

FOUNDATIONS

of

DIGITAL ART

AND DESIGN

FOUNDATIONS of

with

DIGITAL ART and DESIGN

CHAPTER 4

SECOND EDITION

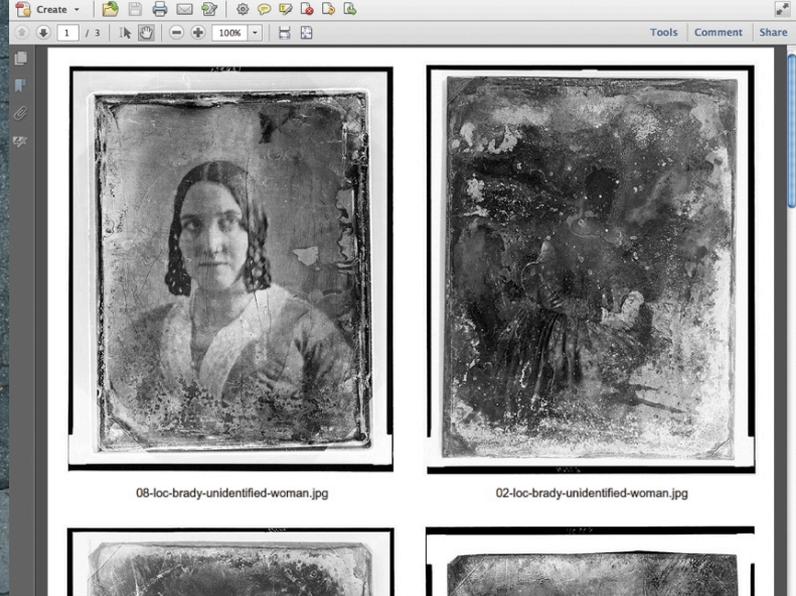
FOUNDATIONS of DIGITAL ART AND DESIGN with ADOBE CREATIVE CLOUD

