

# Digital Photography Buyers Guide

Holiday Season 2008

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# Agenda

- Digital Camera Primer
- Categories of Digital Cameras
- Demo - Compact, dSLR
- Buying principles and resources
- Q&A

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- Member of Adobe's Biomedical Image Advisory Group
- Author of lynda.com titles
  - Photoshop CS3 Extended for Biomedical Research
  - Photoshop CS3 Extended Research Methods and Workflows
- Occasional writer for Photoshop User Magazine

# Purpose of Workshop

- Demystify
- Develop
- Determine
- Deals and Discounts

# Disclaimers/Caveats

- My opinions and suggestions based on nearly 20 years of working with digital images
- Examples do not mean I endorse those brands
- I am not a photographer but use cameras regularly for my work
- Individual experience may vary
- Generalizations that can change rapidly
- Cameras don't take good pictures People do

# Digital Camera

- Electronic Sensor not Film
- Digital not analogue
- Size matters

# Benefits of Digital Cameras

- “Film is free”
- Unlimited copies and use without loss of quality
- Immediate feedback
- Storage space and location
- Form and features vary greatly for variety of uses and users
- Change setting for each picture

# Limitations of Digital Cameras

- Initial investment is higher
- Need a computer and imaging software to make the most of pictures
- More effort is required of end user if not self developing
- Complicated and confusing
- Works differently than film

# Workflow

- Acquisition
- Organize
- Process
- Output
- Archive

# Features

- Sensor
- Body Size/  
weight
- Resolution
- Storage  
Media
- Battery  
type
- Photo file  
format
- Lens type
- Zoom
- Interface/  
Screen
- FOV
- Exposure  
Controls
- Focus
- Flash modes
- Histogram  
Review
- Mode  
presets
- Add ons
- Software
- Multimedia
- Extra  
features

# Image Files

- JPEG = jpg
- TIFF = tif
- RAW = NEK, CRW, etc.
- DNG = Open

# Issues

- Color accuracy
- Noise
- Posterization
- Distortion
- Chromatic Aberration
- Vignetting
- Workmanship

# Camera Families

- Toy/Gadget
- Compact
- Prosumer
- 4/3's Format
- dSLR
- Medium Format
- Linescan
- Specialty

# Demo

Panasonic Lumix ~2006

# Moving from Prosumer to dSLR

- Advantages

- Lens selection
- Better image quality
- Better performance
- Increased Flexibility

- Disadvantages

- Bigger
- More Complex
- More expensive
- Optical Viewfinder
- Lacking video and sound

# dSLR Questions

- Photography Expertise
- Image Stabilization
  - Lens
  - Body
- Lens Mounts,
- Own lens already
- Live View
- Auto Iso

# Demo

Nikon D40

# Why now

- First camera purchase
- Replace a film camera
- Replace a digital camera
- Need an additional camera
- Have a photographic opportunity on the horizon
- Decide to become photographer
- As a Gift

