

Lee Otsubo, The Digital Photo Guy, began his *Digital Cameras for Newbies* Workshop by introducing attendees to “Lee’s Rule of Three’s”:

- 3 steps to preparing your camera,
- 3 basic rules for composing better photos, and
- 3 popular ways to share and display your photos.

Lee’s Rule No. 1 addressed the three steps for setting up your digital camera: preparing the camera, capturing the best image, and setting key control groups.

Preparing the camera requires having the right battery -- lithium ion or nickel-metal hydride -- and memory card for your camera, and carrying extra sets of both. Having an extra, charged battery will prevent you from carrying around “dead weight” when the 1st battery dies, and extra memory cards are cheap insurance against a card failure due to corrupted data. Data on corrupted memory cards can be recovered by using a photo recovery software program, such as PhotoRescue. Use the Capacity Table in your camera’s manual to determine what size memory card you need to buy. Capturing the best image means using all of the pixels available by setting the camera to the largest size (resolution) and the highest JPEG quality. For example, if you have a 5-megapixel camera, when setting it up, select 5 megapixels as the resolution (or size) and select the highest level of quality available in your camera. Almost all digital cameras today have three Mode Controls: Auto, Preset and Manual. Lee recommends using “Auto” mode when you first get your camera, but start quickly to learn your “Preset” modes. Use the Preset modes (e.g., landscape, portrait, macro) to improve your photography results. Also, experiment and learn to use the Shutter and Lens Controls to really boost the quality of your digital images. Shutter (Drive) Controls compensate for “shutter lag.” The default shutter mode of 1 shot (or press of the shutter) = 1 image is fine for every day, “static” photos, but if you want to take action shots of children or pets, learn to use “Burst”, also known as “Continuous” or “Movie” modes. Lens Controls relate to the “zoom”

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features of your camera. Optical zoom is real zoom because it moves the lens in and out, magnifying or reducing the image. Digital zoom is an electronic trick, which actually degrades the image. If your camera allows, turn off digital zoom; don't use it. When using zoom for close up shots, be aware of your camera's Minimum Focus Distance (typically 10"-18") to avoid shooting fuzzy images.

Lee's Rule No. 2 provided insight to three basic photo composition techniques that help make photos more interesting. Technique No. 1 is photography's "gold standard," the Rule of Thirds (from which Lee adapted his "Rule of Three's"). The Rule of Thirds suggests that you don't want to center everything in a photo. Superimpose an imaginary tic-tac-toe grid over your subject area through the viewfinder/LCD, and then place the subject of interest on an intersection of that grid (many new cameras display a grid when the Display button is pressed.) Technique No. 2, fill the frame with your subject; use the camera's optical zoom and/or move closer to capture the expression or emotion of your subject. Technique No. 3, use fill flash, i.e. turn on your flash, outdoors during daylight hours to bring out details in shadows.

Lee's Rule No. 3 covered tips for Sharing and Displaying Photos: printing options, e-mail and web sharing, and slideshows on TV. Good software is the key to quickly and effortlessly processing photos for sharing and displaying. First, sharing photos often involves printing. Consumers have numerous commercial options for printing their digital images - any Costco, Walmart, camera store, etc. has in-store printing services, along with photo kiosks. Anyone using these commercial printing services needs to learn the DPOF (digital print order format) feature in their camera. DPOF saves time and hassles when ordering commercial prints. Printing at home is convenient, flexible, and fun. Home printing requires a photo-quality, 6-color printer, preferably a name brand such as Canon, Epson, or H-P costing less than \$200; expensive, printer-compatible paper for your final prints; and high quality software containing good algorithms (i.e., formulas.) A second popular way of sharing is by e-mail and the

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## The Digital Photo Guy *Digital Cameras for Newbies* Workshop - Summary

web. In order to easily and quickly share photos by e-mail or the web, they need to be resized and compressed. Resize landscape photos for e-mail and web sharing to 800X600 pixels (400x600 for portrait) and compress them to 50,000 bytes (50KB.) Windows XP has tools for resizing and compressing. The Windows XP tools are fine for sending or processing a small number of photos, but to process many photos, a good software program that batch processes the resizing and compressing makes life easier. TVs and DVDs offer a third way to share your photos. A good software program is required for photos to be burned onto CDs in VCD (video CD format,) or directly onto DVDs for viewing in slide shows. While traveling, photos can be displayed directly on a TV by connecting the camera to the TV using the AV cable supplied with your camera, then setting the camera in slide show mode.

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The Digital Photo Guy (TDPG) presents digital camera and photography workshops to over 10,000 enthusiasts each year. Participants range from timeshare resort guests thru senior center members. TDPG has taught everyone from 92-year old grandparents to 13-year olds. He is able to connect with total novices all the way thru to award-winning photojournalists. If your group, club or organization needs a dynamic, knowledgeable and entertaining speaker on one of the hottest "must-have" gadgets today, contact Digital Photo Guy, Inc at [www.thedigitalphotoguy.com](http://www.thedigitalphotoguy.com) or call 760-749-6778.

The Digital Photo Guy is sponsored by Smart Computing, the first choice of every digital camera and PC enthusiast for fast, clear, concise answers to the most perplexing digital camera and PC questions. [www.smartcomputing.com](http://www.smartcomputing.com)

Additional tools/resources mentioned in presentation:

Software: PhotoRescue [www.datarescue.com](http://www.datarescue.com) , ZA Digital Image Recovery [www.z-a-recovery.com](http://www.z-a-recovery.com) ,

PC Inspector [www.pcinspector.de](http://www.pcinspector.de) , DCE AutoEnhance [www.mediachance.com](http://www.mediachance.com)

PixPrint [www.gosunshine.com](http://www.gosunshine.com)

On-line Photoshop Elements 3 classes: Eclectic Academy [www.eclecticacademy.com](http://www.eclecticacademy.com)

Free music for slideshows: [www.freeplaymusic.com](http://www.freeplaymusic.com)

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