Capturing Nature's Palette: Photography Tips for Garden Lovers.

Presenter: Doug van Wolde

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- Professional Photographer for 36 years
- First camera when I was 9. Kodak 126.
- First SLR in Grade 9. Brought my camera everywhere. At school often. Yearbook contributor.
- Worked in 3 photo labs in Markham and 1 studio during and after high school.
- Bought my first medium format camera in 1987.
- Access to very cheap processing and printing. (film is the cheapest step in photography, be sure to capture the moment)

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- Shot commercial, product, property, business portrait, family portraits, corporate events and more.
- Then the bottom fell out of the studio business because everyone had a camera and "thought" they could DIY.
- Changed careers but still kept on shooting for news, magazines, POS, real-estate.
- Started shooting digital in 1998.
- Switch to fully DSLR in 2001.
- Now a Website Developer for 23 years.
- Many of my clients need product photography, so the tie-in is perfect for me.

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AI, Not Photographers

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Photography Relevant Because of AI

- More than ever, photography is being made relevant because of AI (Artificial Intelligence).
- AI image creation is not best practice for websites.
- Original and authentic images that tell a story and contribute something of value to visitors is what people (and Google) want.
- The images you create are original. Your story, perspective, reality.

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Today's Session

- Facts and Opinions
- Knowledge about the technical photography
- Give you the skills to improve your image capture abilities.
- The fundamentals
- Light Bulb moment

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What is a camera?

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Definition of a Camera

- A camera is a device used to capture images
  - Still photographs
  - Moving images - videos
- The camera allows light to enter through a lens at the front of the device
  - Focus the light onto a light-sensitive surface inside the camera
    - Film in traditional cameras
    - Electronic sensor in digital cameras
- This exposure to light creates a latent image on the film or produces an electronic image

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Definition of a Camera

- Smart phone, DSLR, Photocopier.

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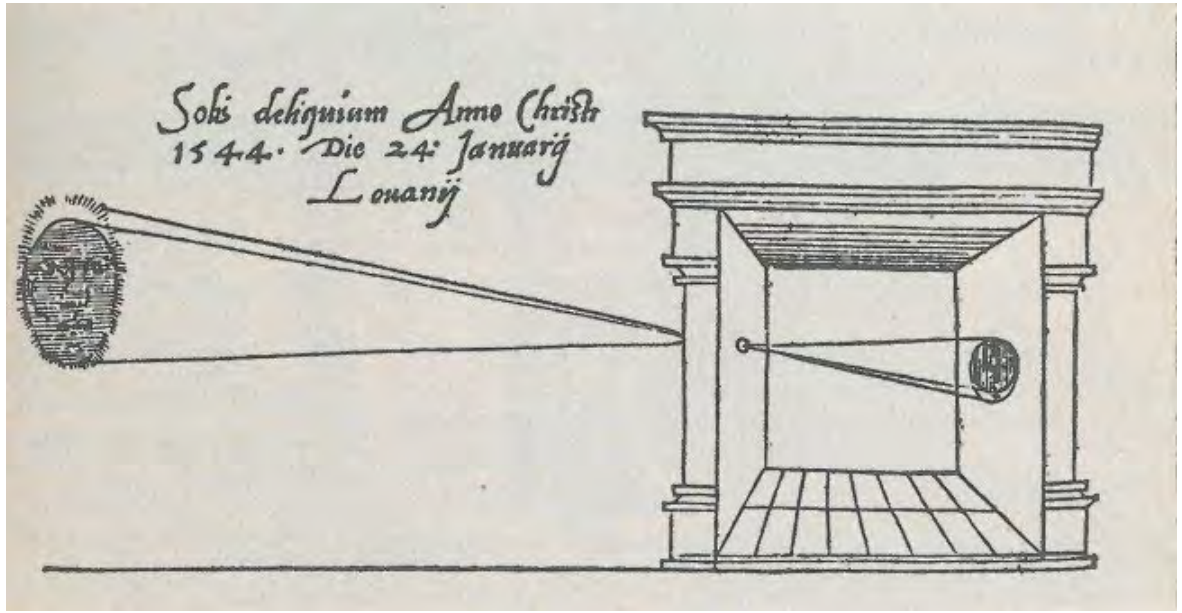
3 Exposure Settings

1. Aperture
2. Shutter Speed
3. ISO



- Control of your camera.
- Manipulate the settings to achieve a desired result.
- All of the cameras today work the same way the first camera did, and the way film cameras did.

