

The importance of a Photograph



Table of contents The importance of a photograph	Pg
The Importance of a Photograph	3
Photography contributes to fine art	3
Photography furthers the dissemination of information	3
Photography can make the organization of our lives a bit easier	4
Photography can help us be happier and healthier	5
Photography meets our need for visual communication	6
Photography terms and acronyms explained	7
LEGAL NOTICE	13
Bio	14

The Importance of a Photograph

Photography gives power to contemporary and historical records

“Can One Photo End a War?”

Probably not, but perhaps a well viewed photograph can play a part.

Photography contributes to fine art

As photographers we hope that at least one photo t is an awesome fine art photo.

we all admire the breathtaking beauty of a photograph.

Among the most famous fine art photographers are

- Ansel Adams, known for his black and white photos of the Western United States,
- Robert Mapplethorpe, known for his large-scale portraits of celebrities,
- Cindy Theyrman, who does conceptual portraits,
- Elena Shumilova, who does dreamy portraits of animals and children.

Today we have the opportunity to present our fine art photographs to the world for purchase through online photo galleries.

Photography furthers the dissemination of information

Even if you are an avid birder and love bird photography, there are so many birds that you probably aren't even aware of how many species you do not know!

Pictures of birds, some good and some terrible, appear across the screens all day long. Perhaps your interest is not birds, but food, Guns, interior design, street photography, dogs – wherever your interest lies, you have unlimited access to information through photographs in a way that is unprecedented in previous history.

Photography can make the organization of our lives a bit easier

The good, the bad, and the ugly!
Some photographs work and some don't

There are 7 billion people on this earth, and as a collective group, we have acquired 6.8 billion cell phones.

Most of the phones have cameras, and people have learned to use these cameras to make life a little bit easier.

Here are just a few of the ways that your mobile phone camera can help you out:

- Take a moment to record the location of your car in a parking garage so you can get back to it.
- Memorize your license plate number before you go into the DMV.
- Capture the contents of your open wallet so that you can see the tops of your credit and debit cards. It will save time and angst if your wallet goes missing.
- Make a digital photo album of your possessions to serve as a record for your insurance company.
- Use your camera phone to deposit a check with mobile banking.
- Snap a picture of a wine bottle label of a wine you have enjoyed at a restaurant, so you can enjoy it again at home.
- Have a picture of your pet ready in case it gets lost. For extra measure, take a picture of the rabies tag.
- Take a picture of your children before you go to a place where there will be a lot of people. You will have a record of their clothing, should that become necessary.

Photography can help us be happier and healthier

I was recently visiting a famous City and documenting street photography, when I met up with some old friends for lunch.

After lunch, they could barely contain their excitement when they noticed a mural painted on one of the buildings.

They told me that every time they saw it reminded them the artist that painted the mural was a female photographer.

Hobbies make us happier, and being happier makes us healthier.

As you pursue photography as a hobby, you're getting out more and enjoying the benefits of relaxation engaging in photography is an active leisure activity as opposed to viewing social media by participating in an activity It seems to make time fly. by

Photography encourages social connections by participating in the activities associated with various clubs or photo walks. And making "connections" to others by sharing our pictures with friends and family.

Photography gives us something to talk about at the water cooler!

photography can help us cope with stress.

If you have a tough week at work, go out and shoot a landscape, a macro, a portrait, or whatever you fancy.

The activity will help you get over the stress and remember that there good points to your life. Whatever stress you felt at your employment will feel less intimidating

Photography meets our need for visual communication

- 40,000 years ago, the cavemen communicated with cave paintings.
- The Egyptians communicated with tomb paintings,
- the Chumash people of Southern California communicated with pictographs on rocks.

There has been a lot of visual communication going on for a long time!

Today, thanks to digital photography, the most prevalent method of visual communication is through photographs.

In 1980, in the days of film, Kodak announced that 80 billion photos had been taken.

Since the advent of digital photography, the growth has been exponential.

In 2015, the market research firm Info Trends estimated that one trillion photos were taken globally that year. The vast majority of these pictures are taken with the cameras in smartphones and other mobile devices.

In addition to the handy way we now have to produce visuals, we have ever increasing ways to communicate to others by sharing the moments from our everyday activities as we post them on Facebook, Instagram, Flickr, or our personal website or blog.

Want a hard copy? That's easy, too!

There is an app available that will collect 60 pictures either from a phone or from pictures posted on social media. The app then automatically produces a small book of the 60 pictures,

The cost per picture is not much more than having it printed by a retailer. Photography matters for a number of concrete reasons.

