

# BASIC PHOTOGRAPHY II

## DIVING INTO DIGITAL

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# **WEEK 8**

## EQUIPMENT SUGGESTIONS

- CAMERAS & LENSES
- TRIPODS
- COMPUTERS & MONITORS
- HARD DRIVES & RAIDS
- SOFTWARE
- LIGHTING

# CAMERAS & LENSES

VIRTUALLY ANY DIGITAL SLR CAMERA MADE TODAY WILL PRODUCE IMAGES WITH ALL THE INFORMATION YOU NEED FOR MOST PERSONAL AND PROFESSIONAL WORK.

WHEN YOU INVEST IN A BRAND, REMEMBER THAT THE **LENSES** WILL BE WITH YOU FAR LONGER THAN THE CAMERA BODY.

RESEARCH THE RELATIVE VALUE OF FULL-FRAME VS. CROP-SENSOR CAMERAS.

BUILD A BASIC CAMERA KIT:

THE BEST CAMERA BODY YOU CAN AFFORD

1 - FAST PRIME LENS (50mm or 50mm *equivalent* F2.0 or faster)

1 - GOOD QUALITY ZOOM LENS that covers the range of images you like to shoot

1 - PROFESSIONAL TRIPOD (see Tripod article)

2 - ??? 2gb or 4gb memory cards

1 - Camera bag with room for some accessories

# TRIPODS

**ONLY** WHEN USING A PROFESSIONAL TRIPOD WILL YOU GET THE MAXIMUM QUALITY OUT OF YOUR LENSES.

A CHEAP SET OF TRIPOD LEGS, A CHEAP TRIPOD HEAD, AND A CHEAP METHOD OF MOUNTING YOUR CAMERA TO THE TRIPOD HEAD **WILL NOT** HOLD YOUR CAMERA STEADY ENOUGH TO ACHIEVE THE FULL POTENTIAL OF YOUR CAMERA AND LENS.

THE MONEY YOU SPEND TRYING TO MAKE LESS-THAN-PROFESSIONAL TRIPODS DO WHAT THEY CAN'T DO WILL, OVER TIME, EXCEED THE COST OF ONE PRO TRIPOD. SAVE YOURSELF MONEY AND AGGRAVATION AND START RIGHT.

RESOURCE: [www.reallyrightstuff.com](http://www.reallyrightstuff.com)

# COMPUTERS & MONITORS

IF YOU WANT TO DO SERIOUS PHOTOSHOP WORK YOU WILL NEED A MAC PRO TOWER COMPUTER WITH EXPANDABLE STORAGE AND MEMORY, MULTIPLE PROCESSORS AND THE ABILITY TO ATTACHED PROFESSIONAL MONITORS.

AN iMac IS NOT AS POWERFUL AS A TOWER, (LESS EXPANDABLE, USES SINGLE PROCESSORS, LESS MEMORY)

A LAPTOP IS MORE LIKE AN iMac BUT ADDS THE VALUE OF PORTABILITY - CAN BE USED WHEN SHOOTING ON LOCATION FOR VERIFICATION, DOWNLOAD AND BACKUP.

COMPUTER SYSTEM STRATEGY:

BUY A GOOD LAPTOP WITH MAXIMUM RAM - BUT DON'T WASTE MONEY ON TOP-OF-THE-LINE PROCESSOR OR HUGE HARD DRIVE

BUY A BACKUP HARD-DRIVE (EVENTUALLY 2) AND BACKUP YOUR WORK

ADD A PHOTO-GRADE MONITOR THAT CAN PLUG INTO THE LAPTOP SO THAT YOU CAN DO CRITICAL IMAGE PROCESSING AND COLOR CORRECTION ON IMAGES

EVENTUALLY BUY A DUAL-PROCESSOR TOWER (YOU CAN USE YOUR MONITOR AND BACKUP DRIVES ON THE TOWER NOW, AND USE THE LAPTOP FOR TRAVEL.

# HARD DRIVES & RAIDS

ALWAYS HAVE TWO (2) BACKUPS OF YOUR HARD DRIVE AND KEEP ONE OFF-SITE IN A SAFE LOCATION LIKE A SAFE OR SAFETY DEPOSIT BOX.