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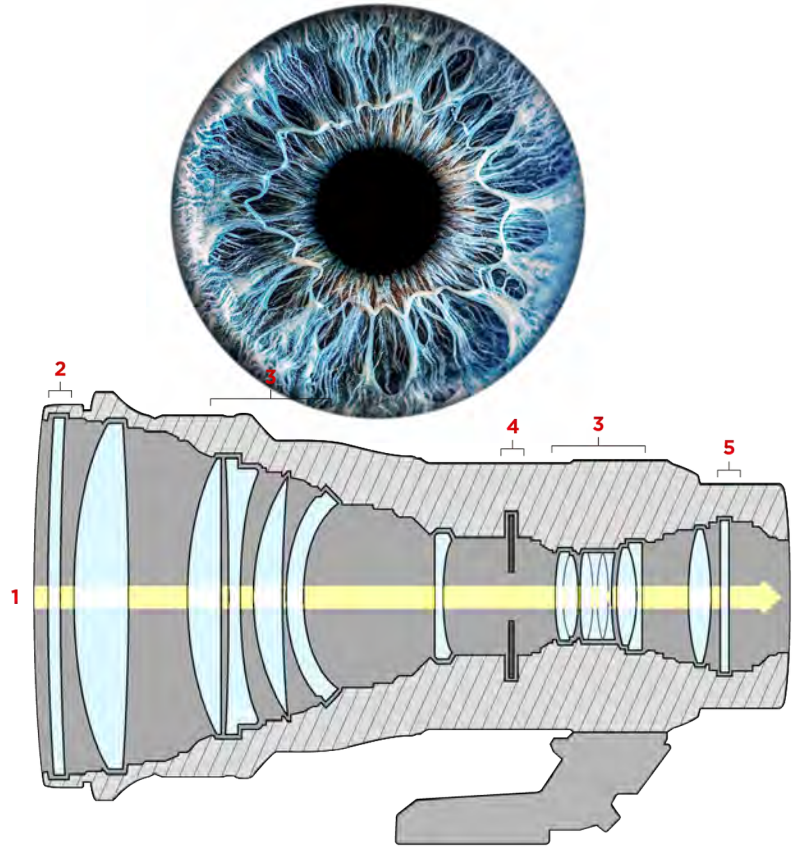
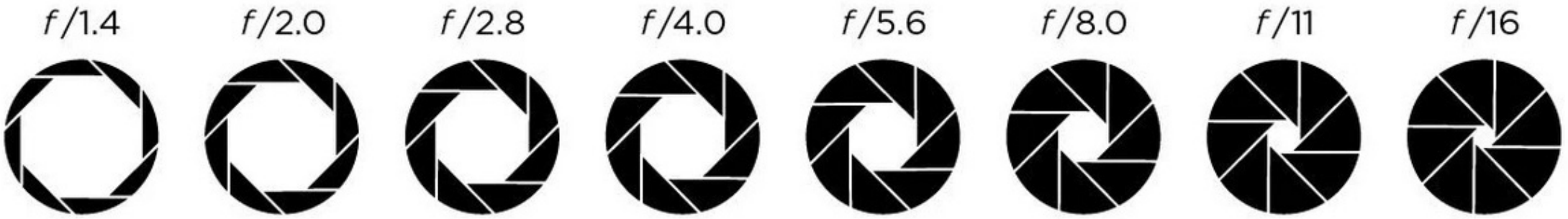
Aperture

- Iris of the eye = aperture = (controls intensity of light)
- The Aperture controls the intensity of light that reaches your smartphone/camera sensor
- Camera aperture is measured in f-stops
- Depth of field. The amount of area in focus in front of and behind the subject.





