



**Highlighting important
points when taking
digital photos of
antiques for cataloging,
web sales, or other
reference.**

- ❑ **CAMERA:** You can get good pictures with a \$50 camera or a \$5,000 camera. The trick is to know your camera. Take the time to read the manual and shoot a few photos at each setting and review the results!
- ❑ **BACKGROUND:** Keep it simple! Ideally black velvet or other low texture, low gloss, dark material. Adds drama, contrast and keeps the focus on the piece. You are NOT going for an “art-school” shot here - you are making a “catalog” shot.



PHOTOGRAPHY TIPS & TRICKS

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- ❑ **COMPOSITION:** Step one - turn off your camera date & time (unless required by your insurance agent or you are shooting current events). Keep it simple. For these shots we should only see the piece or group, not everything on your dining room table and out the window!



PHOTOGRAPHY TIPS & TRICKS

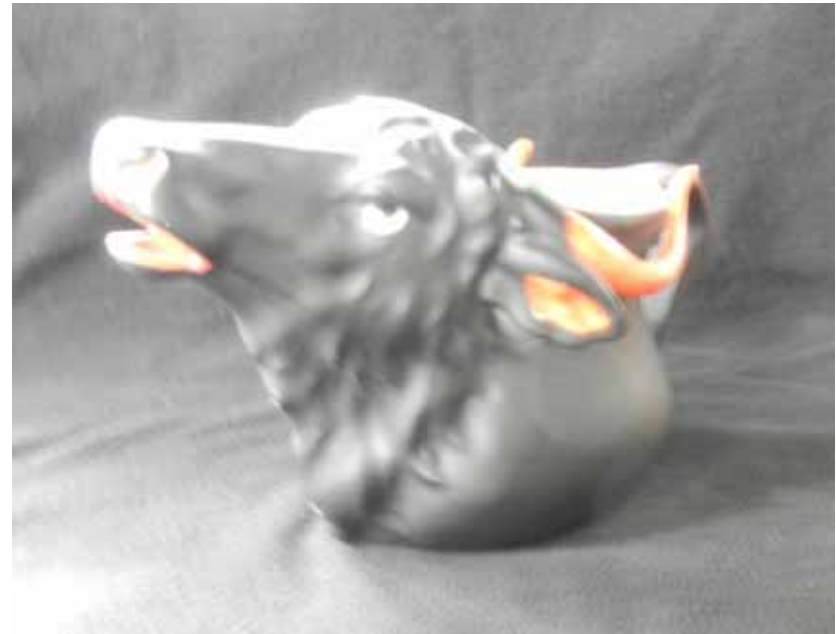
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❑ **LIGHTING:**

- ✓ The best light is sunlight.
- ✓ Whether outside or on the dining room table - natural light is best.
- ✓ Indoor lamps can add a yellow or blue look.
- ✓ Pay attention to "backlight" - for example do not shoot into a window. Backlight fools the camera and will wash out your image.
- ✓ If you use indoor lighting try to place 3 lamps at different angles to avoid shadow and bright spots



- **CONTRAST:** Relates to lighting, background, and your camera settings. You should see some real black and some real white in most photos. On a good quality photo the contrast can be adjusted during retouch.



❑ **FOCUS FOCUS FOCUS:**

- ✓ Typically you need to be a foot away from your subject.
- ✓ If your camera has a "MACRO" (close-up) setting learn to use that so you can get within a few inches to see detail if necessary.
- ✓ If you shake a bit learn to use your camera's "anti-shake" or stabilization feature.
- ✓ If you shoot in low light the shot may be blurry - so make sure you have enough lighting.
- ✓ Most errors can be retouched - EXCEPT poor focus.



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- **SCALE:** For some insurance or catalog shots you may want to include a ruler in the photo to show scale. Another trick is to include a coin to show scale.



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A Little Bull.....



