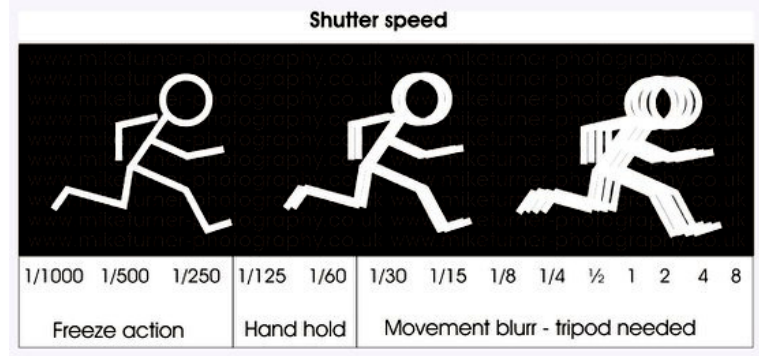


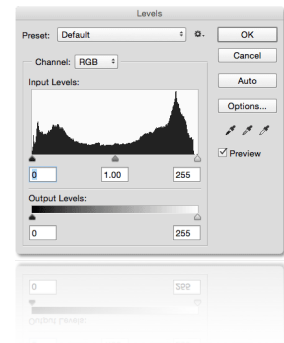
Study Guide (Commercial photography)

1. Resolution = 72 ppi (computers) vs. 300 ppi (prints or printing photos).
2. Careers in photography
3. Aperture and lens openings (depth of field)
4. Lenses (zoom, macro, telephoto, wide angle, fisheye)
5. Using a tripod (Shutter Speeds) (see chart) ———



6. ISO Sensor speed sensitive to light
7. Cropping photos and crop tool
8. Digital contact or proof sheets
9. Action photography and
10. Flash photography and red eye
11. Kinds or format of digital files
12. Memory cards:
 - a. SD, CF, XD, Memory Stick (SONY), SM Smart Media
13. Loading, downloading and transferring digital files
14. Calibrating a monitor to match the printer (why?)
15. Composition rules.
16. Pixelization
17. Layers (new layers, using layers, masking, etc.) (
18. Quick Masking & Layer Masking
19. Shutter Release Button
20. Constrain proportions
21. Crop tool
22. Undo (History)
23. Brush sizes in Photoshop
24. Mega Pixels
25. 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 resolution and size of the image and crop out unwanted parts of the image)
 - e. Text (words and fonts placed on your photograph)
 - f. Clone stamp = (retouches blemishes and other problems) (Moves pixels from one area to another)
 - g. Magic wand =(select similar pixels)
 - h. Eye dropper = (copy a color)
 - i. Levels - Histogram (shows the distribution of light and tones in your image)

26. Dodge and Burn



27. Levels (Histogram)
28. Critiquing photos:
29. Student Portfolio
30. Hue = the actual color and Saturation = color intensity
31. Drawing and painting lines
32. Copyright, ethics, rules, photojournalism practices, etc.
33. Full Auto-**anything green**, portrait, landscape, sport, macro, nighttime, movie, Manual- Shutter priority, Aperture priority, program
34. Program, manual, shutter priority, aperture priority, automatic, continuous, etc. (continuous shooting mode for action or sports)
35. Monitor Calibration (printing profiles) Helps make the colors accurate to the printer and fixes problems when printing.
 - a. Why is it important?
 - b. Where is it found in Photoshop? File/Print/Printing Profiles
36. DSLR=Digital single lens reflex (not a point and shoot)
37. Parts of a digital camera (DSLR) shutter release button
Hot shoe – top of camera. External 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)
38. Mounting photos (acid free mat board)
39. What's the differences of Adobe Photoshop and Adobe Light Room (Photoshop manipulates the actual pixels and Lightroom manipulates the data of the pixels) Lightroom is less destructive.)
40. Work flow
41. Model Release (make sure to get this legal document signed by anyone in your photo, before a photo shoot or before you use a photo commercially, and anyone under 18 must be signed by parent/guardian)
Mostly for a portrait (NOT NEEDED AT A PUBLIC PLACE, such a park)
42. White balance (controls the whites in your image)
43. Mode selector dial allows to select camera modes such as M - Manual / P-Program / AV or A for Aperture Priority and TV or S for Shutter Priority

(Shutter Priority allows you to control the shutter and the camera does the aperture)
(Aperture Priority allow you to control the aperture and the camera does the shutter)
43. Studio Lighting
 - Butterfly
 - Rembrandt
 - Split
 - Loop
44. Three point lighting
 1. Main Light
 2. Fill Light
 - 3 Back Light

45. Composition rules

Rule of Thirds (also can be simplicity)



Framing



Asymmetrical



Symmetrical & Leading Lines



Low Angle



High Angle



Merger / Forced Perspective

