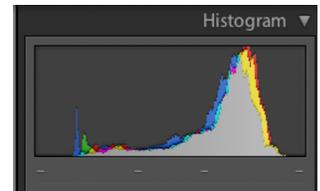


## Study Guide (Commercial photography) PHOTO 2

1. Resolution = 72 ppi (computers/electronics) vs. 300 dpi (printing) = (millions of pixels) Mega Pixel
2. Careers in photography = photojournalism (news agency), wedding (portraits), sports (action), events (history), products (marketing), etc.
3. Aperture and lens openings (depth of field) = small opening (long depth of focus) bigger opening (shallow depth of focus) behind the subject
4. Lenses (zoom, macro, telephoto, wide angle, fisheye)
  - a. PRIME (fixed focal length that does not zoom at all)
5. Using a tripod (Shutter Speeds) *See chart...*
6. ISO (sensor sensitivity like film speed)  
Grain and Noise (higher numbers more noise but good for low light shooting)  
100 - sunny/flash 200 - part sun 400-portrait/bright cloudy  
800 - sports & action 1600 - low light & indoor sports  
3200 - low light (concerts)
7. Cropping photos and crop tool = sizing the image to a printable size
8. Action photography and freezing or blurring action (FAST = frozen  
Slow = blurred movement (flash unit freezes with a strobe)
9. Flash photography and red eye (direct flash is harsh on faces and sometimes gives red-eye (blood in the back of the eye)
10. Memory cards: SD, CF, XD, Memory Stick (SONY), SM Smart Media (This is where the image is recorded)
  - a. they are not microprocessors, they are micro chips.
11. Loading, downloading and transferring digital files Capture, Edit & Output (called processing)
12. Composition rules = Rule of thirds, Dominant Center, Framing, Leading Lines, Symmetrical Asymmetrical, Bird's Eye View, Bug's Eye View, and Forced Perspective
13. Pixelization (pixelated) The quality is lower when you see the picture elements called pixels
14. Layers (new layers, using layers, opacity = opaque is 100% opacity and less is called transparent)
15. Layer masking and quick masking (The best way to clip out a subject from a background)
16. Histogram (Represents all the tones & colors in the image) HISTOGRAM -  
(Levels - Histogram - both on your camera and Photoshop and Lightroom  
(all the tones in the image)
17. Shortcuts in Photoshop
  - a. Brackets make brush sizes bigger.
  - b. Right clicking gives many options
18. Photoshop tools:
  - a. Lasso (selection in any shape or curve)
  - b. Polygonal Lasso (selection in lines)
  - c. Marquee (selection in circles, ovals, squares, rectangles)
  - d. Crop (resize the image and crop out unwanted parts of the image)
  - e. Text (words and fonts placed on your photograph)
  - f. Clone stamp = (clone pixels) FIX BLEMISHES, ETC.
  - g. Magic wand =(select similar pixels)
  - h. Eye dropper = (copy a color)
  - i. Quick Mask tools = (easier to edit) also a quick mask layer as well.
19. Student Portfolio  
(About 20-30 photos and should include your Name, contact info., web address)  
(Don't include your drivers license number or Social security number, or equipment that you use)

### Shutter Speed Cheat Sheet

H	1/4000	Freezing REALLY fast moving objects (water balloon popping)
a	1/2000	Birds in flight
n	1/1000	Sports photography and fast vehicles
d	1/500	Slower sports, runners, mountain bikes, etc.
e	1/250	Children or slow moving animals
l	1/125	Panning vehicles, standard portraits
d	1/60	Panning runners and athletes.
	1/30	Panning slower moving objects
T	1/15	Capturing a little movement (people walking, slow cars, etc.)
r	1/8	Blur fast moving water
i	1/4	Blur people walking
p	1/2	Blur slow moving water
o	1"	Milky water affect
d	1"+	Long exposure shots (star trails, night photography)



20. Copyright, ethics, rules, photojournalism practices, etc. (Don't steal other people's photos)  
 (photo journalist usually work for newspapers and magazines)  
 (most all photographers should carry a model release in case of shooting pix of people)  
 (should carry a tripod or monopod, lighting if needed and external flash unit along with extra batteries)

Model release insures photographer that they can use the person's photo legally. Under 18 must have a parent signed MODEL RELEASE

21. Camera Mode Dial

- Full Auto-(green) on-board flash will pop, portrait, landscape, sport, macro, nighttime, movie, Manual
- Shutter priority (you control the shutter, the camera does the aperture)
- Aperture priority (you control the aperture, the camera does the shutter, program (automatic that you can control)
- Continuous Shooting Mode (great for sports like a machine gun)

22. Monitor Calibration (printing profiles) Helps make the colors accurate to the printer and fixes problems when printing.

- a. Where is it found in Photoshop? File/Print/ then you select the printing profile

23. DSLR=Digital single lens reflex (not a point and shoot) change lenses, add a flash on the hotshoe, etc.

24. Parts of a digital camera (DSLR) shutter release button

Hot shoe – top of camera. Flash. b. Eye piece or view finder (look through it.) c. Shutter release (measures & focuses) Takes the Picture d. Burst mode (how many pictures continuously then buffered to the card)

25. Mounting photos (acid free) board is best

26. .jpg vs. RAW (shoot in RAW is best for all information of the pixels and .jpg is best for OUTPUT or viewing images on any platform electronically. TIFF is best to saving quality images and .dng is a digital negative very much like RAW.

27. What's the differences of Adobe Photoshop and Adobe Light Room = Photoshop can destroy pixels and Lightroom simply manipulates the pixels with information than can be restored easily.

28. Work flow (capture, control, output) Processing the images

29. Storing photographs (many ways such as: CD's, DVD's, memory cards, hard disks and the Cloud (Internet)

30. Shutter Release Button (does more than just take a picture) focuses, meters and MEASURES the light, helps control the camera.

31. Shutter speeds for shooting sports 1/1000 outdoor and indoor / slower shutter speeds of 1/30 and below should use a tripod to hold the camera steady

32. Studio lighting: Key light (main) Fill light (shadows)

- a. Split
- b. Rembrandt
- c. Loop
- d. Butterfly