SECOND

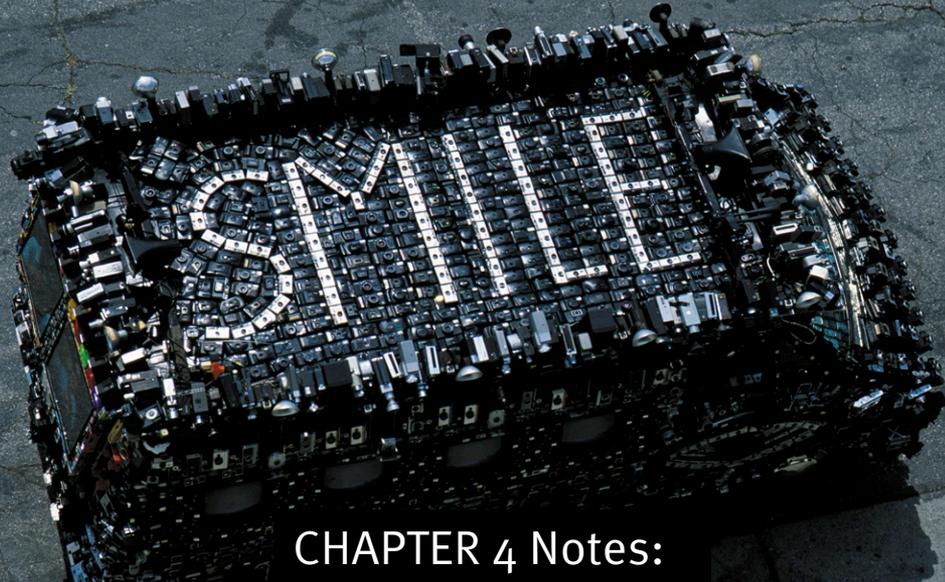




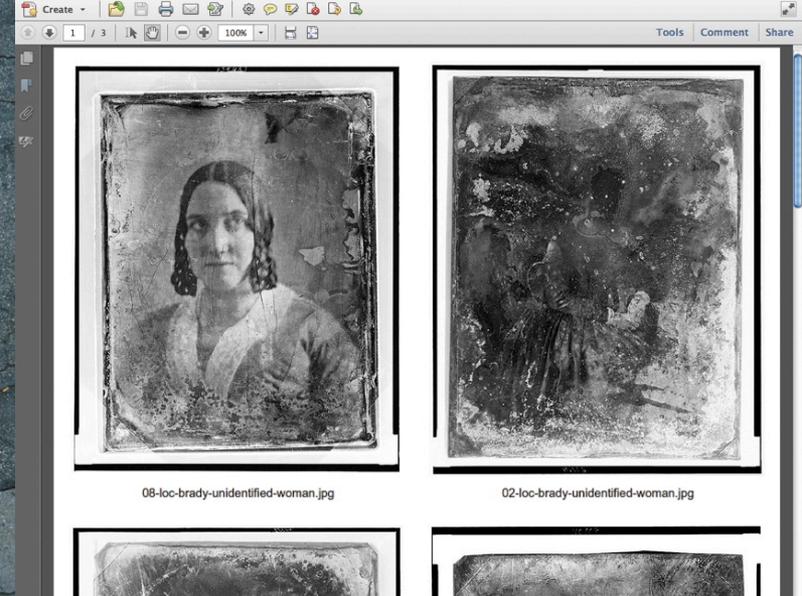
CHAPTER 4



CREATING AND ORGANIZING DIGITAL PHOTOGRAPHS



CHAPTER 4 Notes:

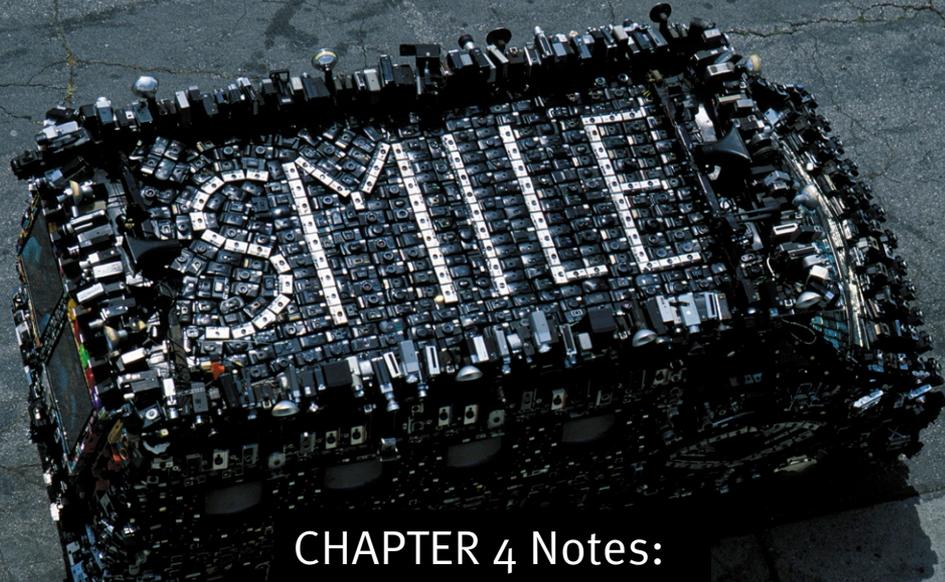


Photography began as a technical and scientific pursuit of creative and documentary expression.

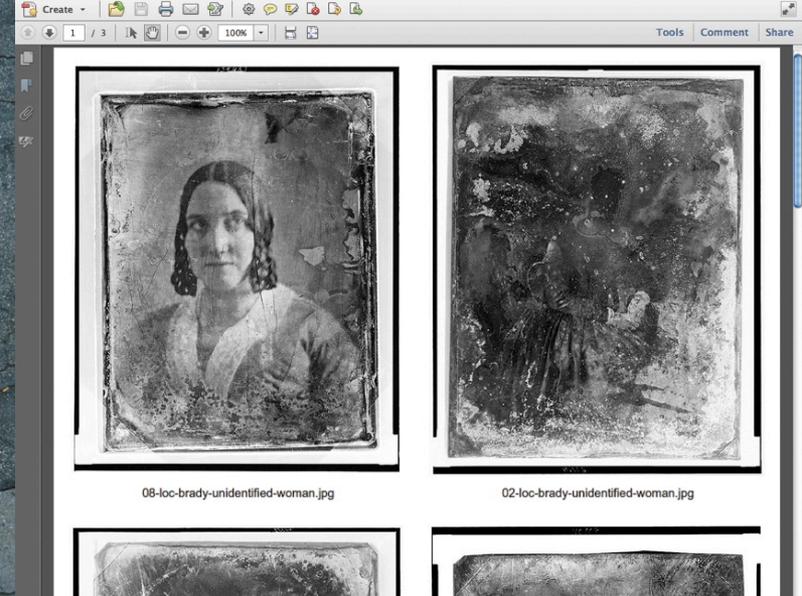
Camera Van by Harrod Blank

The camera can be perceived as “just another gadget.”
Blank’s Camera Van includes one of every Polaroid camera ever made.

