

# Digital photography and imaging media essay

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CSW201Melvin DavasagayamB1202449Help UNIVersityLecturer: Mr. StevenIntroductionThere many types and various devices that is being used in recording or capturing images, in our modern world today, but in this assignment we will be focusing on cameras, mainly three different type of camera such as Point and Shoot, Prosumer, and Digital SLR. This includes the categories of the cameras that falls into several of evolution stages throughout the years, in craving of mankind achieving perfection. This assignment will include the basic fundamental of the function of the respective cameras, the specifications and the type of images that can be captured, inclusion of various of perspective of how the image of the picture that is being captured. Hence also including types of other additional devices that can be aided to enhance the image quality, the various types of situations that is faced under certain types of conditions. In addition, focusing on the criteria in choosing or purchasing the camera, depending on the situation, specification, budget, and different other factors that contribute towards purchasing a camera. Point and shootA point and shoot camera, is also known as in other words a compact camera, it's still yet designed mostly to executed simple operation. Frequently, most camera uses focus free lenses or autofocus for focusing, common this camera comes with an in-built flash. Point-and-shoots by far are the most sellable type of separate camera, a significant difference between a camera and phone. They are widely used by non-professional photographer as a way to just get the images or shot just for record purpose, commonly used for vacations, parties, reunion and other auspicious functions. In addition, it also offers users with no additional technical settings or any other option, just the basic function . Most of the functions that are in the point-and-shoot camera is <https://assignbuster.com/digital-photography-and-imaging-media-essay/>

automatic, just by-click of a button away. Highly recommended for vacation type of situations, for an instant capture of a moment, or immediate access of an image, for record purpose. Prosumer Camera

The term called "Prosumer" is actually a cross between professional and a normal consumer. When a camera is called or known as prosumer type, it usually refers to a point-and-shoot which has advance features such as manual exposure control and RAW format image capture. Such camera are commonly focused on enthusiast. Mostly they look similar to compact cameras, prosumer camera equipment's is packed with Full features of a serious and professional photographer that will love using it. Prosumer cameras tend to have better lenses, higher details, and much more control over exposure than a point-and-shoot camera. Often used in either professional type of photography such as wedding functions, birthday party, and other auspicious occasion, it gives the extra edge in terms of picture quality and functionality compare to a compact camera.

- Digital SLR

The Single Lens Reflex (SLR) design is often associated with professional photography. These cameras look and feel exactly like their non-digital cousins, and they even take the same lenses. For buyers considering a prosumer camera, a digital SLR is worth considering. These cameras look much more like the classic SLR. They are big compared to prosumer models, especially if the size of the lens is taken into consideration. Standard mount lenses, most digital SLR 's have standard lens mounts so normal lenses can be used. If you have a old Nikon or Canon lens collection. this is good news! The quality of SLR lenses are far better than

most consumer or even prosumer cameras. The single lens reflex advantage, SLR means "single lens reflex", and these cameras allow you to see exactly what the camera sees when looking through the viewfinder. Most compact cameras have a barely useful eyepiece that isn't even remotely accurate for composition. This is changing with newer prosumer digital cameras which offer electronic viewfinders. Highest quality and detail, Digital SLR's have drastically better quality than consumer or prosumer cameras. The size of the digital film element (the CCD) is much larger with these cameras, virtually noise-free with superb detail and quality. The Comparison Between Point and Shoot, Prosumer and DSLR Digital SLR's if you are an avid photographer and don't mind the size and weight of a digital SLR, then the cheaper prices and superior image quality of these cameras make them a good option. But for people looking for an all-around camera, SLR's are probably too bulky. Believe it or not, most digital SLR's are MORE SIMPLE than their cheaper and smaller cousins, with less fanciful features and options. Prosumer Cameras Prosumer digital cameras are the darlings of both professional and enthusiast photographers. While they are more expensive than the average compact digital, (and even some entry SLR's) these cameras usually have three strong points. Lens/resolution - Prosumer cameras generally have better lenses and image resolution than compacts. "Better lenses" being defined as combinations of optics quality, lens speed (max aperture), and wide angle/zoom. Manual Control/Features - Probably the most important feature of a prosumer is that it offers full control over exposure settings including shutter/aperture, shooting modes, white balance, and film speed. Ergonomics/Design - Prosumers are usually more sturdy, solid, and ergonomic than compacts. Many manufacturers use higher grade

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materials like thicker magnesium alloy frames for their prosumer cameras.

