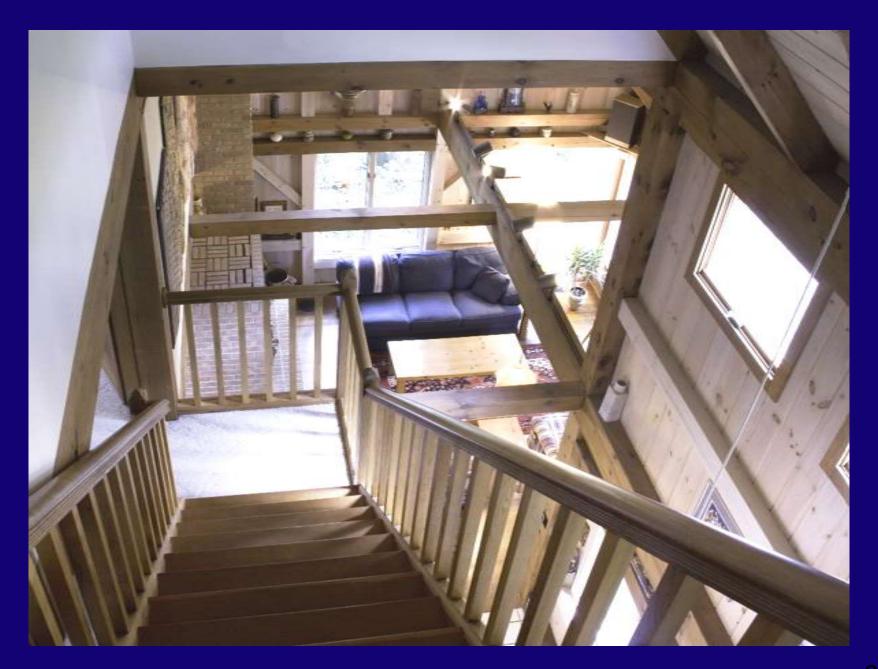# Photography for Woodworkers

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Elmore Photography

www.ElmorePhoto.com

Outline

- Why take photos?
- Shooting
  - Equipment
  - Camera settings
  - Light
  - Backgrounds
- Editing
  - Brightness levels
  - Crop, Sharpen
  - Targeted adjustments
- Sharing
  - Pixel dimensions
  - Slideshows
  - Printing
  - Web sites
- Summary

Why take photos?

- Recording what you made
- Advertising
- Submitting for review
  - Contests
  - Shows
  - Sales
- Publishing
- Others?

Shooting

- Why digital?
- Equipment
  - Camera
  - Tripod
  - Lights
  - Backdrop
  - Computer

- Cameras
  - Compact film
  - SLR film
  - Compact digital
  - Advanced digital
  - SLR digital
  - SLR full-frame digital

Compact digital ::   SLR digital

Shooting

- Camera settings
  - ISO "film speed"
  - Shutter speed
  - f-stop (aperture)
  - Focal length (35 mm equivalent)
  - Color balance
  - Jpeg quality
  - Pixel dimensions

100 ISO :: 1600 ISO

100 ISO   ::   1600 ISO

F-stop (aperture size)
f/5.6 (large)   ::   f/22 (small)