- We need records to validate what is happening and what has happened in our world.
- We want beautiful art.
- We need to disseminate information because it is the currency of the land.
- We can use the activity to make our lives simpler, healthier, and happier.

But perhaps the more fundamental principal at work is that we are driven internally to create and share visually, most often through photographs.

Photography is important, but it is more than that. Photography is inevitable.

Photography terms and acronyms explained

Even if you are a photographer thinking you are reasonably well-versed in the jargon, the lingo, of photography,

MILC

Mirrorless **I**nterchangeable **L**ens **C**amera.

MFT

Micro **F**our-**T**hirds a particular sensor format, sometimes represented as M4/3. **AF**stand for **A**uto **F**ocus.

DSLR

Digital **S**ingle **L**ens **R**eflex,

. IS

short for **I**mage **S**tabilization, which can be in-body, lens, both, or not included.

Aperture.

A device that controls the amount of light passing through the lens to reach the film/image

Sensor.

It works in conjunction with the shutter that controls the length of time that light is allowed to pass through the aperture. Together they control exposure at any given ISO. Apertures are most commonly composed of a set of blades called the iris diaphragm.

A Aperture Priority Automation,

Abbreviated **A** or **Av**, lets you set the desired aperture (f/stop), while the camera chooses the shutter based on its meter reading and the preset ISO.

AE-L. Auto Exposure Lock;

Allows a meter reading taken from the scene to be locked in, overriding the auto exposure.

AF. Auto Focus.

The **AF** feature automatically focuses on a subject for a sharp image. Many cameras have sophisticated selectable autofocus systems, but also have manual focus for when autofocus doesn't work

AF-L. Auto Focus LOCK;

Allows the focus to be locked on a specific part of the scene, overriding the autofocus. Autofocus often defaults to the nearest object in the scene instead of your subject.

Artifact.

Picture degradation that occurs from image processing, such as the compressing of a JPEG.

digital "noise." Aspect Ratio.

The ratio of a picture's length to its width. The common 35mm full-frame, 36 x 24mm, has an aspect ratio of 3:2.

A—Auto. Short for Automatic,

Sometimes signified by a little green camera icon on the selector dial. In full Auto Mode, the camera calculates and adjusts all camera settings for correct exposure, a "point-and-shoot mode." Most digital cameras have it, including many high-end DSLRs.

Artifacting: This was a "sweep" JPEG panorama from a tiny-sensor P&S. The clouds have no recoverable detail and everywhere that sky meets land there is haloing.

AWB. Auto White Balance.

“White” light has long been considered to be noon sunlight. “Daylight” films are balanced for it but produce strange colors indoors in artificial light. Digital can be “white balanced” for nearly any light. AWB is a compromise that works fairly well in most light. If you shoot in RAW, white balance can be changed in post-production.

Bracketing.

Taking three or more exposures on either side of the metered exposure to increase dynamic range.

Bulb,

A mode for making exposures longer than 30 seconds (the maximum exposure time on many cameras)..

CMYK.

Stands for the secondary colors:

Cyan, Magenta, Yellow, and Black, the four-color process used in most color reproduction such as posters and magazines.

DOF. Depth of Field;

The zone of apparent sharp focus before and behind a subject focused upon in a photograph. DOF is affected by the aperture, lens focal length, and the distance focused upon. It can be very shallow or very deep depending on all the affecting factors.

DPI. Dots per inch,

Often used interchangeably with PPI (Pixels Per Inch). Higher DPI or PPI values show more detail. DPI is used in printing, and PPI in photography.

DSLR. Digital Single-Lens Reflex camera.

Single-lens reflex cameras use an angled mirror to reflect the light coming in from the subject taking (They usually have interchangeable lenses and are distinct

Dynamic Range.

The range of luminance of an image between its highest and lowest light intensities.

Exposure.

The total amount of focused light striking the film or sensor, controlled by manipulating the Exposure Triangle.

Exposure Triangle/Triad. Shutter,

Aperture, and ISO, the three variables of correct Exposure.

EV. Exposure Value.

The EV system uses a simplified single number substituting for the shutter speed/aperture combination at a given ISO. One full EV is equivalent to a one-stop change when adjusting exposure compensation or bracketing.

Extension Tubes/Rings.

Non-optical tubes (rings) made from metal or plastic inserted between the lens and the camera, increasing the lens-to-sensor distance, allowing any lens of any focal length to focus closer than normal A set of extension rings (tubes) specific to the camera and fully automatic, making them very easy to use.

Focal Length.

