

Notes 6 - Product Photography and Digital Cameras





Poll #1

- Should a business have photographs of their product or services?
- Yes
- No

Do I Need Photographs of my Product?



- The answer is **YES!**
- Absolute necessity to have digital photographs to market your product
 - Brochures
 - Web page
 - Email
 - Press release
 - Juried shows
 - Spotlight a new product



Poll #2



- Do you have a Digital Camera?
- Yes
- No



Poll #2

- The answer is YES!!!
- If you don't have photos of your product, invest in a digital camera
- 10 mgp camera at costco for \$200.00
- 8 mgp camera at costco for \$129.00
- Digital Memory Cards are really Cheap
- Costco 4GB - \$30-\$40

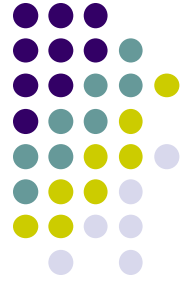
Advantages of Digital Cameras



- Save time
- Save money
- Memory cards hold large amounts of photos
- Easy to use programs for downloading photos
- Easy to use

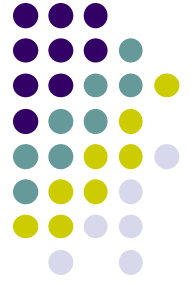


Advantages of Digital Images



- More creative control
 - Use computer and photo-editing software to touch up and enhance pictures
- Instant, easy, photo sharing
 - E-mail
 - Website
 - Photo gallery





Digital Camera Terms

- Resolution
- Image Quality
- File Formats
- Media Storage Devices
- OPTICAL vs. DIGITAL ZOOM
- Exposure





Resolution

- Digital Pictures are made up of thousands of pixels
 - Pixels square “tiles” of color that make up all digital images.
- 1 Megapixel (MP) = 1 Million Pixels
- More Pixels = Better Image Detail and Quality
- More Pixels = Higher Camera Price
- Most digital cameras allow you to change the resolution setting

Selecting the Image Quality



- Good, Better, and Best
- These settings reflect the compression levels of photos
- *Compression* refers to the amount of image your camera collects when taking a photo
 - *Lower Compression = Large File Size*
 - *High Compression = Small File Size*