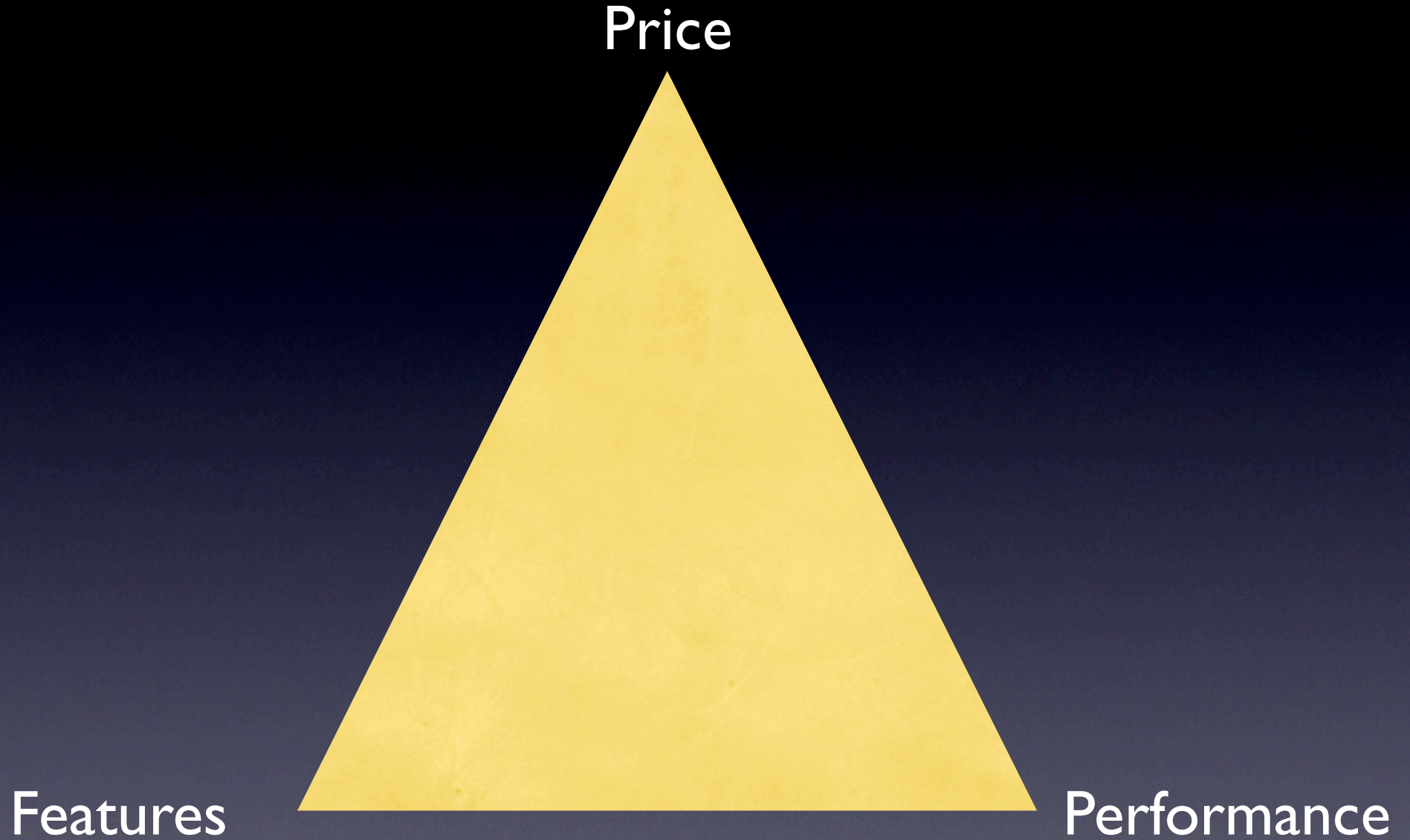
# Guiding Principles

- Technology is always getting cheaper for more features and higher quality
- The moment you buy, it's obsolete
- There is ~5% failure rate for electronics
- The lunatics run the asylum - engineers and marketing

# Framework

- Estimate the useful lifespan
- Understand your needs
- Consider past experience
- Buy a simpler model first
- Buy after new model announcements
- Buy previous higher end model
- Work with what you buy

# External Purchase Paradigm



# Internal Purchase Paradigm



# What will you Photograph

- Special events
- Everyday life
- Travel
- Art
- Landscapes
- Wildlife
- Macro Photography
- Sports
- Portraits
- Special-Science

# What's your skill level

- Photography
- Technology

# Warnings

- Extended Warranties
- Bait and Switch
- Grey Market
- Junk Boxes
- International check cashing
- Out of business sales
- Fake memory cards
- Mail in rebates
- Nikon P6000
- Optical vs Digital Zoom

# Website Demo

# Online Photoeditors

- [Picnik.com](http://Picnik.com)
- [Splashup.com](http://Splashup.com)
- [Pixlr.com](http://Pixlr.com)
- [Snipshot.com](http://Snipshot.com)
- [Pixenate.com](http://Pixenate.com)
- [Picture2life](http://Picture2life)
- [LunaPic.com](http://LunaPic.com)
- [FotoFlexer.com](http://FotoFlexer.com)
- [www.photoshop.com](http://www.photoshop.com)
- [Aviary.com](http://Aviary.com)

# Gift Ideas - Free

- Online Accounts
- Image editing software
  - Picassa 3.0
  - Infraviewer
  - Gimp
- Trade journals

# Gift Ideas \$1-50

- Camera Specific Guide book
- Memory cards
- Card readers
- Batteries
- Camera remotes
- Cases
- Lens Filters
- Screen protectors
- Monopod/Tripod
- Shade hood
- Lens Shammy
- Cables
- Adaptors
- Subscription
- Short Courses
- Lynda.com (\$25/month)

# Gift Ideas \$51-150

- Camera Bag
- Good monopod
- Entry level Compact camera
- Sensor cleaning kit
- Photoshop User Magazine/NAPP
- Calibration targets
- Entry level Photo printer
- SLR AC adaptor
- External Hard-drive
- Photoshop Elements
- Small Tablet

# Gift Ideas \$151-500

- Good Tripod
- Portable review and storage device
- Hardware Screen calibrator
- Photoshop Lightroom
- Midsize tablet
- Compact Digital Camera
- Prosumer Digital Camera
- Entry level dSLR w/ one lens

# Gift Ideas \$501-2500

- Top Prosumer Cameras
- dSLR mid range
- Current computer
- Photoshop CS4 or CS4 Extended
- Large Color gamut Monitor
- Lenses

# Gift Ideas >2500

- Professional level dSLR
- On location Photography workshop
- Large Format printer

# Lottery Winners

- Medium format camera
- Super lenses
- Everything

# Priority Purchases

- Batteries
- Memory cards
- Card reader
- Lens cover
- Case
- Stability

# Have Fun

# Q & A

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