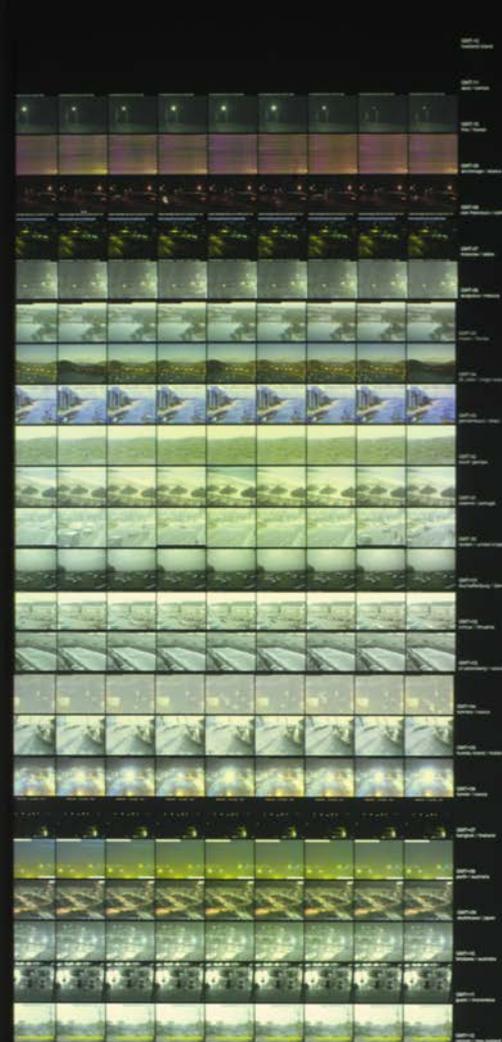
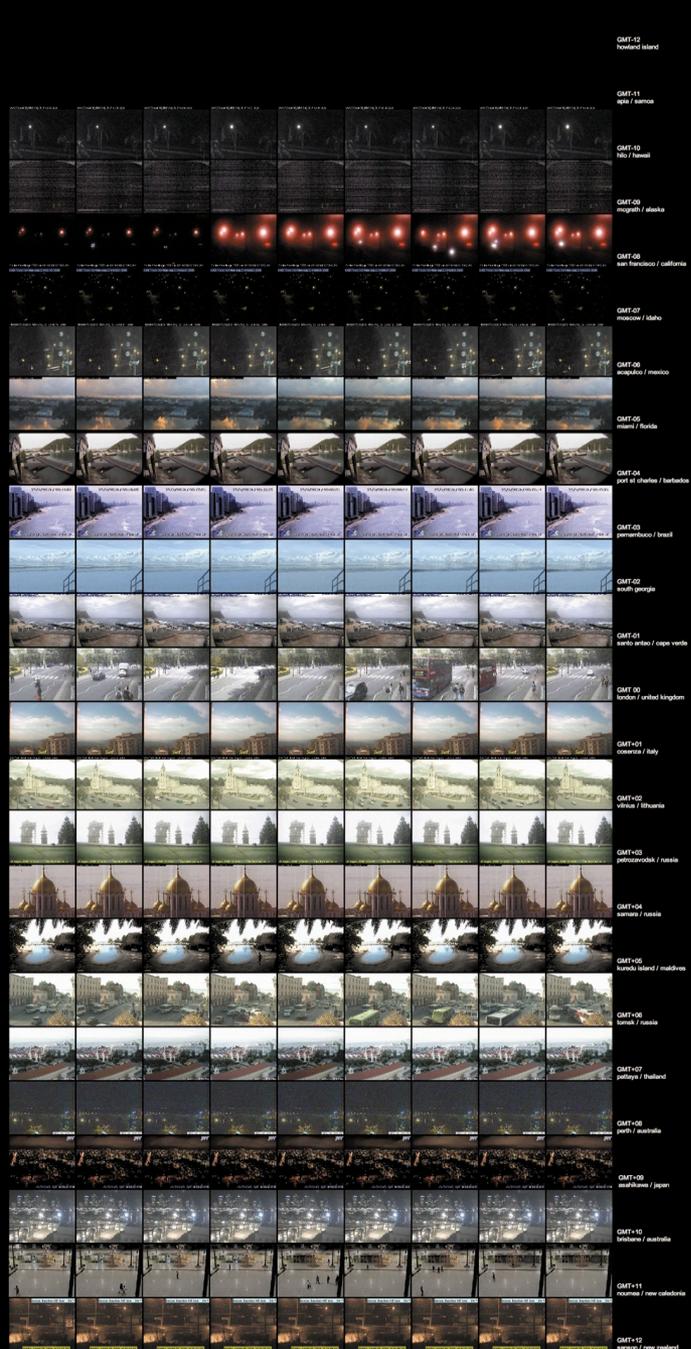




