give a fun and experimental look (great for parties and dance floors with coloured lights).



Aperture Priority (A or AV)

This mode is really a semi-automatic (or semi-manual) mode where you choose the **aperture** and where your camera chooses the other settings (shutter speed, white balance, ISO etc) so as to ensure you have a well balanced exposure.

Aperture priority mode is useful when you're looking to control the depth of field in a shot (usually a stationary object where you don't need to control shutter speed). Choosing a larger number **aperture** means the **aperture** (or the opening in your camera when shooting) is smaller and lets less light in. This means you'll have a larger depth of field (more of the scene will be in focus) but that your camera will choose a slower shutter speed. Small numbers means the opposite (i.e. your **aperture** is large, depth of field will be small and your camera will probably choose a faster shutter speed).

Canon



Nikon

Shutter Priority (S or TV)

Shutter priority is very similar to aperture priority mode but is the mode where you select a shutter speed and the camera then chooses all of the other settings. You would use this mode where you want to control over shutter speed (obviously). For example when photographing moving subjects (like sports) you might want to choose a **fast shutter speed** to freeze the motion. On the flip-side of this you might want to capture the movement as a blur of a subject like a waterfall and choose a **slow shutter speed**. You might also choose a slow shutter speed in lower light situations.



Assignment 3

Still life



Still life photography is a genre of photography used for the depiction of inanimate subject matter, typically a small group of objects. It is the application of photography to the still life artistic style. An example is **food photography**.

This genre gives the photographer more leeway in the arrangement of design elements within a composition compared to other photographic genres, such as landscape or portrait photography. Lighting and framing are important aspects of **still life photography** composition.

Food photography is a still life photography genre used to create attractive still life photographs of food. It is a specialization of commercial photography, the products of which are used in advertisements, magazines, packaging, menus or cookbooks. **Professional food photography** is a collaborative effort, usually involving an art director, a photographer, a food stylist, a prop stylist and their assistants.

In advertising, **food photography** is often – and sometimes controversially – used to exaggerate the attractiveness or size of the advertised food, notably fast food

Sill Life Images