INVEST IN A TRAYLESS ENCLOSURE THAT WILL ALLOW YOU TO PURCHASE **BARE HARD DRIVES** TO EXPAND YOUR STORAGE RATHER THAN HAVING TO BUY HARD DRIVES THAT INCLUDE AN ENCLOSURE AND POWER SUPPLY EVERY TIME.



A RAID IS A SET OF HARD DRIVES DESIGNED TO INCREASE EITHER SPEED OR SECURITY OF DATA (REDUNDANCY). DON'T USE A SPEED-BASED RAID. DO USE A REDUNDANT RAID, BUT WITH A TOTAL CAPACITY NO LARGER THAN CAN BE BACKED UP ON A SINGLE DRIVE (SO YOU DON'T HAVE TO BUY TWO RAIDS FOR BACKING UP).

RESOURCE: [www.macsales.com](http://www.macsales.com)

# SOFTWARE RECOMMENDATIONS

## IMAGE PREVIEW, ORGANIZATION & EDITING

ADOBE BRIDGE  
ADOBE LIGHTROOM

## RAW PROCESSING AND IMAGE ENHANCEMENT

ADOBE CAMERA RAW "ACR"  
ADOBE LIGHTROOM  
PHASE CAMERA ONE

## FILE CATALOGING FOR ARCHIVE AND RETRIEVAL

EXTENSIS PORTFOLIO  
ADOBE LIGHTROOM

## BACKUP

APPLE TIME MACHINE  
SUPER DUPER!

# LIGHTING

ADDING LIGHTING TO YOUR SKILLS CAN INCREASE YOUR ABILITY TO MAKE COMPELLING IMAGES, ESPECIALLY IN ADVERSE LIGHTING CONDITIONS.

LIGHTING ADDS TIME AND COMPLEXITY AND USUALLY PERSONNEL TO ANY SHOOT, AND TAKES AWAY FROM SHOOTING TIME YOU WOULD HAVE USING JUST AVAILABLE LIGHT.

LIGHTING IS MUCH MORE ABOUT THE LIGHTING “MODIFIER” YOU USE THAN THE LIGHT SOURCE ITSELF.

## STROBE VS “HOT LIGHTS”

STROBE PUTS OUT MORE LIGHT, IS SHORT DURATION (FREEZES MOVEMENT)  
HOT LIGHTS REQUIRE MORE POWER FOR LESS LIGHT, ARE CONSTANT SO LIGHTING EFFECT CAN BE SEEN, THEY CAN GET HOT (SUBJECT AND MODIFIER)

## ON-CAMERA FLASH (BUILT-IN OR FLASH UNIT)

LIMITED POWER & MODIFIERS, PORTABLE, BATTERY OPERATED

## LIGHTING MODIFIERS

LARGE MODIFIERS (UMBRELLA, SOFT BOX, BEAUTY DISH) MAKE SOFTER LIGHT

**ANY** LIGHT SOURCE CAN BE USED WITH A MODIFIER TO ALTER THE QUALITY OF THE LIGHT. MODIFIERS INVARIABLY REDUCE THE AMOUNT OF SOURCE LIGHT.

# RENT BEFORE YOU BUY

THE PROFESSIONAL CAMERA STORES HAVE RENTAL DEPARTMENTS WHERE YOU CAN RENT CAMERAS, LENSES, TRIPODS, LIGHTING AND GRIP EQUIPMENT BY-THE-DAY OR WEEK.

RENTING BEFORE YOU BUY A PIECE OF EQUIPMENT ALLOWS YOU TO TEST YOUR EXPERIENCE BEFORE INVESTING IN IT, TO CONFIRM THAT IT WILL DO WHAT YOU WANT IT TO, AND THAT THE EXPERIENCE OF USING IT WORK FOR YOU

RENTING A SPECIAL PIECE OF EQUIPMENT **ONLY** WHEN YOU NEED IT (OR HAVE A CLIENT WHO WILL PAY FOR IT) SAVES YOU MONEY. YOU DON'T HAVE YOUR MONEY TIED UP IN AN EXPENSIVE PIECE OF EQUIPMENT THAT SITS IDLE MOST OF THE TIME.

RENTING VERY EXPENSIVE EQUIPMENT - LIKE A MEDIUM FORMAT DIGITAL CAMERA - MEANS YOU DIDN'T PAY TOP DOLLAR FOR NEW TECHNOLOGY THAT WILL BE OBSOLETE IN 3 YEARS.