### Compact Cameras

This category is far too general, and usually means "any consumer camera that isn't a digital SLR". Some models blur the line between compact and prosumer. A compact digital is simply a small camera that is easy to use. Compact cameras are small and easy to shoot, and there are hundreds of models available in every shape, size, and color. In a clear cut, if the goal is to take a good clean picture then you will be safe with almost choice. As always, look for fast and/or wide lenses. A good lens will do more to transparently improve your photography than fancy video features and other gizmos. Some compact cameras offer full shutter, aperture, and film speed control. If you want to learn more about exposure then any camera with these features is a decent alternative to the slightly larger and more expensive prosumer.

### Additional equipments that can be used to enhance various types of photography

### Camera Lenses

#### Standard Lenses

A standard lens is one with a mid-range focal length, typically around 50mm. They have an angle of view which is roughly the same as the angle that the human eye can comfortably view, meaning that they produce images which appear "natural" to the viewer. Standard camera lenses usually have a fixed focal length and wide aperture, giving them excellent performance in low light. They are popular for a wide range of photography subjects, including landscapes, portraits, and candid shots.

#### Macro Lenses

A macro lens is one designed especially for close-up photography. They have a different internal construction from normal lenses which gives them very good sharpness and contrast, meaning that they produce some really eye-catching photos. Macro lenses are useful for photographing any subject at very close range. Typical subjects include insects, animals, and plants, but they are also popular for

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taking extremely detailed photos of everyday objects. **Telephoto Lenses**A telephoto lens has a long focal length and provides a high level of magnification, allowing you to photograph subjects at a moderate to far distance. They tend to be bigger and heavier than other types of lens, although modern technological advances have made them more compact and easier to handle. Telephoto lenses are popular for any type of photography where you can't get near to the subject, including wildlife and sports events. They are also commonly used in portrait photography, where a moderate telephoto lens will provide a natural, undistorted perspective.

**Wide Angle Lenses**A wide angle lens is one with a short focal length. They provide an angle of view beyond that of a standard lens, allowing them to capture more of the scene in a single shot. Extreme wide angle lenses are known as fisheye lens; these can capture around 180 degrees, making for some intriguing, almost abstract photos. Wide angle lenses are useful for photographing landscapes, cramped interiors, and other subjects which won't fit into a normal lens's field of view. Fisheye lenses take this even further, and are popular for photographing action sports like skateboarding and surfing, where their inherent distortion gives photos a dynamic feel.

**Specialist Lenses**Finally, there are a number of specialist camera lenses which cater for less common photography needs. These include tilt and shift lenses for perspective control, soft-focus lenses for portrait photography, and infrared lenses for capturing light outside the normal spectrum. A specialist lens is used to produce some sort of special or creative effect, and so they have limited use in general photography. However, they can be very useful if you need to photograph a particular subject in a particular way. **Camera**

**body**Selecting a camera body is very crucial depending on the type and <https://assignbuster.com/digital-photography-and-imaging-media-essay/>

preferences that is required based on ones desires, specification and situation. It is definitely the most important and significant factor in enhancing the image that is being captured, to provide with the highest quality of photography in a very professional manner. TripodA tripod is the second most important piece of camera equipment for nature photography . Selecting a versatile and very sturdy tripod that securely holds the weight of the camera and lenses (at least 10 pounds or so) is highly recommended in choosing a tripod. Height adjustable from ground level to about 60" or better recommended with ability to shoot near ground level easily, plays an important factor in enhancing the images which are required to be captured.

Types of Photography Shots Photojournalism One reason photojournalism is generally practiced by professionals is that serious photojournalists must be sure that their shots maintain the integrity of the original scene. <http://www.photography.com/wp-content/images/imgLXG30204-0CO-01.jpg>