CHAPTER 4 Notes:

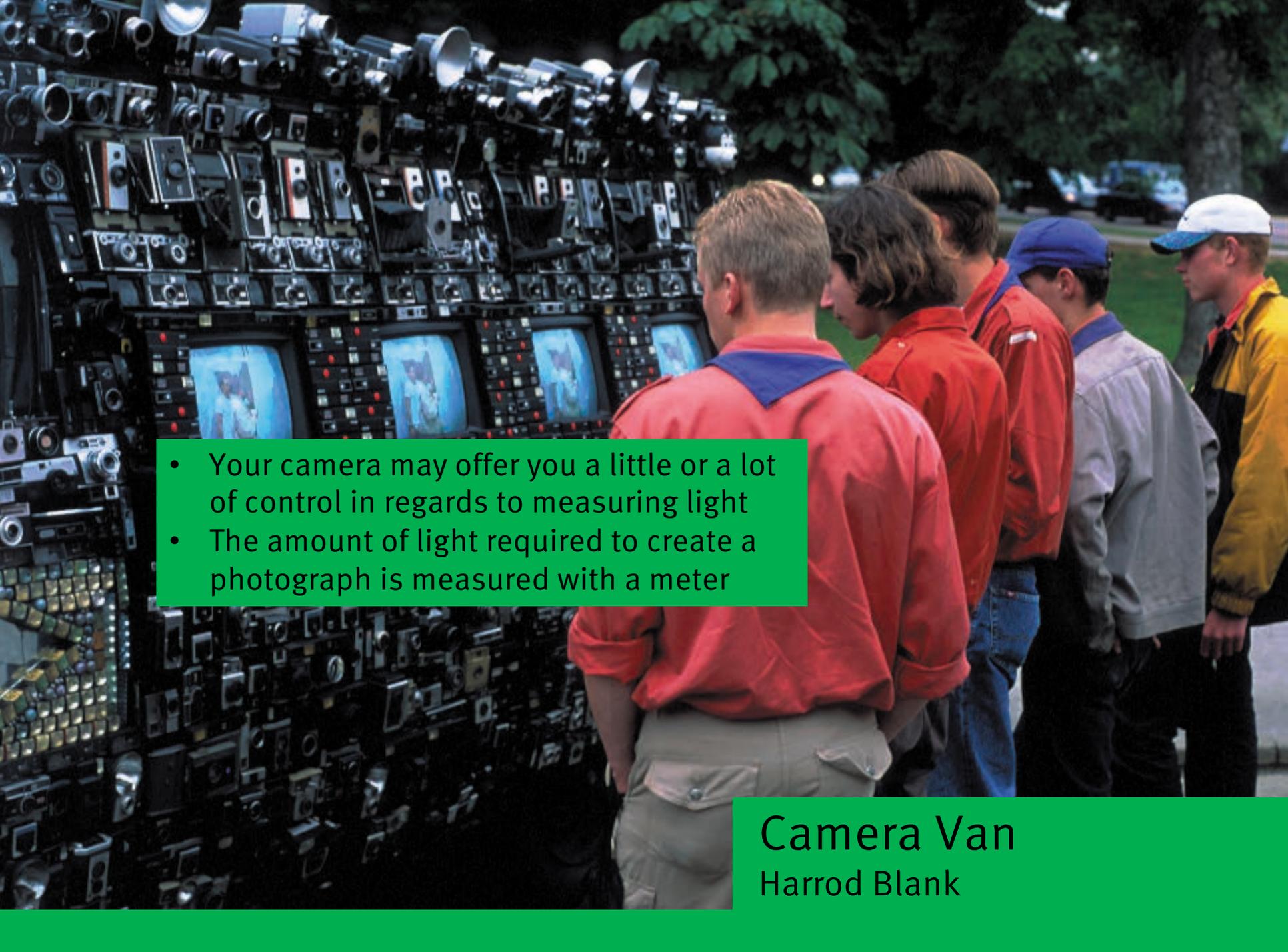


Photographic projects can be made of found or curated images.



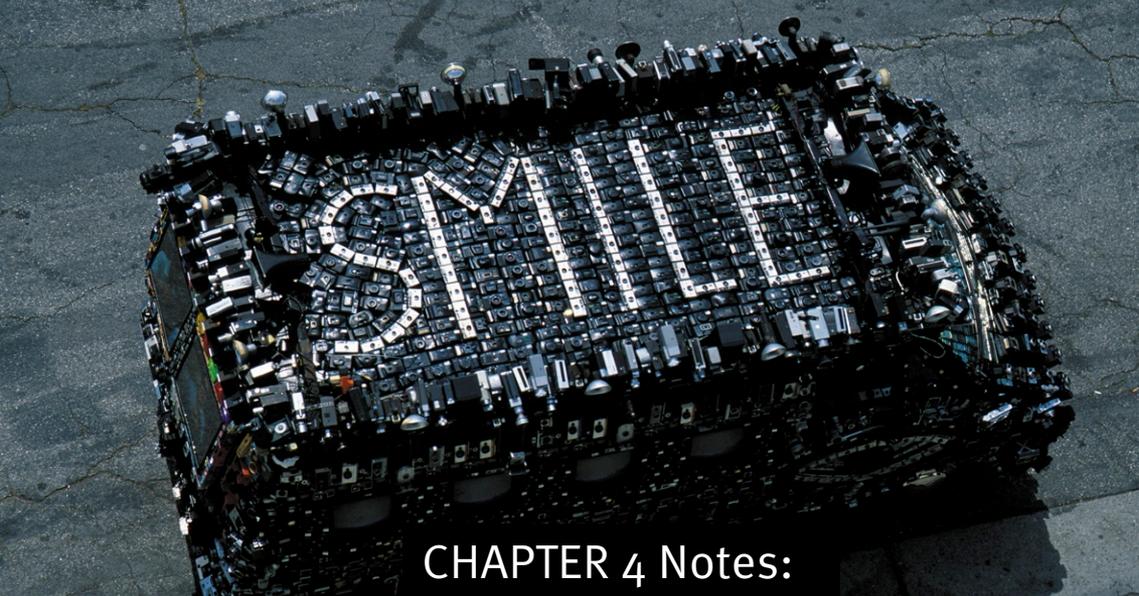
Horizon is a narrative clock made out of images accessed in real time from webcams found in every time zone around the world.

