

RICKERT-ZIEBOLD IMAGE-TAKING SEMINAR DIGITAL DO'S AND DON'TS

DO

- Approach the job of photographing your work seriously and with determination.
- Hire a professional if you are not sure how to document your work.
- Seek advice from other photography students and/or faculty.
- "See" your shots before you take them. "Frame" your work properly and effectively.
- Use a tripod whenever possible, especially in low light conditions.
- Photograph your work against a plain, neutral background.
- Photograph outdoors in the shade or on cloudy days.
- Use a light meter (built-in or hand-held) and a "gray-card" to determine correct exposure.
- Check to make sure (especially when photographing 2-dimensional work) that the camera is level with the surface of the work and at a height equal to the distance from the "center" of the subject to the floor.
- Use a reflective surface to "bounce" light into shadow areas that may be lost due to the camera responding to "bright" areas on the subject.
- Adjust your incandescent light source so as not to cause "glare" and affect light-meter readings or produce highlights in the resulting photograph.
- Take time to check your depth of field scale to determine just how much of the shot will be in focus at different "F" stops (aperture) and speeds.
- Submit enough views of a 3-dimensional piece to present it most effectively.
- Bracket your shots 1 F-stop above and below indicated exposure.
- Minimize shadows on 3-dimensional works.
- Check your images for quality and size before turning them in.

DO NOT

- Use florescent lighting for illumination except with the proper filter.
- Photograph 2-dimensional work covered with glass, Plexiglas, or acetate.
- Make the mistake of thinking your images are of little consequence.
- Forget that your images must accurately portray your work, as "first round" judging will be done from them.
- Always rely on the camera's flash.
- Think it's all beyond your abilities; the methods for successful image taking are easily "grasped" even if not fully understood and there is plenty of technical assistance available.
- Rely totally upon someone else to get your images together for you, even a close friend. Start early, set personal deadlines and goals, follow-up even on yourself, and give yourself plenty of time so as to professionally handle an unforeseen crisis.
- Be "conservative" with your image taking.
- Handhold a shot below a 60th of a second.
- Use the digital zoom feature.
- Include more than one subject per slide unless grouping is necessary to accurately represent the work. In this case it is advisable to include a detail shot of a piece in the group.
- Photograph outside with lots of things going on in the background.
- Photograph in bright sunlight.
- Always rely on the automatic setting of your ZLR, SLR, and regular digital cameras.
- Wait until the last minute to document work. Understand that you will need ample time and a well thought out approach in order to capture the best attributes of your work.

NOTES