Photojournalism requires the photographer to shoot only the facts: no alteration or embellishment of the photo is permitted. Photojournalism pictures are often powerful images that engage the viewer with the news story. Knowing how to take such shots to capture the original emotion is often learned only through years of practice and experience. Documentary Photography Documentary photographs tell stories with images. The main difference between photojournalism and documentary photography is that documentary photography is meant to serve as a historical document of a political or social era while photojournalism documents a particular scene or instance. <http://www.photography.com/wp-content/images/imgLXG30204-0CO-02.jpg> A documentary photographer may shoot a series of images of the inner city homeless or chronicle the events of international combat. Any <https://assignbuster.com/digital-photography-and-imaging-media-essay/>

topic may be the subject of documentary photography. As with photojournalism, documentary photography seeks to show the truth without manipulating the image. Action Photography While professionals who take action shots may specialize in a variety of different subjects, sports photography is one of the fastest and most exciting types of photography. As with any action shot, a good sports photographer has to know his or her subject well enough to anticipate when to take pictures. The same rule goes for photographers taking action shots of animals in nature or of a plane taking off. <http://www.photography.com/wp-content/images/imgLXG30204-0CO-03.jpg> Macro photography Macro photography describes the field of photography in which pictures are taken at close range. Once restricted to photographers with advanced and expensive equipment, macro photography is now easier for amateurs to practice with digital cameras with macro settings. Macro photography subjects may include insects, flowers, and the texture of a woven sweater or any object where close-up photography reveals interesting details. <http://www.photography.com/wp-content/images/imgLXG30204-0CO-04.jpg> Glamour Photography Glamour photography, sometimes confused with pornography, may be sexy and erotic but it is not pornographic. Instead of focusing on nudity or lurid poses, glamour photography seeks to capture its subject in suggestive poses that emphasize curves and shadows. As the name implies, the goal of glamour photography is to depict the model in a glamorous light. Consequently, many glamour shots carry flirtatious, mysterious and playful tones. <http://www.photography.com/wp-content/images/imgLXG30204-0CO-06.jpg> Criteria of purchasing Camera 1. Determine what you need Some questions to ask yourself before you go shopping: What do you need the <https://assignbuster.com/digital-photography-and-imaging-media-essay/>



camera for? What type of photography will you be doing? (portraits, landscapes, macro, sports) What conditions will you be largely photographing in? (indoors, outdoors, low light, bright light) Will you largely stay in auto mode or do you want to learn the art of photography? What experience level do you have with cameras? What type of features are you looking for? (long zoom, image stabilization, large LCD display etc) How important is size and portability to you? What is your budget?

2. Megapixels are NOT everything

One of the features that you'll see used to sell digital cameras is how many megapixels a digital camera has. When I first got into digital photography, a few years back, the megapixel rating of cameras was actually quite important as most cameras were at the lower end of today's modern day range and even a 1 megapixel increase was significant. These days, with most new cameras coming out with at least 5 megapixels, it isn't so crucial. In fact at the upper end of the range it can actually be a disadvantage to have images that are so large that they take up enormous amounts of space on memory cards and computers. One of the main questions to ask when it comes to megapixels is 'Will you be printing shots?' If so - how large will you be going with them? If you're only printing images at a normal size then anything over 4 or so megapixels will be fine. If you're going to start blowing your images up you might want to pay the extra money for something at the upper end of what's on offer today.

3. Keep in mind the 'extras'

Keep in mind as you look at cameras that the price quoted may not be the final outlay that you need to make as there are a variety of other extras that you might want (or need) to fork out for including: Camera Case Memory Cards Spare Batteries/Recharger Lenses (if you are getting a DSLR) Filters (and other lens attachments) Tripods/Monopods External

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Flashes Reflectors Some retailers will bundle such extras with cameras or will at least give a discount when buying more than one item at once. Keep in mind though that what they offer in bundles might not meet your needs. For example it's common to get a 16 or 32 megabyte memory card with cameras - however these days you'll probably want something at least of 500 megabytes (if not a gigabyte or two).

4. Own any potentially compatible gear? Talking of extra gear - one way to save yourself some cash is if you have accessories from previous digital cameras that are compatible with your new one. For example memory cards, batteries, lenses (remember that many film camera lenses are actually compatible with digital SLRs from the same manufacturers), flashes, filters etc.

5. DSLR or Point and Shoot? While digital SLRs are getting more affordable they are not for everyone. Keep in mind that they are usually bigger, heavier, harder to keep clean (if you're changing lenses) and can be more complicated to operate than point and shoot. Of course there are some upsides also.