Horizon
Thomson & Craighead,
2009

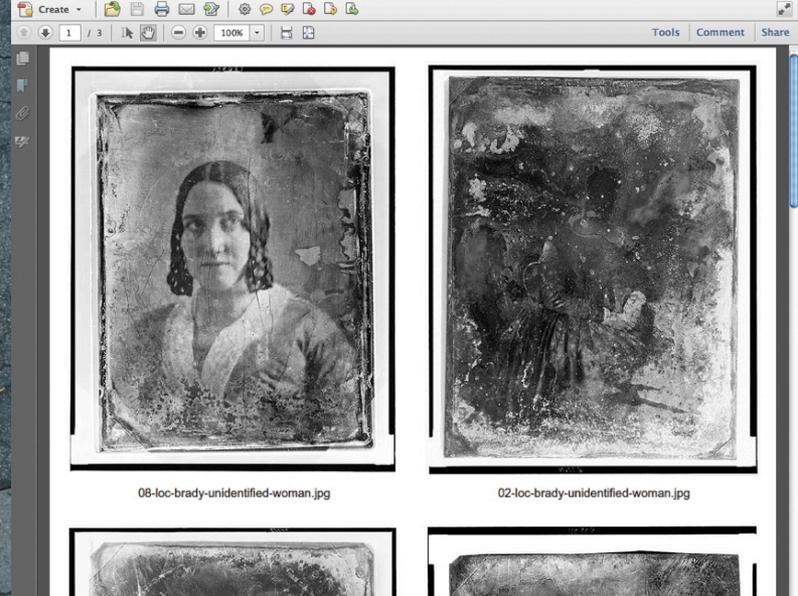


- Your camera may offer you a little or a lot of control in regards to measuring light
- The amount of light required to create a photograph is measured with a meter