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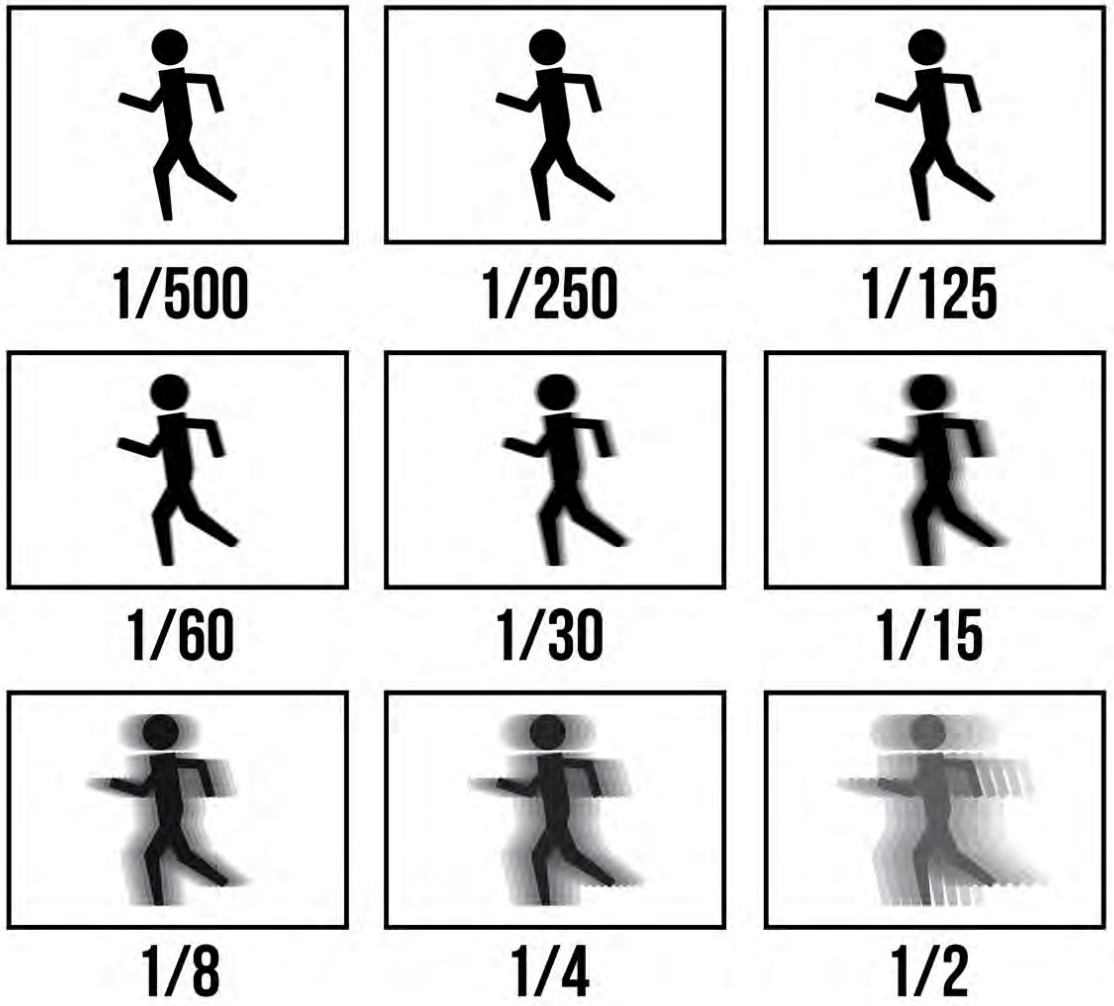
Shutter Speed

- The shutter controls the length of time the sensor/film is exposed to light.
- Motion blur.
- Minimum hand-held speed generally 1/30th of a second.



ISO

- The acronym ISO stands for “International Organization for Standardization”.
- ASA and DIN were used prior to 1974
- It refers to a standard of measurement of light sensitivity.
- In a film camera you would buy a roll according the the ‘speed’ of film you need.

