Study Guide (Commercial photography)

1. Resolution = 72 ppi (computers) vs. 300 ppi (prints or printing photos). = (millions of pixels) Mega Pixel

2. Careers in photography = photo journalism, weddings, sports, events, products, etc.

3. Aperture and lens openings (depth of field) =
   small opening (long depth of field) bigger
   opening (shallow depth of field) behind the
   subject

4. Lenses (zoom, macro, telephoto (far away
   subjects), wide angle, fisheye)
   (ZOOM - many focal lengths)
   (One focal length - PRIME)

5. Using a tripod (Shutter Speeds) (see chart)

6. ISO (sensor sensitivity like film speed)
   Grain and Noise

Shutter speed

| 1/1000 | 1/500 | 1/250 | 1/125 | 1/60 | 1/30 | 1/15 | 1/8 | 1/4 | ½ | 1 | 2 | 4 | 8 |

| Freeze action | Hand hold | Movement blurr - tripod needed |

7. Cropping photos and crop tool = sizing for resolution and print size to match a frame…the image to a printable size 300 dpi such as an 8x10 & (72 ppi for computers / Internet)

8. Digital contact or proof sheets (small thumbnail size pictures on a larger photo paper)

9. Action photography and (fast shutter) freezing or (slower shutter is blurring action (shutter speed, ISO, flash, larger lenses) Good daytime shutter speeds for sports 1/1000 of a second.

10. Flash photography and red eye (direct flash can cause harsh on washed out exposures)

11. Kinds or format of digital files (JPG, RAW, TIFF)

12. Memory cards:
    a. SD, CF, XD, Memory Stick (SONY), SM Smart Media (Memory cards are where the image is storied) (storing pictures: CD's, Memory Cards, Thumb drives…NOT card readers)

13. Loading, downloading and transferring digital files (this is the process of all digital photos)

14. Calibrating a monitor to match the printer (why?) Color not accurate.

15. Composition rules.   Rule of thirds, dominant center, framing, leading lines (such as railroad tracks), symmetrical, asymmetrical, low camera angles, high camera angles, mergers

16. Pixelization (pixelized, pixelated)

17. Layers (new layers, using layers, masking, etc.) (When creating a new layer it will be placed right above the one you are on)
    (ALSO: setting the opacity makes the image opaque or see through)

18. Quick Masking & Layer Masking (to isolate a portion of your image as well as the crop tool)

19. Shutter Release Button (holding it half way day focuses, changes or can turn on flash & meters light)

20. Constrain proportions by holding down shift and also un-clicking it under image size

21. Undo = the history
    a.   One step at a time is Cntrl/z and Cntrl/alt/z is another step back in history

22. Shortcuts in Photoshop
    a.   Brackets ( ) make brush sizes bigger and smaller.
    b.   Right clicking gives many options

23. Mega Pixels (1,000,0000) a million pixels is a mega pixel

24. 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)   A graph that shows the distribution of light in your image
      i.

25. Dodge and Burn = (Dodging lightens the pixels and Burning Darkens the pixels)

26.Levels (Histogram) (all the tones in the photo … Histogram which is a distribution of light in your image)

27. Critiquing photos: Is the photo interesting? Was it a good use of composition? Is it technically correct?

28. Student Portfolio
      a. About 20-30 would be appropriate and a good mix of photos
      b. What should be included in your portfolio…
            Your name, contact information and of course your best photos!
      (things to not include generally is your equipment, age, gender, or other more personal info.)

29. Hue = the actual color and Saturation = color intensity

30. Drawing and painting lines = (hold down shift to draw straight lines)

31. Copyright, ethics, rules, photojournalism practices, etc. (don't take pictures of other's pictures and change a photograph and not disclose the changes in photoshop) (Don't steal other people's pix)

32. Full Auto-anything green, portrait, landscape, sport, macro, nighttime, movie, Manual- Shutter priority, Aperture priority, program

33. Program, manual, shutter priority, aperture priority, automatic, continuous, etc. (continuous shooting mode for action or sports)

34. 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

35. DSLR=Digital single lens reflex (not a point and shoot)

36. 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)

37. Mounting photos (acid free mat board)

38. 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.)
      (downloading images to just about any program, but not a preview)

39. Work flow (capture, edit, output)

40. 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)
      (NOT NEEDED AT A PUBLIC PLACE, such a park)

41. White balance (controls the whites in your image (color temperature) helps get best accurate colors)

42. 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
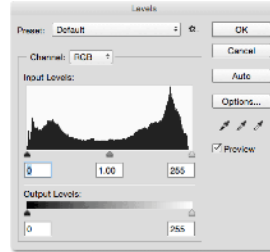
43. Composition rules

Rule of Thirds (also simplicity)

Framing

Asymmetrical

Symmetrical
& Leading
Lines

Low Angle

High Angle

Merger / Forced Perspective