Camera Van
Harrod Blank

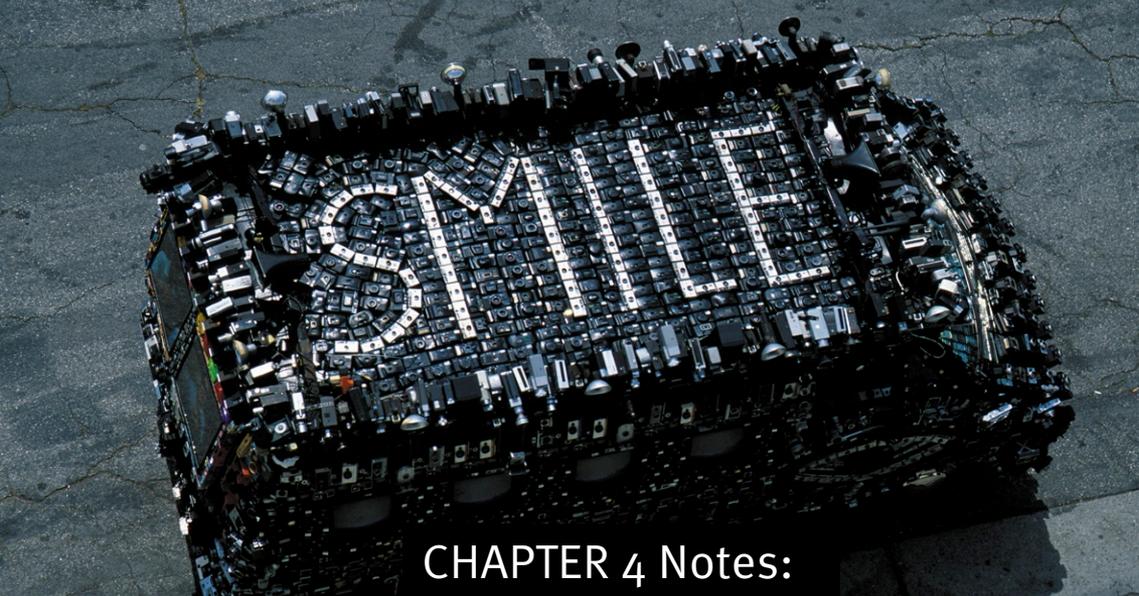


CHAPTER 4 Notes:

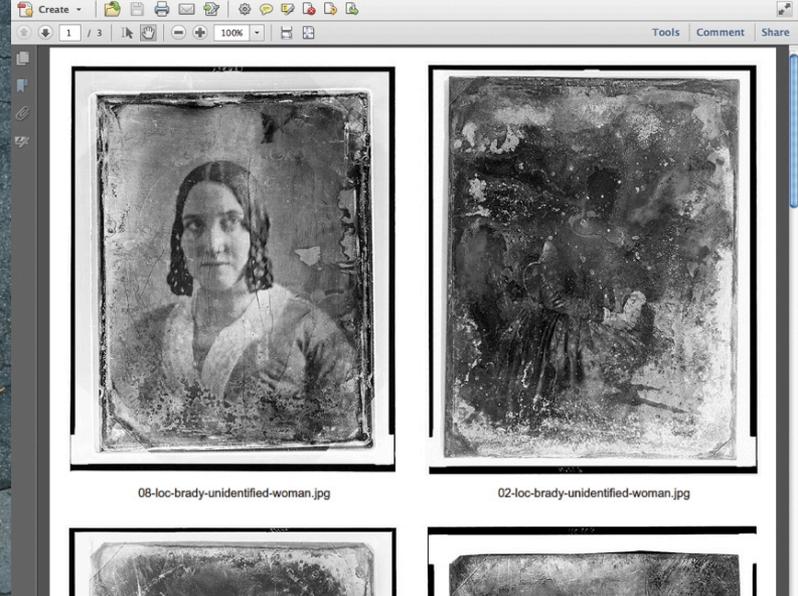


MEASURING LIGHT—THE BASICS

- **Auto Mode:** The built-in light meter on a digital camera will adjust the f-stop and shutter speed automatically.
- Try to create your photos when there is ample light.

