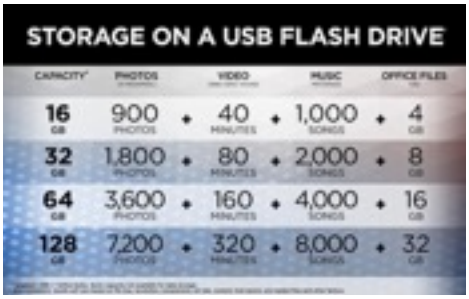
Photo- Part 2
Intro to the Digital Camera & Image Quality



REVIEW

ISO

The camera's sensitivity to light. ISO allows the camera to be more or less sensitive to light.

White Balance (WB)

Adjusts the overall color of light in a image to mimic neutral light such as natural sunlight.**Types of White Balance:** sunny, shade, incandescent,florescent,cloudy, etc.

Exposure Modes:

P=Program, **S/TV**=Shutter Priority, **A/AV**=Aperture Priority, **M** = Manual

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SET UP YOUR CAMERA **DATE AND TIME** **CLEAN IMAGE SENSOR** **FORMAT CARD**

PIXEL

Short for **Picture Element,** a pixel is a single point in a graphic image. Monitors display pictures by dividing the display screen into thousands (or millions) of pixels(colored Squares), arranged in rows and columns. The pixels are so close together that they appear connected to form an image, like a mosaic.

RESOLUTION

The **QUALITY** of an image. The amount of pixels an image carries determines the quality of an image. The more pixels in an image, the higher the quality of the image.
Digital resolution applies to all screens and cameras.

TYPES OF DIGITIAL CAMERA IMAGE QUALITY

Large (L), Medium (M) , Small (S), JPEG, RAW, RAW+JPG, NEF.

MEMORY

The amount of Information a storage device holds.
BIT, 1024= BYTE, KILOBYTE, MEGABYTE, GIGABYTE, TERABYTE, PETABYTE

STORAGE DEVICES:

The Cloud , External Hard Drives, Flash Drives, Computers.

General Image File Format Types

1) JPG (Joint Photographers Group) Decent quality images. Compression of pixel information
Pro: Good quality, high compression of pixels, small file size. Universal file type.
Can be shared & uploaded to the Internet with no problems. Good for small prints and the web.
Con: smaller print size, image quality good but could be better due to pixel compression.

2) RAW (NEF, CR2, RAW) Best Quality Image. No compression of Information.
Pro: Excellent quality, no compression of pixel information, the best resolution, can print large.
Con: large file size- need more memory space on memory card. Not universal format for uploading to the Internet(must be converted to a JPG).

TYPES OF CAMERAS

1) Compact
Small in size, many automatic features, some allow for manual settings (such as aperture, shutter priorities as well as manual), the lens cannot be removed.

2) Advanced Compact Camera / Hybrid / Mirrorless
Small in size, has manual settings, the lens can be removed, limited lenses available.

3) DSLR- Digital Single Lens Reflex
Pro: Many options to achieve many photo effects. Lenses can be switched out.
Con: Large in size, has both manual and auto settings, the lens can be removed and switched out with other types of lenses.