In a digital camera, you simply pick the ISO

ISO 100 (low ISO, slow)
ISO 200
ISO 400
ISO 800
ISO 1600
ISO 3200
ISO 6400 (high ISO, fast)

- The higher the ISO, the more Grain/Noise

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Depth of Field

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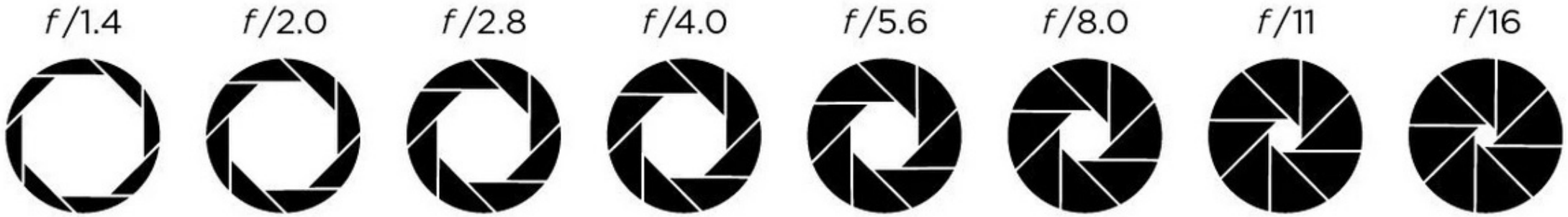
Depth of Field

- The amount of area in focus in front of and behind the subject.
- Directly controlled by Aperture
- The wider the Aperture (small number f-stop) the less depth of field



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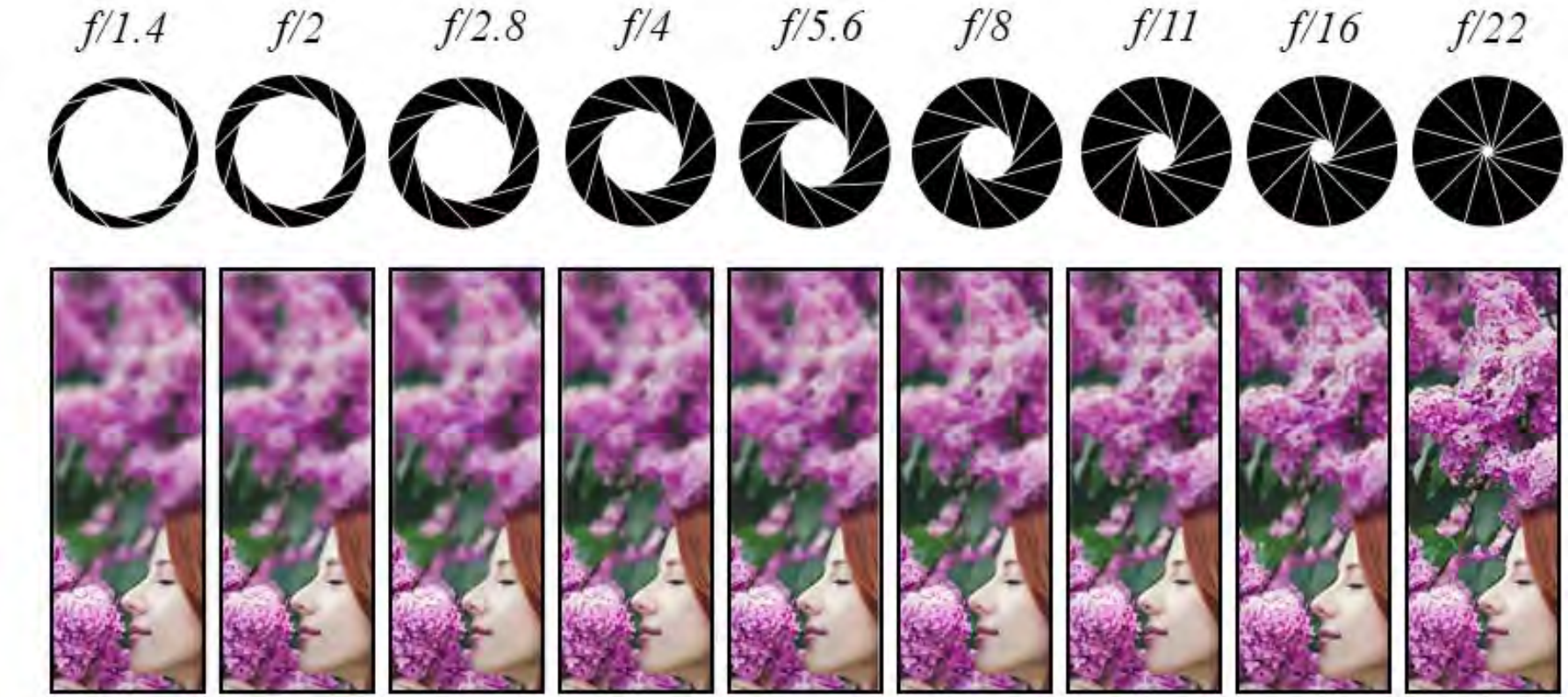
Aperture