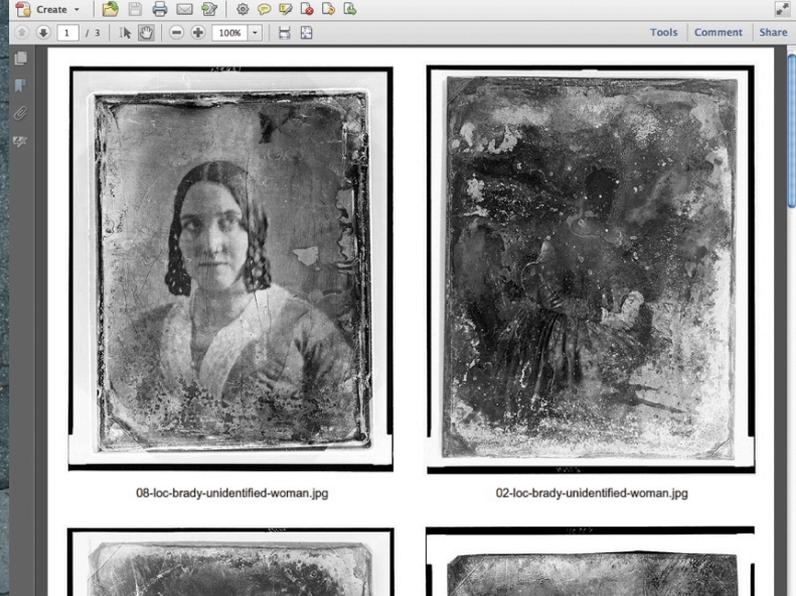
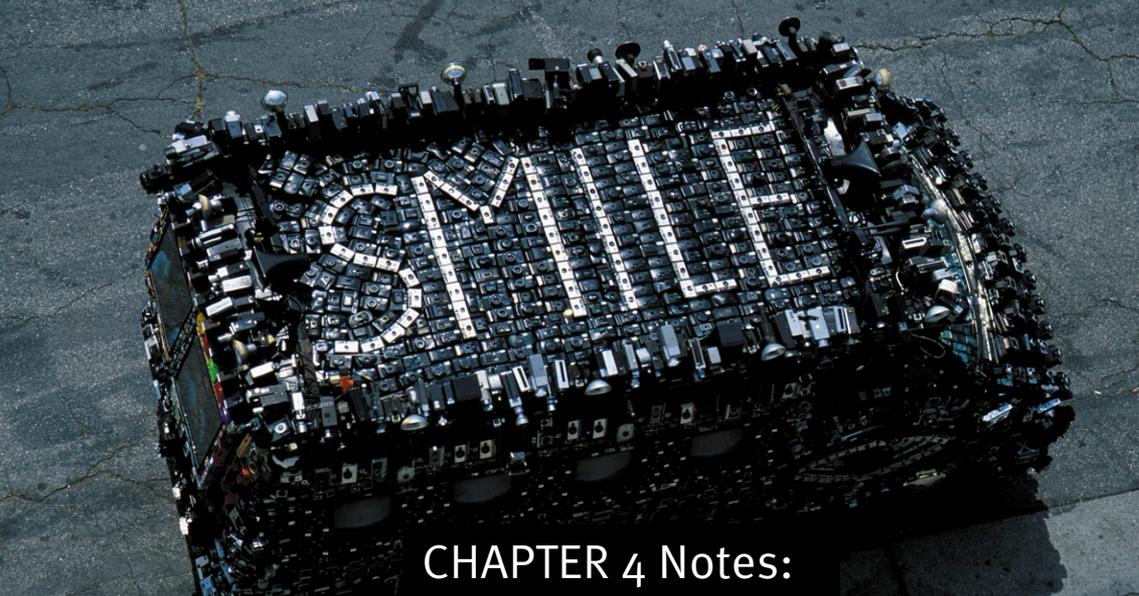


