

Melinda's Photography Tips

Looking for some advice on whether to invest in digital or traditional photography? Here are some suggestions for cameras and equipment:



Digital cameras come in a variety of shapes and sizes. Look for a camera from Kodak, Nikon or another well known name.

Digital cameras that use “smart cards” or “picture cards” are considered the most versatile. These are small cards that insert into the end of the camera to store images.

They replace the traditional roll of film. Your best bet is a camera that features 2.0 mega pixels of resolution or better. These cameras typically sell for around \$400-800 and should have a high enough resolution to enlarge your photos to 5x7 inches or larger. If you choose a camera with 1.0 mega pixel, you will be restricted to wallet size images in your yearbook. Choose a camera that comes with serial, USB connections or firewire connectivity. These three options will allow you to download images to the computer quickly. For more information see “Choosing a Digital Camera” on the next page or call Matt Sloan.

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When choosing a traditional camera look for one with “red eye” reduction. This will help reduce the chance of reflections from the retina which causes red eye in photographs. Look for a point and shoot camera from Canon, Minolta, Fuji or another “household” name. Choose one with at least a 35mm-70mm zoom and a built in flash. Stay away from cameras with “data backs” as they stamp the date in the corner of each photo. This can be eliminated in Photoshop, but this adds an extra step to your layouts. A good quality point and shoot camera runs around \$200-400.



Many excellent SLR kits are available on the market. Choose a well known name and a camera with “Program” or Aperture Priority mode. Make the investment in an extra flash, as typically, the built in flashes that come with these cameras are too weak for the long lenses that often accompany the kits. Look for a kit that includes a 28-105mm or 28-70mm lens. Kits usually run around \$500-800.00.

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