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The Right Exposure

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Getting Exposure Right

- Exposing the film or sensor surface is just like cooking an egg.
  - It takes energy to cook an egg.
  - It takes energy to expose (cook) the film(sensor).
- Properly cooked egg.
  - 6 minutes on high heat
  - 10 minutes on medium heat
  - 14 minutes on low heat
- Properly exposed film.
  - $1/500^{th}$ of a second at f/2.8
  - $1/60^{th}$ of a second at f/8
  - $1/8^{th}$ of a second at f/22

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Getting Exposure Right

- There are many combinations of intensity and duration.
- Each combination achieves a properly cooked egg.
  - Higher heat, less duration.
  - Lower heat, more duration.
- Light = Energy.
- Film is sensitive. Sensor surface is sensitive.

- Each combination achieves a properly exposed surface.
  - Wider Aperture, less duration (faster shutter).
  - Smaller Aperture, more duration (slower shutter).

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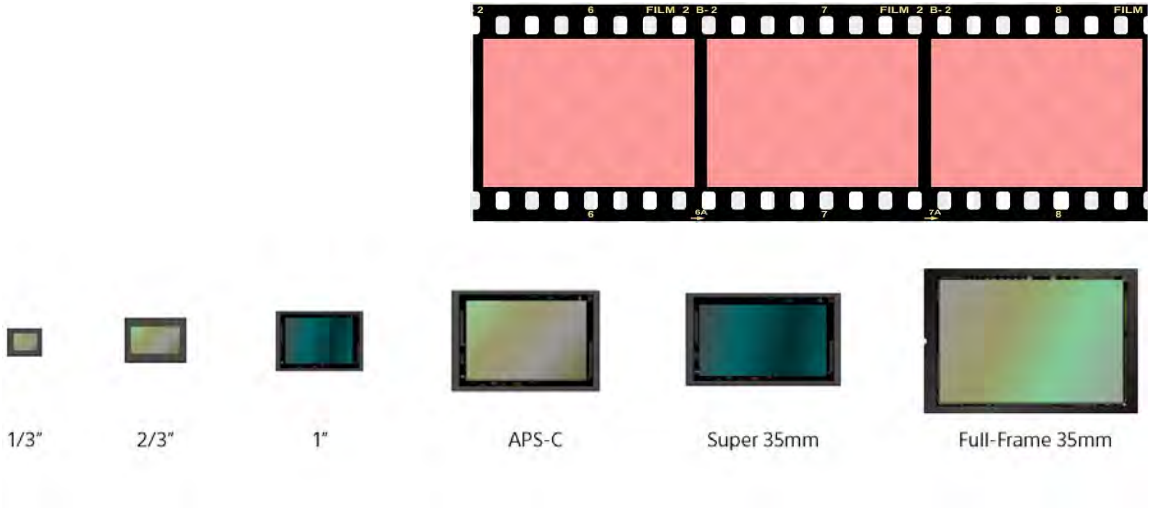
Getting Exposure Right

