

OCEAN STATE HARLEY-DAVIDSON®, INC. EDUCATION NIGHTS: PHOTOGRAPHY WORKSHOP WITH JAMIE HAWKINS

Benefits of Digital Photography:

- *Easy to store photos
- *Get instant results
- *Convenient to use
- *Flexible
- *Economical uploading capabilities to websites and online storage.
- *It's the artist, not the medium, which defines the picture quality.
- *Multiple editing options
- *DSLR camera has multiple lens options. (tele-photo, wide-angle, macro)
- *Faster shutter speed
- *Very low lag time
- *Capacity to take multiple shots without changing film or storing film.
- *Some industries require digital images.
- *Ability to manipulate photos with a computer.

Packing Camera Equipment to Go:



A padded, compartmental camera bag keeps equipment safe, organized, and accessible.

- *When I travel, either on a motorcycle or by plane, I think of what camera equipment I will be packing first.
- *Don't over-pack.
- *It is not necessary to bring all your equipment.
- *Carry the essentials:
 - One or two Lenses (a good zoom and a prime).
 - Extra batteries and a charger.
 - Extra digital media (memory cards).
 - A small point and shoot camera. Something I can use to shoot video on too.
 - Plastic bags or rain proof bag for extra protection.
 - Owner's manual.

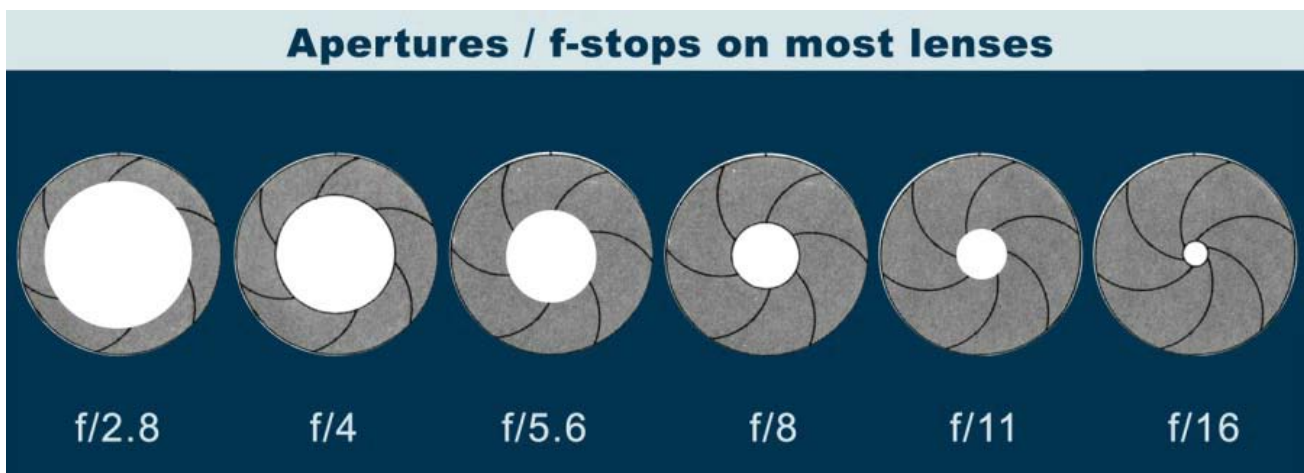
Traveling with the Camera:

- *Be prepared to take the shot.
- *Always protect your equipment.
- *Communicate with others.
- *Be Careful do not put yourself or others in danger.
- *Do Not Shoot While Riding.
- *Document the whole trip.
- *Take lots of pictures.
- *Take pictures of the people you travel with.
- *Take Pictures of your bike and other bikes.
- *Shoot Macro and surroundings.
- *Don't discard any pictures. They may come in handy later.
- *Have fun.

Shutter speed and Aperture:

In **photography**, shutter speed is a common term used to discuss exposure time, the effective length of time a **camera's shutter** is open. The total **exposure** is proportional to this exposure time, or duration of **light** reaching the **film** or **image sensor**.

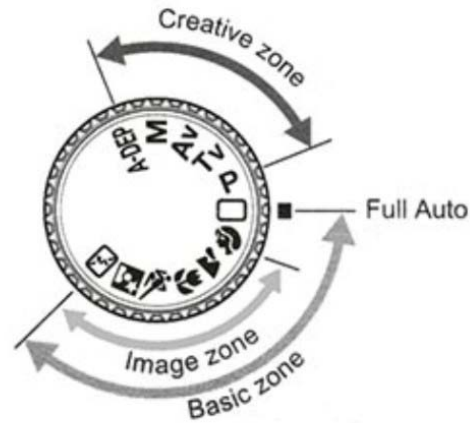
The main function of a camera lens is to collect light. The aperture of a lens is the diameter of the lens opening and is usually controlled by an iris. The larger the diameter of the aperture, the more light reaches the film / image sensor. Diagram of decreasing aperture sizes (increasing **f-numbers**) for "full stop" increments (factor of two aperture area per stop)



Camera Functions:



Nikon Camera Dial



Canon Camera Dial

Auto Mode in the camera **P** (program) -Using the auto mode on a digital camera gives you a point and shoot camera that allows you to concentrate on the subject while the camera makes the necessary settings to give you a well exposed and properly focused image.

