"Pogue, the New York Times computer columnist, is among the world's best explainers." —Kevin Kelly, co-founder of Wired

David Pogue's Digital Photography THE MISSING MANUAL

The book that should have been in the box®



David Pogue's Digital Photography: The Missing Manual

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Viewing an iPhoto Web Gallery

David Pogue's Digital Photography: The Missing Manual

David Pogue

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Pogue Press

The Missing Credits



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—David Pogue

The Missing Manual Series

Missing Manual books are superbly written guides to computer products that don't come wing printed manuals (which is just about all of them). Each book features a handcrafted index; cross references to specific page numbers (not just "See Chapter 14"); and RepKover, a detached-spin binding that lets the book lie perfectly flat without the assistance of weights or cinder blocks.

Recent and upcoming books include:

Access 2007: The Missing Manual by Matthew MacDonald

AppleScript: The Missing Manual by Adam Goldstein

AppleWorks 6: The Missing Manual by Jim Elferdink and David Reynolds

CSS: The Missing Manual by David Sawyer McFarland

Creating Web Sites: The Missing Manual by Matthew MacDonald

Dreamweaver CS4: The Missing Manual by David Sawyer McFarland

eBay: The Missing Manual by Nancy Conner

Excel 2007: The Missing Manual by Matthew MacDonald

Facebook: The Missing Manual by E.A. Vander Veer

FileMaker Pro 9: The Missing Manual by Geoff Coffey and Susan Prosser

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Wikipedia: The Missing Manual by John Broughton

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Windows Vista: The Missing Manual by David Pogue

Windows Vista for Starters: The Missing Manual by David Pogue

Word 2007: The Missing Manual by Chris Grover

Your Brain: The Missing Manual by Matthew MacDonald

Introduction

Digital photography is just about the only kind of photography left these days. At this point, 9 percent of all cameras sold are digital. Yes, it's taken awhile—the first consumer digital camera cam out in 1994—but film photography has been reduced to a niche activity. No new film cameras a being designed, and very few companies still sell film.

It's easy to understand why digital has taken off.

- The quality is there. Practically nobody is still arguing that film photos look better the digital ones. The color, the tonal range, the resolution—it's all caught up with and even exceede film.
- It's free—and freeing. When you shoot digitally, you don't pay a cent for film or pho processing. You can shoot dozens of variations of a shot, experimenting with angle, cames settings, lighting—and then throw away all but the winners.

That's incredibly liberating. You'll become a much better photographer much faster, because you can experiment forever without spending any money.

• Feedback is instantaneous. You can examine a photo on the screen a second after taking it. something bothers you—like the telephone pole growing out of your best friend's head—you can just delete it and try again.

Digital photographers sleep much better at night. They never worry about how the day pictures will turn out; they already know.

- You can be your own darkroom tech. Even an amateur can retouch and enhance photo experiment with cropping and effects, and make prints and enlargements right at home.
- People will see your pictures. What's happened to most film photos taken by most peopl Where are they at this moment? Probably still in their drugstore envelopes, stashed in attic boxe. Very few of them ever really saw the light of day.

Digital photos are another story. You can blast them to your friends by email or post them of a Web page. You can turn them into screensavers or desktop pictures. You can watch them play all day on a digital picture frame. You can create gorgeous slideshows, with music arcrossfades, that play on your computer or TV.

And you can have them printed on just about anything with a surface: posters, mugs, towed underwear, Christmas ornaments, mouse pads, U.S. postage stamps, blankets, and on and on.

But this is just rational stuff. Creative freedom, instant gratification, economy, and east distribution—what people really love about all that is the emotional high it gives them. So may obstacles have been taken out of the way that there's almost nothing left standing between your vision and your audience. It's a blast!

All right, all right—down boy.

It turns out that this kind of talk really bugs veteran film photographers. Plenty of them resent a of this breathless digital-camera hype—or secretly fear it, thinking it might make all of their har won expertise obsolete.

The truth is, though, that veteran shutterbugs usually wind up becoming the best digit photographers. The basics of photography haven't changed. It's still your moment, your vision, as how you see the light falling on your subjects and backgrounds. All you're really losing is a lot

expense and chemicals pouring down the drain.

Even so, the curmudgeons are right about one thing: There are still some "negatives" in digit photography.

Digital cameras are generally more expensive than film cameras. True, you make up the cost very quickly with the savings from film and developing. But technology marches on ridiculously fast; the big camera companies come out with new camera models (and retire old ones) every six month. It's critical that you buy your camera carefully and spend those dollars well. (See Chapters Chapter and Chapter 2.)

There's plenty of complexity, too, both in the "digital" part and in the "photography" part. No you're expected to learn both photography jargon (ISO, white balance, depth of field, shutter-priori mode...) and computer jargon (JPEG compression, EXIF tags, image resolution...).