- Your camera has a built in light meter
- Smartphone exposure is automatic
- Try manual settings



Tools and Techniques

Use a Tripod

- **Stability**: Especially important in low-light conditions, long exposures, or when using telephoto lenses.
- **Long Exposures**: Capturing movement without blurring the entire image, such as in night photography or capturing flowing water.
- **Macro Photography**: Steadiness required for macro photography, where even minor movements are magnified.
- **Low Angles**: Without holding the camera, making it easier to capture unique perspectives.

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Tools and Techniques

Turn Flash on in daylight

- **Shadows Reduction**: Bright sunlight can create harsh shadows, especially under objects. Using a flash helps lighten these shadows, reducing their intensity and providing a more balanced exposure.
- **Highlighting Details**: Flash can bring out details that might otherwise be lost in shadowed areas, adding depth and clarity to the image, especially important for close-up shots of subjects like flowers or textures.
- **Backlit Scenes**: The foreground often appears too dark when the subject is backlit. A flash can balance the lighting, ensuring that the foreground is as well-lit as the brightly lit background.

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Macro

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Tools and Techniques

Macro lens

- Useful lens for garden photography
- Most smartphones have a macro mode
- Short minimum focusing distance means larger image capture on the sensor.

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Tools and Techniques

To zoom or not to zoom?

- Zoom to frame your subject
- Does not bring subject closer, appears closer, however it becomes compressed.
- Aperture Limitations, need more light to compensate
- Move closer to your subject and try different angles.

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Tools and Techniques

Image stabilization

- **Reduced Blur**: This feature minimizes camera shake effects, especially in low-light conditions or when using slow shutter speeds, resulting in clearer images.
- **Enhanced Low-Light Performance**: Allows for longer exposure times without needing a tripod, improving photo quality in low-light environments.
- **Versatility in Shutter Speed**: Enables the use of slower shutter speeds without blur, which is useful for creating motion blur effects while keeping the main subject sharp.
- **Increased Flexibility**: Allows for more flexibility in shooting conditions, making it easier to capture sharp images on the go or in challenging environments.

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Aspect ratio

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Tools and Techniques

Aspect ratio

- Landscape
  - Most computer and TV screens, optimizing for media consumption.
  - Wider view, suitable for capturing landscapes and scenic images
- Portrait
  - Preferred for mobile device viewing, aligning with the natural holding position
  - Dominant on social media platforms like Instagram Stories, TikTok, and Snapchat.
- Where will you image be seen?
  - Take the photo for where you believe your image will be used.