❑ **IMAGE SIZE:**

- ✓ Learn to adjust your camera settings to control the size/quality of an image.
- ✓ Generally "medium" quality is best.
- ✓ While bigger is better - the files can become so big they cannot be emailed.
- ✓ For print publications a file of about 500k (1/2 Mb) or 5x7" at 300 DPI is very good.
- ✓ For web work an image of about 100k (1/10th of a Mb) or 96 DPI is also very good.
- ✓ Your camera may take photos at 8 "megapixles" (sort of 8Mb) but that is only useful if you want to print your photo as a poster or billboard !
- ✓ We can always make the photo size smaller ("resampling") but rarely make it bigger and add clarity.

❑ **SOFTWARE / MANAGING PHOTOS:**

- ✓ Usually you should learn/use the photo sorting & retouch program that came with your camera.
- ✓ You should be able to connect your camera to your computer and a list should pop-up showing all photos on your camera.
- ✓ Then you should be able to drag & drop the photos from your camera to a folder on your computer.
- ✓ Once you have the original photos on your computer back them up (next slide). Then make copies if you want to retouch or change them. Usually you do not mess with the original photo - only a copy.
- ✓ If you do not have software to manage your images (or do not like it) try <http://www.xnview.com> - it is free & powerful !

□ **BACKUPS:**

- ✓ Like everything on your computer - back photos up often!!
- ✓ Depending on how many photos you have there are three good ways:
 - 1) Copy your photos to a CD or DVD, make a few copies, and keep them in a few locations (at the office, in a safe deposit box, at friends & family).
 - 2) Buy a "passport" drive at Costco or Walmart, connect to your computer and download everything to that drive. Save that offsite like above.
 - 3) Go with "cloud" computing - load everything onto a free service that keeps your files on the internet.

- ▣ **RETOUCHING:** There is a lot of magic you can do with Photoshop and other editing software. It takes time & patience to learn - but can be a lot of fun! You can fix most things – but cannot really improve poorly focused images, or images that are too small.

Don't believe
everything
you see!



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Other examples of
simple backgrounds



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What's wrong with
these pictures?



- AMBIENT LIGHT – The natural light in a scene.
- ARCHIVAL– The ability of a material, including some printing papers and compact discs, to last for many years.
- APPLICATION– A computer program, such as an image editor or image browser.
- CD-R – CD-Recordable: a compact disc that holds either 650 or 700 MB of digital information, including digital photos. Creating one is commonly referred to as burning a CD. A CD-R disc can only be written to once, and is an ideal storage medium for original digital photos.
- CD-RW – CD-Rewritable: similar in virtually all respects to a CD-R, except that a CD-RW disc can be written and erased many times. This makes them best suited to many backup tasks, but not for long term storage of original digital photos

- ❑ CMYK – Cyan, Magenta, Yellow, Black. The four colors in the inksets of many photo-quality printers. Some printers use six ink colors to achieve smoother, more photographic prints. The two additional colors are often lighter shades of cyan and magenta.
- ❑ CONTRAST – The difference between the darkest and lightest areas in a photo. The greater the difference, the higher the contrast.
- ❑ DOWNLOAD – The process of moving computer data from one location to another. Though the term is normally used to describe the transfer, or downloading, of data from the Internet, it is also used to describe the transfer of photos from a camera memory card to the computer. Example: I downloaded photos to my PC.

- DPI – Dots per inch: A measurement of the resolution of a digital photo or digital device, including digital cameras and printers. The higher the number, the greater the resolution.
- EXIF – Exchangeable Image File: the file format used by most digital cameras. For example, when a typical camera is set to record a JPEG, it's actually recording an EXIF file that uses JPEG compression to compress the photo data within the file.
- FILE– A computer document.
- GRAYSCALE– A photo made up of varying tones of black and white. Grayscale is synonymous with black and white.
- HIGHLIGHTS – The brightest parts of a photo.