Manual Mode camera **M** - Manual mode allows you to set both your **aperture** and **shutter speed** separately, without the camera automatically changing the other to suit. With this in mind, you can be more creative with your shots.

Aperture Priority Mode A- In "Aperture Priority" mode, the camera allows you to select the **aperture** over the available range and have the camera calculate the best **shutter speed** to **expose** the image correctly. This is important if you want to control **depth of field** or for special effects.

Shutter Priority Mode S ("T" on Canon Cameras) - Under the shutter-priority mode, you select a shutter speed and the camera chooses an appropriate aperture. The main purpose of using the shutter-priority mode is to have a faster shutter speed to freeze the action of fast-moving subjects or to have a slower shutter speed to blur moving subjects in order to create a sense of motion. Also great for night shots with long exposure time.

Image Quality (.jpeg vs RAW) – Most digital cameras shoot in JPEG format which is the easiest to view and share on a computer. However, if you want to manipulate photo's using photo editing software (Adobe Photoshop, Corel Photo-Paint, etc.) you may want to shoot photos in RAW format. This saves the image as it is recorded by the camera's sensor with no automatic compression or manipulation. RAW photos are difficult to share and may require specific software to view. The other disadvantage of RAW photos is very large file size, filling your memory card much more quickly than JPEG photos. Many cameras' can shoot in both formats simultaneously, allowing you to have both file types to use later on.

Essential Travel Photo Tips:

1. USE FLASH OUTDOORS

Most people consider flash to be an indoor thing, to be used only under low light conditions. Using flash outdoors, however, can bring a new dimension to your photography. Depending on how high and how strong the sun is, the light can create harsh shadows in everything from people to statues to cool architectural buildings you wish to capture. Eliminate the shadows by using your flash to fill in the dark spots of your subject while still keeping the rest of your photo intact.

When taking pictures of people on sunny days, turn your flash on, especially if the sun is behind them. This will prevent the person from being completely in silhouette while the rest of the image is bright. On cloudy days, experiment between using flash and no-flash. The flash will brighten up people's faces and make them stand out.

On the other hand, try taking a picture without flash, because overcast days act like a huge softbox, diffusing rays and casting a soft glow on subjects.

2. MOVE IN CLOSE

When photographing a person or something roughly the same size as a person, take a step or two closer before taking the picture and zoom in on your subject. Your goal is to fill the picture area with the subject you are photographing.

Up close you can reveal telling details, like the textures on a brick wall or freckles on a person's face. Don't get too close, however, or your pictures will be blurry. Most cameras have a focal length of about three feet, or approximately one step away from your camera. If you get closer than the closest focusing distance of your camera (see your manual to be sure), your pictures will be blurry.

3. THE RULE OF THIRDS

The middle is a great place for an entertainer to be. However, the middle of your picture is not always the best place for your subject. Bring some added dimension to your photo by simply moving your subject away from the middle of your picture. Imagine a three by three grid in your viewfinder and position your subject within one of the intersections of these lines.

4. VERTICALLY CHALLENGED

Are you or your camera vertically challenged? If you have never turned your camera sideways to take a picture, you're missing out! All sorts of things look better in vertical. From a lighthouse on the edge of a cliff to the Eiffel Tower blazing with lights to your dog splashing around in a puddle.

Next time out, make a conscious effort to turn your camera sideways and take some vertical pictures. It also helps to use the same Rule of Thirds (see above) and place the horizon either in the top or the bottom third of the frame. You'll be pleasantly surprised with what you see.

5. FROM DAWN TIL DUSK

Aside from the subject, the most important part of every good photo is the amount (or lack of in some cases) of light. Good lighting affects everything about the appearance of a shot.

In a photograph of your best friend standing in front of the Louvre, bright sunlight from the side can enhance wrinkles and any imperfections. Soft light on a cloudy day however, can subdue those same imperfections and allow for a softer, more flattering photo.

What happens if you don't like the light on your subject? Simply move yourself or your subject. For immobile things like landscapes, statues, and buildings, try to take your pictures early or late in the day when the light is long, deep orange and splays itself across the environment. Some of the best shots can be taken in the morning before 11:30 am and in the evening about 1 hour before the sun sets.

6. BACK-LIGHT PHOTOGRAPHY

Back light photography consists of doing what almost every digital camera manual will tell you not to do... Placing the light source behind the subject. Using such photography technique will trick the camera light sensor into believing that the light source is strong while in fact the subject being photographed has less light than its surrounding. This can result in interesting silhouette forms and lighting effects that will make your photos stand out from the rest.

Finally, don't forget that OSHD is always looking for cool photos of customers and destinations for their "Ride Pages" and Facebook page. If you have a photo you would like to submit for OSHD to display, email it to Dana: marketingoshd@aol.com and have fun capturing the essence of motorcycling with your digital camera!