The distance in millimeters (e.g. 28 mm, 50 mm, 100 mm) between the lens’s rear nodal point and the image sensor or film when the lens is focused at infinity. In the case of zoom lenses, both the minimum and maximum focal lengths are stated

FPS. Frames Per Second,

The number of exposures a camera makes in burst mode,

F-Stop or f-Number.

A number that indicates the physical area of the aperture or opening in your lens. Every aperture is expressed as an f-stop or f-number, such as f/11 or f/2.8.

G. Glass,

Shorthand for lens.

Golden Hour.

Considered to be the hour before the sun goes down, and the hour after sun rise plus 15 minutes. Light is usually very warm and complements skin tones.

HDR. High Dynamic Range;

A technique for capturing a wider range of proper exposure with detail from deep shadow to bright highlight than may be possible from a single exposure. Usually accomplished by bracketing exposures, then combining three or more into an HDR using an application like Photoshop. Works best on a tripod with static subjects like architecture or landscape.

Histogram.

A bar chart graph that shows all of the tones in a digital image. A bell-curve histogram shows proper exposure, with the mid-tones humped in the center and the darkest and lightest values down at each end. Many cameras can display a histogram in the finder to aid in determining correct exposure.

Hyperfocal.

Hyperfocal distance is a technique for setting a lens to make apparently sharp pictures within a certain distance range by manipulating the depth of field. The purpose is to get a sharp picture from near to far, even infinity, without refocusing.

IS. Image Stabilization (a.k.a. shake reduction,

SR, VR, VC – names various manufacturers use). Enables you to get sharper images hand-held at longer shutter speeds, or in dark conditions, or at longer focal lengths. Some IS are in the lens, some in the body, some in both.

Iris Diaphragm.

The variable aperture within the lens that controls the area of the opening (f/stop).ISO.

ISO

Measures the relative sensitivity of the camera sensor and can be adjusted in-camera. Film determines the ISO/ASA and locks it for the whole roll; digital allows us to vary the ISO frame by frame. The higher the number, the greater or “faster” the sensitivity.

JPEG/JPG.

From Joint Photographic Experts Group) is the most common image file format saved by digital cameras, as opposed to RAW. JPEGs are “loosely” compressed from the raw sensor data, losing some quality.

Kelvin.

The visible light spectrum in terms of color temperature. Measured in degrees Kelvin (°K), Noon infrared and ultraviolet.

Light Meter

. A photosensitive instrument for measuring the intensity of light reflected from or falling on a scene. Also called an exposure meter because it is most often used to determine correct exposure. Your camera has a light meter that measures light reflected from the scene.

Luminance.

The intensity or brightness of a light source or of the light in a scene. Pure white has maximum brightness; pure black the minimum.

Macro.

Extreme close-up photography at a ratio of 1:1, life-size on the film or sensor, or even greater.

M. Manual Mode,

The opposite of A-Automatic. When shooting in Manual, you take total control over every setting on your camera: aperture, shutter speed, ISO, white balance, metering, and even focus,

Metadata.

Non-image forming data embedded within image files describing the image. The information may include camera model, lens, exposure settings, and more.

Megapixel.

One million pixels; an area measurement like square feet. Used as a measure of resolution.

M4/3.

Short for Micro Four-Thirds, also known as MFT.

Neutral Density.

A filter for use over the lens that absorbs all visible wavelengths equally. ND filters can be used with digital and color films since they have no effect on color balance. They are used to make longer exposures than would otherwise be possible,

Noise.

Often referred to as digital grain, noise looks like tiny colored specks on a photo. It is especially visible in images shot at high ISO or very slow shutter speeds.

Overexposure.

When a picture is overall very light, with little or no detail in the brightest highlights.

P. Program Mode

An automatic shooting mode where the camera adjusts both aperture and shutter speed automatically, while allowing you to adjust ISO. Useful when you need to quickly adjust either shutter or aperture while the camera instantly compensates the other to keep the same exposure. Gives finer control than A- Automatic mode.

Panning.

The technique of taking a picture while tracking motion at a relatively slow shutter speed. The moving object appears more-or-less sharp while its surroundings are blurred. that illustrates or implies motion.

P&S. Point and Shoot;

Any camera in full automatic mode. Generally, this refers to small-sensor pocketable cameras with few to no user controls – just automatic and scene modes – but any camera that has a total auto mode can be used like a P&S.

Pixel.

Abbreviation for “picture element,” the smallest unit in a digital image. A small square of colored light that forms a digital image as a mosaic.

Prime.

A fixed focal length lens as opposed to a zoom lens. Primes are often considered sharper and faster than zooms or varifocals, plus they are lighter and more compact.