6. Optical Zooms Not all 'zooms' are created equal. When you're looking at different models of digital cameras you'll often hear their zooms talked about in two ways. Firstly there's the 'optical zoom' and then there's the 'digital zoom'. Its recommended by professionals that you only take into consideration the 'optical zoom' when making a decision about which camera to buy. Digital zooms simply enlarge the pixels in your shot which does make your subject look bigger, but it also makes it look more pixelated and your picture 'noisier' (like when you go up close to your TV). If you're looking for a zoom lens make sure it's an optical zoom (most modern cameras have them of at least 3x in length - ie they'll make your subject three times as big - with an increasing array of 'super zooms' coming onto the market at up to 12x

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Optical Zoom). 7. Read reviews Before buying a digital camera take the time to do a little research. Don't just rely upon the advice of the helpful sales person (who may or may not know anything about cameras and who may or may not have sales incentives for the camera they are recommending). Read some reviews in digital camera magazines or online to help you narrow down the field. There are some great websites around that give expert and user reviews on virtually every camera on the market - use this wonderful and free resource. A little self promotion here - one such site is my Digital Photography Blog which is a site that collates the reviews of many sites from around the web. To use it best enter the camera's model name that you're looking for a review on in the search feature in the top right side bar. It'll give you a link to a central page that has information on the camera as well as links to any reviews published online on that camera from around the web. 8. Hands On Experience Once you've narrowed down your search to a handful of cameras head into your local digital camera shop and ask to see and play with them. There's nothing like having the camera in your hands to work out whether it suits your needs. When I shop for a camera I generally use the web to find reviews, then I head into a street in my city with 4 camera shops side by side and I go from shop to shop asking for recommendations and seeing the cameras live in the flesh. In doing this I generally find the same camera or two are recommended in most shops and I get to see them demonstrated by different people (this gives a more well rounded demo). I also get to play with it and get a feel for which one I could see myself using. 9. Negotiate After you've selected the right digital camera for you it's time to find the best price. Once again, I generally start online (on a site like our store) and do some searches to find the most competitive <https://assignbuster.com/digital-photography-and-imaging-media-essay/>

prices on the models I'm interested in. With these in hand I'm in a good position to be able to negotiate in person with local stores and/or with online stores. I generally find that retail stores will negotiate on price and will often throw in freebies. Online stores are more difficult - most bigger ones don't give you the ability to negotiate but smaller ones often will if you email them. Don't forget to ask for free or discounted bonuses including camera cases, memory cards, extra batteries, filters, free prints, cases etc. I even know of a couple of stores that offer camera lessons that you can ask to be included. Some stores will also consider giving you a trade in on older gear. I generally do negotiating from home on the phone and only go into a store to pick up the camera after a price is agreed upon.

10. Choosing the camera brand Sony is a relative newcomer to high end DSLRs, but is starting to have a very strong presence. A disadvantage is that Sony has used a proprietary hot shoe (the metal contact on top of your camera where you can place a flash unit and other accessories) making the use of third party flash units and wireless triggers impossible or inefficient. The major advantage to sticking with these brands is that they've been at this for a long time. They're not likely to go out of business (leaving you with a bunch of equipment you can't sell off, upgrade, or repair). They also have higher resale value. And if you stick with Canon or Nikon, you'll have a large selection of accessories to choose from -- both name brand, and aftermarket. The rest comes down to price. Typically, more expensive cameras buy you more durability, faster and better auto focus, and higher frames-per-second shooting rates. More expensive cameras also tend to take better pictures at night with less "noise" in your shadows and faster ISO speeds.

Manufacturers tend to improve their cameras every 18 months or so. New or  
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updated lenses are introduced without any regular schedule. The same is true for camera bags, memory cards, tripods, and other accessories. So, be aware that there is always new or upgraded equipment coming on the horizon. You can never truly be ahead of the game with technology. Of course, you have to start somewhere. Many new photographers start with an entry level DSLR and use it for a couple of years. This works fine, and then later down the line, the entry-level camera becomes the " backup" when you're ready to upgrade. You can also place your used equipment on eBay or sell it to a mail-order outlet such as Adorama, B&H Photo Video or KEH Camera.

## **Conclusion**

As a conclusion, there various types, ways and methods that involves in capturing, purchasing or implementing a camera and image. In this assignments there are several sections consisting from the origins of what are the types of camera to tips how to buy a camera, to types of images that can be captured and equipment that is being used or can be used in enhancing photography taking it into an artistic, professional and unique way of presenting or capturing those memorable moments.

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