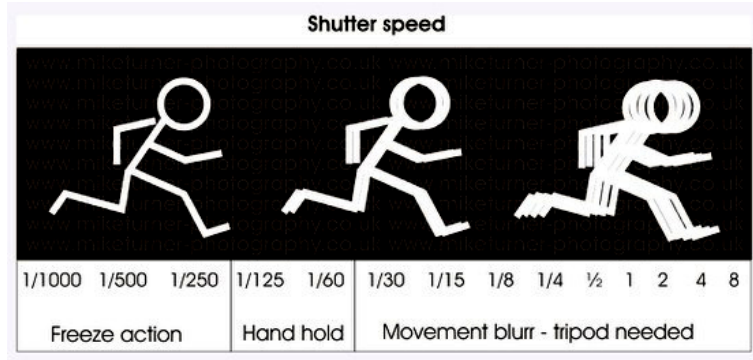


Study Guide (Commercial photography)

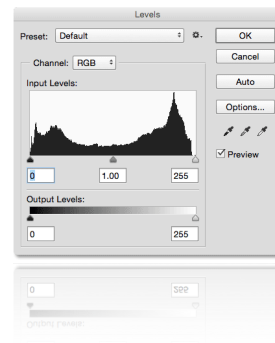
1. Resolution = 72 ppi (computers) vs. 300 ppi (prints or printing photos).
2. Careers in photography Sports, Wedding, Portraits, Landscape and Nature, Food or Product, Photo Journalist
3. Aperture and lens openings (depth of field) More open is shallow depth of focus
Less open is long depth of focus
4. Lenses (zoom -(Multiple Focal Length)), macro ((extreme closeup)), telephoto ((long lens)),
 - a. wide angle ((fits more into the photo)), fisheye ((extreme wide shot))

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



6. ISO Sensor speed sensitive to light
ISO = International Standard Organization
100 - sunny, 200 - part sunny, 400 good light indoor
800 - Sports, 1600 - concerts, 3200 - very low light
6400 - very, very low light (introduces noise)
7. Cropping photos and crop tool Crops out unwanted stuff or crops to size for a frame, etc.
8. Digital contact or proof sheets Larger photo with smaller thumbnail photo sizes are smaller
9. Action photography (see graphic on 5)
10. Flash photography and red eye (Retina - blood in the back of the eye that shows up on the pupil)
 - a. No flash
 - b. Fix it in photoshop
 - c. Move the flash away from the lens
 - i. Flash that's harsh flattens the face - not good.
11. Kinds or format of digital files .jpg or .jpeg (most used file format for photos)
 - a. .RAW format has ALL the information - more pixels!
12. Memory cards:
 - a. SD (most common), CF, XD, Memory Stick (SONY), SM Smart Media
 - b. Stores all kinds of media (not just photos)
13. Loading, downloading and transferring digital files G-Drive (online storage)
 - a. Card Readers (move the photos)
 - b. External Hard Drive
14. Calibrating a monitor to match the printer (why?)
 - a. Set your computer monitor to look like the printed photos

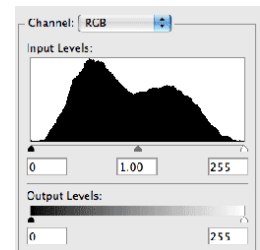
15. Pixelization (seeing the pixels) (Poor Quality)
16. Layers (new layers, using layers, masking, etc.)
 - a. Photoshop uses layers - stack photos and type.
17. Quick Masking & Layer Masking
 - a. (Mask out parts of an image and not ruin the original)
18. Shutter Release Button Takes the picture
 - a. Meters the light and helps a better picture
 - b. Focuses the lens



19. Constrain proportions Keeps the photo from not squishing and squashing
20. Crop tool Crops to a frame size or changes the size that you need

21. Undo (History) Saves the information to go back
 - a. Command Z (back in time or fixes a mistake)
 - b. Command (Mac) or Control (PC) Z
22. Brush sizes in Photoshop Bracket Key changes size []
23. Mega Pixels How many pixels are in the image (Million 1,000,000)
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)
 - i. Levels - Histogram (shows the distribution of light and tones in your image)
 - j. Move Tool: (Move photos around on the Canvas)
25. Dodge Tool (lightens part of the image) and Burn Tool (darken part of the image)
26. Levels (Histogram) A history of all the TONE and pixels in the image
27. Critiquing photos: Helping give suggestions to a photographer
28. Student Portfolio 10-20 or more of your best photos
29. Hue = the actual color and Saturation = color intensity
30. Drawing and painting lines (Hold down SHIFT in Photoshop)
31. Copyright, ethics, rules, photojournalism practices, etc.
 - a. Model Release (protect the person and the photographer)
 - b. Don't fix photos for news
32. Full Auto-anything green, portrait, landscape, sport, macro, night time, movie, Manual- Shutter priority, Aperture priority, program (They are on the MODE DIAL)
33. Program, manual = YOU CONTROL EVERYTHING, shutter priority, aperture priority, automatic, continuous, etc. (continuous shooting mode for action or sports)
34. Computer Monitor Calibration (printing profiles) Helps make the colors accurate to the printer and fixes problems when printing.
 - a. Why is it important? (Match color and paper, etc.)
 - b. Where is it found in Photoshop? File/Print/Printing Profiles
35. DSLR = Digital single lens reflex (mirror) (not a point and shoot) & Mirrorless (don't need it - Live View)
36. Parts of a digital camera (DSLR) shutter release button
 - a. Hot shoe – top of camera. External Flash.
 - b. Eye piece or view finder (look through it.)
 - c. Shutter release 1/2 way down (measures & focuses)
 - d. Shutter release - Takes the Picture
 - e. Burst mode (how many pictures continuously - then buffered to the card)
37. 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 non-destructive.)
38. Work flow Capture (take the photo), Control (Use Adobe), Output (Print or send or upload)
39. 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)
40. White balance (controls the whites in your image)



- 41. Mode selector dial allows to select camera modes such as M - Manual / P-Program / AV or A for (Aperture Priority (You control the Aperture the camera controls the shutter))
- 42. Shutter Priority (You control the Shutter the camera controls the aperture)

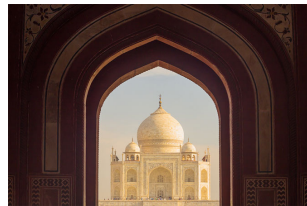
(Shutter Priority allows you to control the shutter and the camera does the aperture)
 (Aperture Priority allow you to control the aperture and the camera does the shutter)

43. Composition rules

Rule of Thirds (also can be simplicity)



Framing



Asymmetrical



Symmetrical
& Leading
Lines



Low Angle



High Angle



Merger / Forced Perspective

