



# Simple Rules for Digital Photography

from your Jostens representative, Scott Geesey

**1. Know your Megapixels:** Use a 3 MP camera or higher for the best shots.

**2. Take the time to KNOW your Camera:** Digital cameras are easy to operate, but you could get even better photos by taking the time to learn about your camera. Some digital cameras have special settings that you could use in certain situations like a sports event. Learn how to turn the flash on and off, how to open the F-stop to let in more light if needed for a darker photo, etc. It's all there in the manual, take a few minutes to learn!

**3. YES Optical Zoom, NO Digital Zoom:** Your camera's optical zoom, usually from 3X to 10X, gives you an actual look at your subject close-up. A digital zoom is a fake zoom, "guessing" what your subject will look like at some extended zoom. Be sure to **TURN OFF** your camera's digital zoom if it isn't off already.

**4. Those QUICK sports shots:** Unless it's a desired special effect, no one likes blurry sports photos because the athlete moved and your camera wasn't ready. Some digital cameras have a special sports setting to take quicker shots to eliminate the blur. For others, check your manual on how you can increase the shutter speed to take faster shots. Then, for other "slower" events, return your shutter speed to the normal setting.

**5. Delete unwanted shots immediately:** A luxury of a digital camera is that you can take as many shots of an event or subject as you wish, then delete the ones you don't want or need. Get in the habit of going through your shots right after you take them and delete unwanted shots right away. Don't wait for later when bad shots just take up space in your computer. And you may need more space on your camera's memory card in case an unexpected happening takes place right after your shoot!

**6. Use the viewfinder, not just the picture screen:** Many folks fall into the habit of taking their pictures using the picture screen on the back of the camera, which may actually not give you a true representation of your shot. Plus, having your picture screen on at all times quickly drains your batteries. Use the viewfinder only to take pictures, then view them immediately afterward on your picture screen to save or delete.



**7. Anticipate, then Shoot:** Many digital cameras have a very slight delay between pushing the shutter and taking the picture. Especially with sports, be trained on your subject, auto focus fixed, then squeeze your shot.

**Simple Rules to Make Your 2007 Yearbook GREAT!!**