Quality. Image

Quality (IQ), generally. A well-photographed and well-processed picture that is sharp, with accurate color, good composition, and other excellent characteristics.

RAW.

RAW format, or RAW. all of the raw, unprocessed, uncompressed data captured by the camera sensor.. RAW files are many times superior to JPEGs but they must be post-processed or there is no image.

Resolution.

The fine detail in an image. In digital it refers to the number of pixels that fit into a given area, given as Pixels Per Inch (PPI). Digital resolution is also given in megapixels (1 million pixels.)

RGB. RGB stands for Red, Green, and Blue, the additive color primaries for viewing imagery on digital displays (see also CMYK).

Shutter.

Controls the length of TIME that light is allowed to pass through the lens to reach the film/image sensor. Shutters are composed of blades, a curtain, a plate or other movable device. (See also APERTURE.)

S. Shutter Priority

Mode (sometimes TV, Time Value); an automatic setting where you set the shutter speed while the camera automatically adjusts the aperture for proper exposure. Good for shooting moving subjects. It prioritizes speed over depth of field. Good for panning.

Saturation.

The degree of intensity of color in an image. Saturated color can be strong, rich, vivid, in-tense, or deep. Desaturated color can be image’s colors are too intense. (See also Vibrance.)

Scene Mode.

Fully automatic camera modes with preset exposure values based on different types of situations and subjects. Produces JPEGs only.

SLR.

Single Lens Reflex; any camera using a mirror to divert the image-forming light from the taking lens to a viewfinder (see DSLR) (see TLR).

TIFF.

Tagged Image File Format, a lossless, uncompressed file format for digital images that does not lose color and detail.

Tonal Range.

The range between the lightest and darkest areas of an image, also called dynamic range. A picture with very bright and very dark outside the ability of the sensor to hold detail on both ends.

TLR.

Twin Lens Reflex, a camera with two lenses and a mirror that diverts an image from the upper viewing lens to a viewfinder.

TTL.

Through the Lens, refers to the automatic metering system which is reading through the lens. Many shoe-mounted speedlights, flashes dedicated to a particular camera, can be TTL, yielding astonishingly accurate flash exposures without resorting to head-scratching kitchen arithmetic.

Underexposure.

Usually means that the exposure value was too low, resulting in a photo that may be too dark to produce

Varifocal.

A camera lens with variable focal length in which focus changes as focal length and magnification vary, zoom lenses, which remain in focus as the lens zooms. Varifocals focus and zoom internally

Vibrance.

A post-processing term coined by Adobe to describe a “smart” saturation setting. Vibrance affects only colors that are not already fully saturated to avoid oversaturation.

Vignetting.

When the corners of a picture are faded or cut off. Using a lens formulated for a crop sensor on a full-frame camera will cause dark vignetting at the corners because the image circle is smaller than the sensor. Using the wrong lens hood can cause dark vignetting. In post-processing, light or dark vignettes can be created as an artistic device.

WB. White Balance. “

White” light has long been defined as noon sunlight. “Daylight” films are balanced for it but give strange colors in artificial light. Digital can be specifically balanced for nearly any light. You can choose from a menu, you can use a Kelvin scale, or you can “shoot” a custom white balance from a gray card or a neutral wall. If you shoot in RAW, white balance can be fine-tuned or completely changed in post-production.

X-Sync or Setting.

Instant synchronization of electronic flash with the shutter. The flash fires at the instant the shutter is fully open. Electronic flashes produce a very short flash so the entire frame is fully exposed before the shutter can close.

Yellow Filter.

A pale-yellow filter was commonly used in black and white photography because yellow absorbs blue, causing a subtle increase in contrast in a blue sky. Monochrome photographers usually carried an assortment of filters in different colors and densities to modify tonal

Zoom Lens.

A camera lens with variable focal length which remains in focus as the lens zooms,

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Bio

My name is David Wright.

I have many years experience writing procedures on how to test high tech electronic equipment. Re wrote technical manuals so that the average person could understand them.

Set up numerous training programs to train Junior techs.

My documenting skills are excellent paying attention to details satisfying the toughest ISO auditors.

I have enhanced my writing skills by successfully completing a course in Writing for Children's literature.

Completed course from AWAI in Copy writing service ,B2B copy writing, Seo management , Email marketing and web design

This has helped me write how to articles and Information Books that you will find on my website Discount E Books <http://www.discount-ebook-s.com/>

I have had a Camera in my Hand since 1965 Gone pro In 1999

Took the course from ICS in Photography

I am now at a point in life I would like to share my knowledge with the world and the best way I know how is by Print either electronically or Hard copy paper.

David Wright

Electronic service technician

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