- ❑ HISTOGRAM— A graphic representation of the range of tones from dark to light in a photo. Some digital cameras include a histogram feature that enables a precise check on the exposure of the photo.
- ❑ IMAGE BROWSER— An application that enables you to view digital photos. Some browsers also allow you to rename files, convert photos from one file format to another, add text descriptions, and more.
- ❑ IMAGE EDITOR— A computer program that enables you to adjust a photo to improve its appearance. With image editing software, you can darken or lighten a photo, rotate it, adjust its contrast, crop out extraneous detail, remove red-eye and more.
- ❑ IMAGE RESOLUTION- The number of pixels in a digital photo is commonly referred to as its image resolution.

- ISO speed – A rating of a film's sensitivity to light. Though digital cameras don't use film, they have adopted the same rating system for describing the sensitivity of the camera's imaging sensor. Digital cameras often include a control for adjusting the ISO speed; some will adjust it automatically depending on the lighting conditions, adjusting it upwards as the available light dims. Generally, as ISO speed climbs, image quality drops.
- JPEG – A standard for compressing image data developed by the Joint Photographic Experts Group, hence the name JPEG. Strictly speaking, JPEG is not a file format, it's a compression method that is used within a file format, such as the EXIF-JPEG format common to digital cameras. It is referred to as a lossy format, which means some quality is lost in achieving JPEG's high compression rates. Usually, if a high-quality, low-compression JPEG setting is chosen on a digital camera, the loss of quality is not detectable to the eye.

- ❑ LCD – Liquid Crystal Display: a low-power monitor often used on the top and/or rear of a digital camera to display settings or the photo itself.
- ❑ MEDIA– Material that information is written to and stored on. Digital photography storage media includes CompactFlash cards and CDs.
- ❑ MEGABYTE(MB) – A measurement of data storage equal to 1024 kilobytes (KB).
- ❑ MEGAPIXEL – Equal to one million pixels.
- ❑ MEMORY STICK®—A memory card slightly smaller than a single stick of chewing gum. Like CompactFlash and SmartMedia, it is flash-based storage for your photos.

- ❑ NiMH – Nickel Metal-Hydride: a type of rechargeable battery that can be recharged many times. NiMH batteries provide sufficient power to run digital cameras and flashes.
- ❑ PIXEL– Picture Element: digital photographs are comprised of thousands or millions of them; they are the building blocks of a digital photo.
- ❑ RED-EYE – The red glow from a subject's eyes caused by light from a flash reflecting off the blood vessels behind the retina in the eye. The effect is most common when light levels are low, outdoor at night, or indoor in a dimly-lit room.
- ❑ RGB – Red, Green, Blue: the three colors to which the human visual system, digital cameras and many other devices are sensitive.

- ▣ SATURATION– How rich the colors are in a photo.
- ▣ SENSITIVITY– See ISO speed.
- ▣ SHARPNESS– The clarity of detail in a photo.
- ▣ SHUTTER SPEED – The camera's shutter speed is a measurement of how long its shutter remains open as the picture is taken. The slower the shutter speed, the longer the exposure time. When the shutter speed is set to 1/125 or simply 125, this means that the shutter will be open for exactly 1/125th of one second. The shutter speed and aperture together control the total amount of light reaching the sensor. Some digital cameras have a shutter priority mode that allows you to set the shutter speed to your liking.

- ❑ SmartMedia™—a wafer-thin, matchbook size memory card. This is also a flash-memory based storage medium.
- ❑ Thumbnail – A small version of a photo. Image browsers commonly display thumbnails of photos several or even dozens at a time. In Windows XP's My Pictures, you can view thumbnails of photos in both the Thumbnails and Filmstrip view modes.
- ❑ USB – Universal Serial Bus: a protocol for transferring data to and from digital devices. Many digital cameras and memory card readers connect to the USB port on a computer. USB card readers are typically faster than cameras or readers that connect to the serial port, but slower than those that connect via FireWire.
- ❑ White balance – A function on the camera to compensate for different colors of light being emitted by different light sources.

THANK YOU