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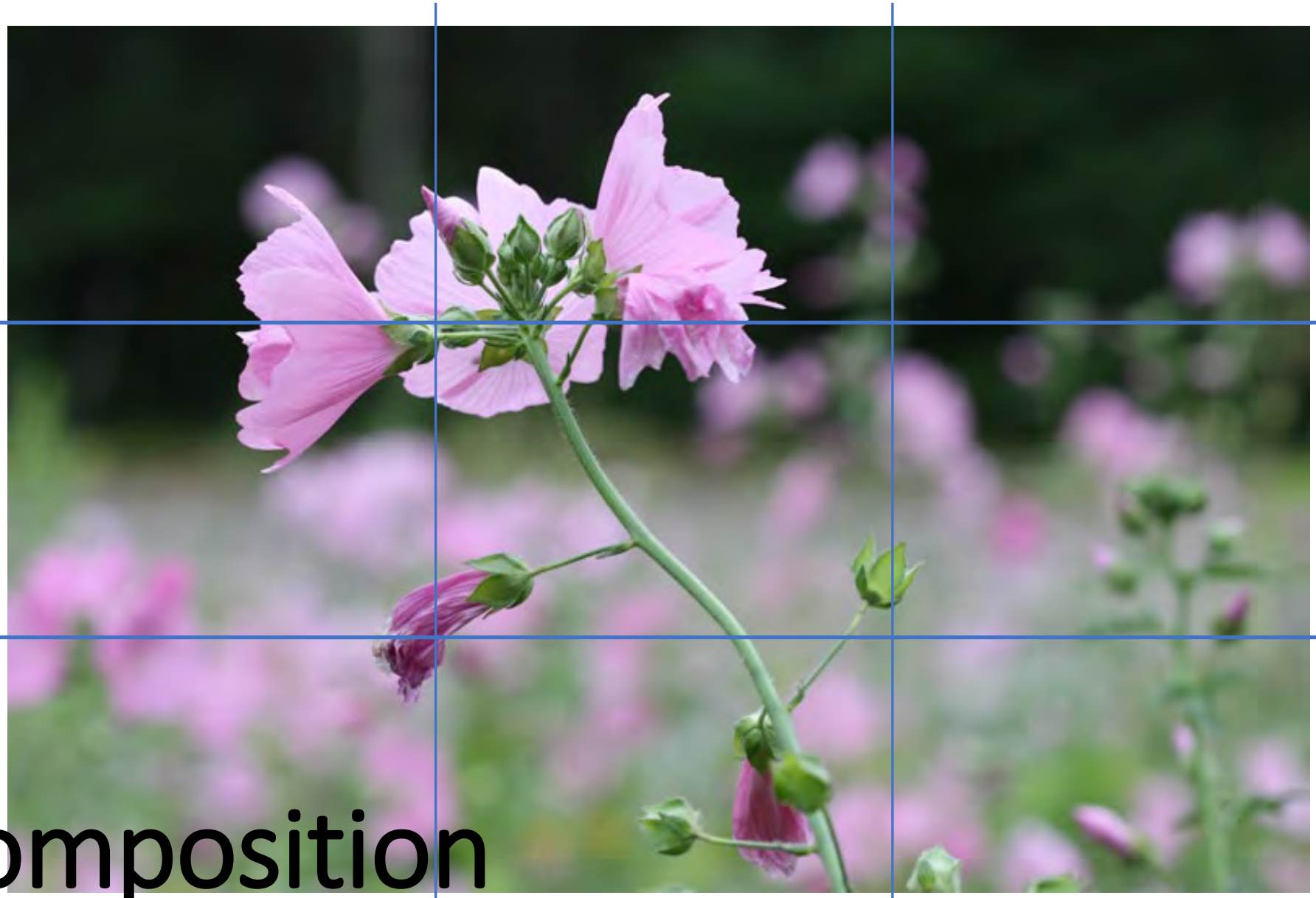

Composition

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Tools and Techniques

- Composition and subject placement

- **Rule of Thirds**: Place your subject along the lines or at the intersections of a 3x3 grid to create a balanced and interesting shot.
- **Background**: Keep the background simple to avoid distraction, or use it creatively to complement the subject.
- **Fill the Frame**: Get closer to your subject or zoom in to fill the frame and focus on details.
- **Simplify**: Less is often more in composition; don't hesitate to remove unnecessary elements that don't serve the image.

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Tools and Techniques

- Photoshop Vs. Photography
- Capturing a good photograph at the outset preserves the authenticity and quality of the image
- It provides a solid foundation that even the best Photoshop skills can't replicate, as editing can degrade image quality and can't always compensate for issues like poor focus, excessive noise, or incorrect composition.
- Getting it right in-camera saves time and respects the artistry and skill of photography.

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Wrap Up

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Wrap Up

- Take lots of pictures.
- Film is the cheapest step in photography, true in 1987.
- Digital has made taking pictures even less expensive.
- Don't miss capturing the moment.
- Overshoot, you can always delete later,
- You'll regret it if you missed the shot because of wind, blinking, background or other elements which make up your perfect composition.

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Share Your Creations

- Enter Competitions
  - Horticultural Societies
  - Agricultural Fair
- Printing at Walmart
  - Next day prints 29¢
  - Make greeting cards
- Photos on Flickr.com
  - Online photo community
  - https://www.flickr.com/photos/douvan/

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Contact for Support

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