Exposure time of 1 second
Hand-held   ::   Tripod

Focal length
35 mm wide angle :: 100 mm telephoto

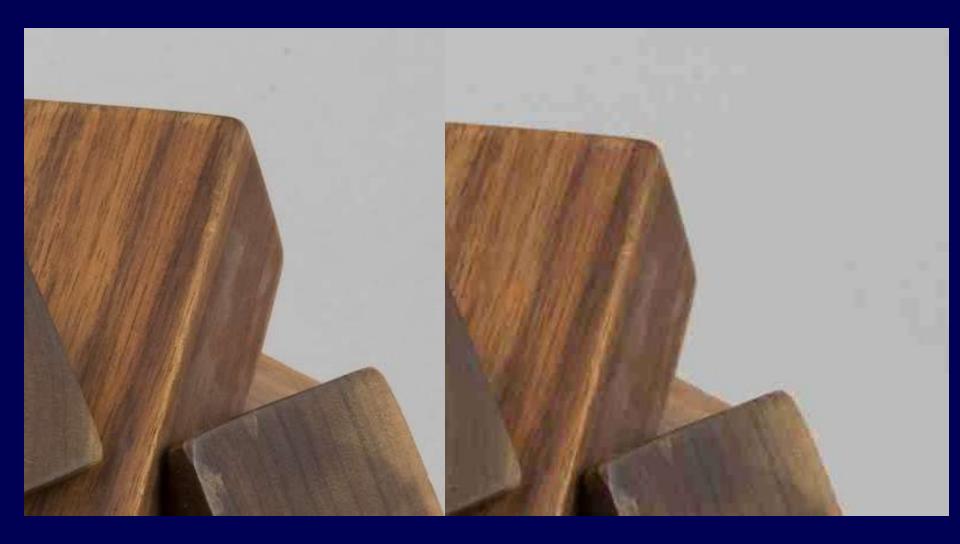# Color balance
As shot   ::   Fixed

Jpeg quality
Good   ::   Poor

Jpeg quality
Good   ::   Poor

Pixel dimensions
High resolution ::   Low resolution

Exposure
Over :: Under

Exposure
Over   ::   Under

Shooting

- Recommended camera settings
  - Lowest ISO
  - High f-stop (small aperture, aperture priority)
  - Long shutter speed (or high-power flash)
    - Tripod
    - Cable release or timer
  - Long focal length (100 mm)
  - Best jpeg quality
  - Highest pixel dimensions

Shooting

- Lighting
  - Outside
  - On-camera flash
  - Off-camera flash
  - Tungsten lamps
  - Fluorescent lamps

Outside light
Direct sun   :: Open shade/cloudy

On-camera flash
Direct   ::   Bounce

Off-camera flash
One flash   ::   Two flashes

Tungsten lamps
One direct lamp :: Two diffuse lamps

Tungsten lamp setup
One bounce lamp   ::   Two lamps

Lamp type
Tungsten :: Fluorescent

Shooting

- Recommended lighting
  - Use diffuse rather than point sources
  - Outside shade is ok but not convenient
  - On-camera flash is a poor choice
  - Off-camera flash is good if strong enough
  - Tungsten lamps are economical and work well
  - Fluorescent lamps may cause color problems

Tungsten lighting option (~$200)

Shooting

- Backgrounds
  - Should not draw attention
  - White
  - Grey
  - Black

Poor backgrounds

Backgrounds

Backgrounds

Editing

- Computer
  - Replace every 3-5 years
  - Add memory
  - Add external hard drive
    - Room for more photos
    - Backup

Editing

- Software
  - Bundled software
  - Free software
  - Photoshop Lightroom
  - Photoshop Elements
  - Photoshop CS3

Editing

- Brightness levels
  - Black point
  - White point
  - Gamma
  - Contrast
- Crop
- Sharpen
- Targeted adjustments

Editing

- Photoshop demonstration

Sharing

- Pixel dimensions
  - Email: 600-800
  - Slideshow: 1200-1600
  - Web: 600-1200 (thumbnail 50-150)
  - Print: 180-360 dpi

Sharing

- Slide shows
  - Available in most programs for local use
  - Output formats for sharing
    - PowerPoint
    - PDF
    - DVD
    - Exe not recommended
    - Html and JavaScript for web
    - Convert digital images to slides

Sharing

- Printing
  - Color management
  - Ink jet printing
  - Dye vs. pigment inks
  - Local or internet photo lab
    - probably not archival
  - Quality printing businesses
    - Can be archival
    - Can print large
    - Can print on canvas and fine art paper

Sharing

- Web sites
  - Have your own for <$200/year
  - Content management systems
    - Easy to upload photos
    - Web interface for entering text
  - Shopping cart systems

Summary recommendations

- Photograph everything you make
- Use a digital camera with manual controls and
  - Diffuse lighting – umbrellas and/or bounce
  - Tungsten lamps or good flash units
  - Simple background that contrasts subject
- Edit each photo using your favorite software
- Select appropriate size and format for sharing
- Don't forget the World Wide Web

Resources

- Steves-DigiCams.com
- DigicamHelp.com
- ElmorePhoto.com
- TimGrey.com and books

Elmore Photography Services

- Studio photography
- Event photography
- Web hosting
- Printing for display
  - RediPix.com