What kind of photography?
Publication?

What kind of photography?
Marketing, Public Relations, and News?

What kind of photography?
Marketing, Public Relations, and News?
What kind of camera?
Mirrorless?

What kind of camera?
Point and shoot?

What kind of camera?
Cell phone?
Digital Camera Sensor

The light sensitive part of the camera that when combined with memory, takes the place of film.
Camera Exposure

Exposure = Intensity X Time

Camera Exposure

Exposure Controls On a Camera

- Shutter Speed
- f/stop

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Camera Exposure

Middle Gray (Gray Card)
Reflects 18% of light that strikes it

<table>
<thead>
<tr>
<th>Darker Tone</th>
<th>Lighter Tone</th>
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<tbody>
<tr>
<td>3</td>
<td>96</td>
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Camera Exposure
Automatic Exposure and Subject Failure
Exposure meters are calibrated to middle gray.

Camera Exposure
Automatic Exposure and Subject Failure

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Camera Exposure
Automatic Exposure and Subject Failure
Camera Exposure
Using Histograms to Check Exposure

A histogram is a graphical way of seeing the distribution of pixels from dark to light.
Photographic Composition
Center of Interest

Definition:
A single object or event in a photograph that is of primary interest to the viewer. Other elements within the photograph should support and focus attention on the center of interest.

Photographic Composition
Center of Interest

The term Center of Interest DOES NOT mean that you should place your subject in the center of the photograph.

Photographic Composition
Center of Interest

There are many factors that determine the Center of Interest. They combine in an infinite number of ways depending on the content of the photograph. Here are three of those factors . . .
Photographic Composition
Center of Interest

- Try to have one key subject.
- Look for a non-distracting or complimentary background.
- The viewer will be attracted to the lightest tone, the sharpest focus, and the warmest color.
Depth of Field

Factors that determine Depth of Field

- f/stop
- Subject Distance
- Focal Length of Lens
Imaging Editing Software

Purchased software

Adobe Photoshop
Adobe Photoshop Express
Adobe Lightroom
Apple Aperture

Imaging Editing Software

Free software

Flickr
Picasa
GIMP
iPhoto
Windows Photo Gallery
Paint.net
PhotoFlexr
Pholr Editor

PhoXo
Funny Photo Maker
Photo Pos Pro
Phocoscape
IrfanView
PhotoFiltre
PixBuilder Studio
Chasys Draw IES