Finally, there's the little issue of what to do with all those pictures. People wind up taking a l more digital photos than they ever did with film, simply because it's free and easy. Before you kno it, your hard drive creaks with 60,000 pictures of your kid playing soccer.

But what then? Dump them all on your hard drive, tens of thousands of JPEG files, stashed folders?

People can still look at and enjoy photos (the paper kind) that were made 200 years ago. But wour JPEG files still be there for our ancestors in 200 years? Will the JPEG format even exist in 20 years? How about 50?

About This Book

This book was born to address all of these issues, and more. It's divided roughly in half, which yo can think of as "photography" and then "digital":

 Photography. First, this book provides a complete grounding in professional photography. gives careful consideration to the artistic factors involved in shooting—composition, lighting and exposure—and how to apply them using the 37 billion features in the modern digital camera.

And by the way: Unlike most photography books, which concern themselves primarily wi SLR cameras (those big black ones with removable lenses), this one lavishes equal love on the compact pocket cameras. They do, after all, represent 91 percent of all cameras sold.

• Digital. Second, this book provides a full course on what to do after you've taken to pictures. It follows the entire life cycle of those photos: transferring them to your Mac or P using free "digital shoebox" software to organize and edit them, and finally sending your pictur out to find their audience. Every conceivable distribution method is covered in this book: ema Web, prints, slideshows, desktop wallpaper, collages, movies, screensavers, even jigsaw puzzle and underwear.

Note

This book provides a guide to two photo-management programs: Picasa (for Windows, from Google) and iPhoto (from Apple, preinstalled on every Mac). It covers these two program because they're (a) brilliant, (b) easy to use, and (c) free.

If you own Photoshop or Photoshop Elements, which are much more hard-core photo editor then congratulations—you're ahead of the game. Picking up either Photoshop: The Missing Manual or Photoshop Elements: The Missing Manual will bring you 900 more pag of digital-photography goodness.

About the Outline

This book is divided into four parts, each containing several chapters:

- Part I, The Camera, is a distillation of everything that I, your cheerful author, have learned eight years of testing and reviewing digital cameras for the New York Times. It's the ultimate buying guide. It tells you which features are worth looking for, and which are just marketing blather.
- Part II, The Shoot, is a course in photography and digital cameras. These chapters cover composition, lighting, shutter speed, aperture, when to use the flash, eliminating blur—and he your digital camera controls all of these parameters. Chapter 6, in particular, is a gold mine: features all the classic professional photo types (frozen action, silky-smooth waterfall, can headlight trails at night, and so on) and tells you precisely how to achieve those effects yourself

This section of the book creates a bridge between everyday snapshots and the kinds emotionally powerful shots you see in magazines and newspapers.

- <u>Part III</u>, The Lab, covers the fundamentals of getting your photos into iPhoto or Picas organizing and filing them, searching them, and editing them to compensate for weak lighting (weak photography).
- Part IV, The Audience, is all about the payoff. This is the moment you've presumably be waiting for ever since you snapped the shots: showing them off. It covers the many ways you compresent those photos to other people: as a slideshow, as prints you order from the Internet make yourself, as a published custom book, as a Web page, as an email attachment, as slideshow movie that you post on the Web, as a photo gift, and so on.

At the end of the book, <u>Appendix A</u> offers some Web sites and magazines that will help fuel you growing addiction to digital photography; <u>Appendix B</u> offers a tidy summary of the 10 best tips in the book; and <u>Appendix C</u> lists the credits for the photos in this book.

About → **These** → **Arrows**

Throughout this book, and throughout the Missing Manual series, you'll find sentences like the one: "Choose File \rightarrow Open." That's shorthand for a much longer instruction: "Click the File menu open it; from the menu, choose the Open command."

About MissingManuals.com

At <u>www.missingmanuals.com</u>, you'll find news, articles, and updates to the books in this series.

But if you click the name of this book and then the Errata link, you'll find a unique resource: a lift of corrections and updates that have been made in successive printings of this book. You can main important corrections right into your own copy of the book, if you like.

In fact, the same page offers an invitation for you to submit such corrections and updates yourse. In an effort to keep the book as up-to-date and accurate as possible, each time we print more copies this book, we'll make any confirmed corrections you've suggested. Thanks in advance for reporting any glitches you find!

In the meantime, we'd love to hear your suggestions for new books in the Missing Manual line. There's a place for that on the Web site, too, as well as a place to sign up for free email notification new titles in the series.

The Very Basics

You'll find very little nerd terminology in this book. You will, however, encounter a few terms an concepts that you'll see frequently in your computing life:

Clicking. To click means to point the arrow cursor at something onscreen and then—without moving the cursor at all—press and release the clicker button on the mouse (or laptop trackpactor To double-click, of course, means to click twice in rapid succession, again without moving the cursor at all. And to drag means to move the cursor while keeping the button continuous pressed.

When you're told to Shift-click something, you click while pressing the Shift key. Ctr clicking (in Windows) and \(\mathbb{H}\)-clicking (on the Mac) work the same way—just click whi pressing the corresponding key on your keyboard.

Note

On Windows PCs, the mouse has two buttons. The left one is for clicking normally; the right one produces a tiny shortcut menu of useful commands.

Desktop Macs come with a mouse that looks like it has only one button but can actual detect which side of its rounded front you're pressing. If you've turned on the feature in the Keyboard & Mouse pane of System Preferences, you, too, can right-click things on the screen. You can right-click on a Mac laptop by clicking while resting two fingers on the trackpad.

So if you have a Mac, and you see the phrase, "Right-click the photo," well, right-click the photo. If nothing happens, then you haven't turn on this feature in System Preferences. you can't be bothered, then Control-clicking achieves the same effect.

• Keyboard shortcuts. Every time you take your hand off the keyboard to move the mouse, yo lose time and potentially disrupt your creative flow. That's why many experienced computer far use keystroke combinations instead of menu commands wherever possible. Pressing \mathbb{H}-P (on the Mac) or Ctrl+P (on the PC) opens the Print dialog box, for example.

When you see a shortcut like \mathbb{H}-Q, it's telling you to hold down the \mathbb{H} key, and, while it down, type the letter Q, and then release both keys.

If you've mastered this much information, you have all the technical background you need to enjoint all Photography: The Missing Manual.

Part I. The Camera

<u>Chapter 1</u> <u>Chapter 2</u>

Chapter 1. Camera Kinds

Year after year, the digital camera is one of the hottest-selling products on the face of the eart Every year, 15 million people snap them up, spend \$42 billion in the process, and take 50 billion photos with them.

All that popularity is good, because it means the marketplace is crowded. Competition mea lower prices, nicer features, and better cameras.

But it's also bad, because all those hundreds of models make camera shopping much mo complicated. And not to depress you or anything, but camera companies generally update their lineup twice a year (in October and February). Each generation offers better features, improved resolution and lower prices. That's right: Whatever camera you buy today will be obsolete—well, at least a longer sold—in about six months.

On top of all that, the features and specs that should matter when you shop for a camera usual aren't easy to figure out. (Just try, for example, to find out the sensor size for a camera you' considering; it's not on the box and not in the brochure.) Meanwhile, the camera makers and came stores often flog features and specs that don't matter at all, like the number of megapixels the came has. (Yes, that's right. Read Chapter 2 to find out why having a lot of megapixels is irrelevant—even a bad thing.)

The major players include companies like Canon, Nikon, Sony, Kodak, Panasonic, Olympus, H Casio, and Fujifilm. Each company offers a variety of models and a prices to compete for your dollar

Before you learn how to use a camera, of course, you have to have a camera. This chapter and the next provide an overview of every kind of camera, and every feature on those cameras, accompanie by notes that tell you whether each one is genuinely useful or just marketing blather. May the chapters guide you the next time you're shopping for a digital camera.

Small, Medium, or Large?

Cameras come in an enormous range of sizes—a much bigger variation than you'd find in, sa music players or cellphones. They're so differentiated, they almost constitute different producategories.

Pocket Cameras

The huge majority of people—more than 90 percent—wind up buying those little shirt-pock cameras, about the size of an iPod or cellphone. There's an overwhelmingly convincing reason f this: If the camera is small, you'll be more likely to have it with you when life's great photo ops arise

And real life proves them right. You can carry these minicams in your pocket, purse, or glow compartment, or toss one into your carry-on bag for a trip, without adding any real weight or bulk Even professional photographers, usually laden with 30-pound bags of camera gear, often carry around a pocket cam when they're "off duty," just in case (or as a backup).



Pocket cams usually take perfectly good photos; occasionally, terrific ones. They also tal movies, which is a huge advantage (and one that accounts for the slow but steady crashing of the camcorder market). But there's a big difference between usually and always, and there's a huge gubetween perfectly good photos and amazing ones.

Here, for example, are some of the frustrations with pocket cams:

• Shutter lag. This is it: the one that drives everybody crazy. Shutter lag is the delay between the time you press the shutter button and the time you get the shot. It's only half a second, or every less, but that delay can make all the difference. In that time, the kid has left the diving board, the expression you wanted is gone, and you've missed the home-run swing.

Technically speaking, shutter lag is the time it takes for the camera to calculate focus at exposure (how bright to make the scene). Little cameras don't sell unless they're inexpensive so they contain fairly feeble circuitry—slowish chips that take their time doing the calculations.

Tip

There is, of course, a simple way to eliminate shutter lag: Use the half-prestechnique. It's described on <u>Take the Shot</u>.

 Lousy low-light shots. Tiny cameras usually have tiny sensors—the small, rectangul light-sensing chips that do what film used to do in the cameras of old. Sensors improve each

sample content of David Pogue's Digital Photography: The Missing Manual

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