CHAPTER 4 Notes:



MEASURING LIGHT—THE BASICS

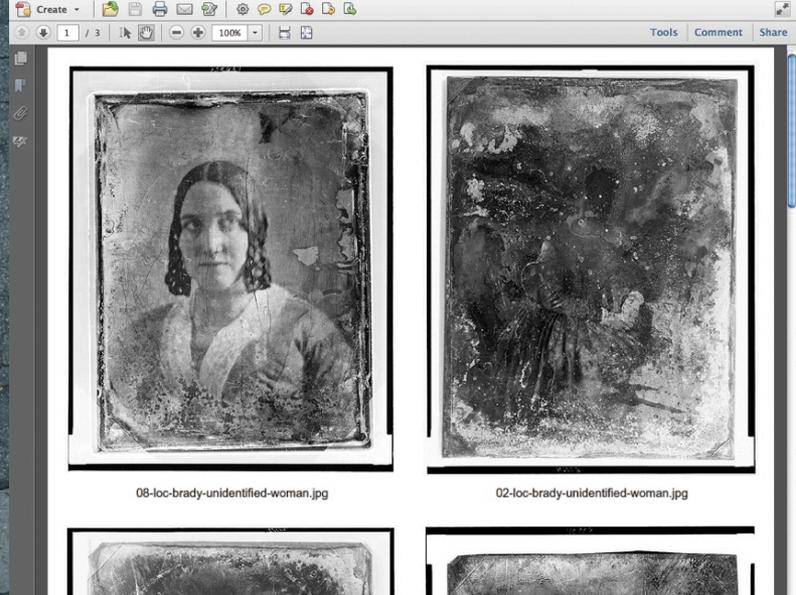
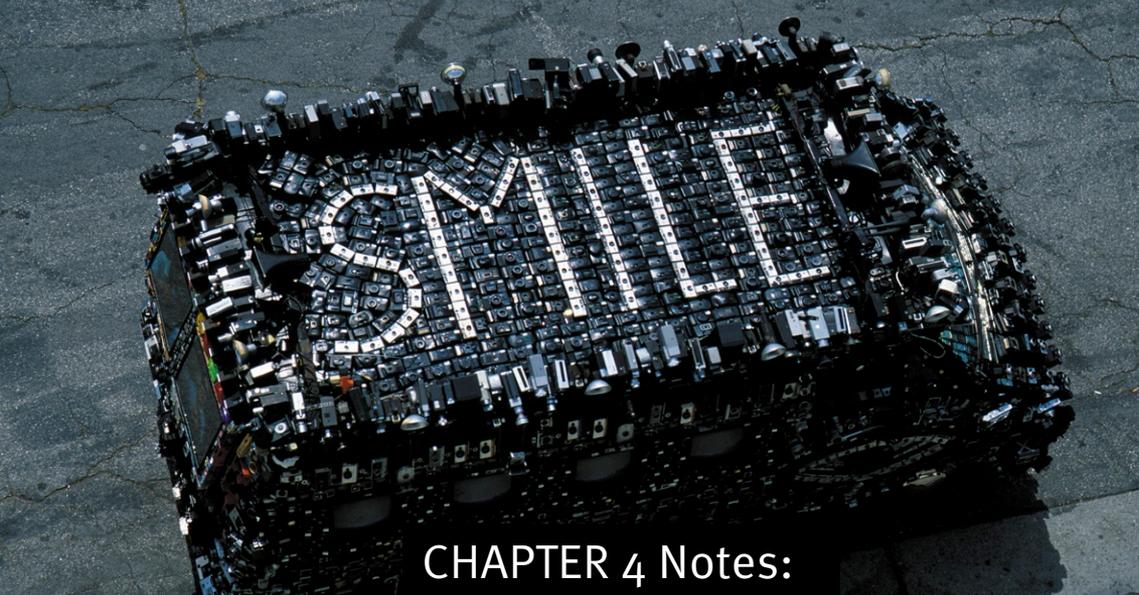
- **Priority:** In F-Stop or Shutter Speed priority mode you will select one of these two variables and the digital camera will adjust the other in order to balance the light.



CHAPTER 4 Notes:

MEASURING LIGHT—THE BASICS

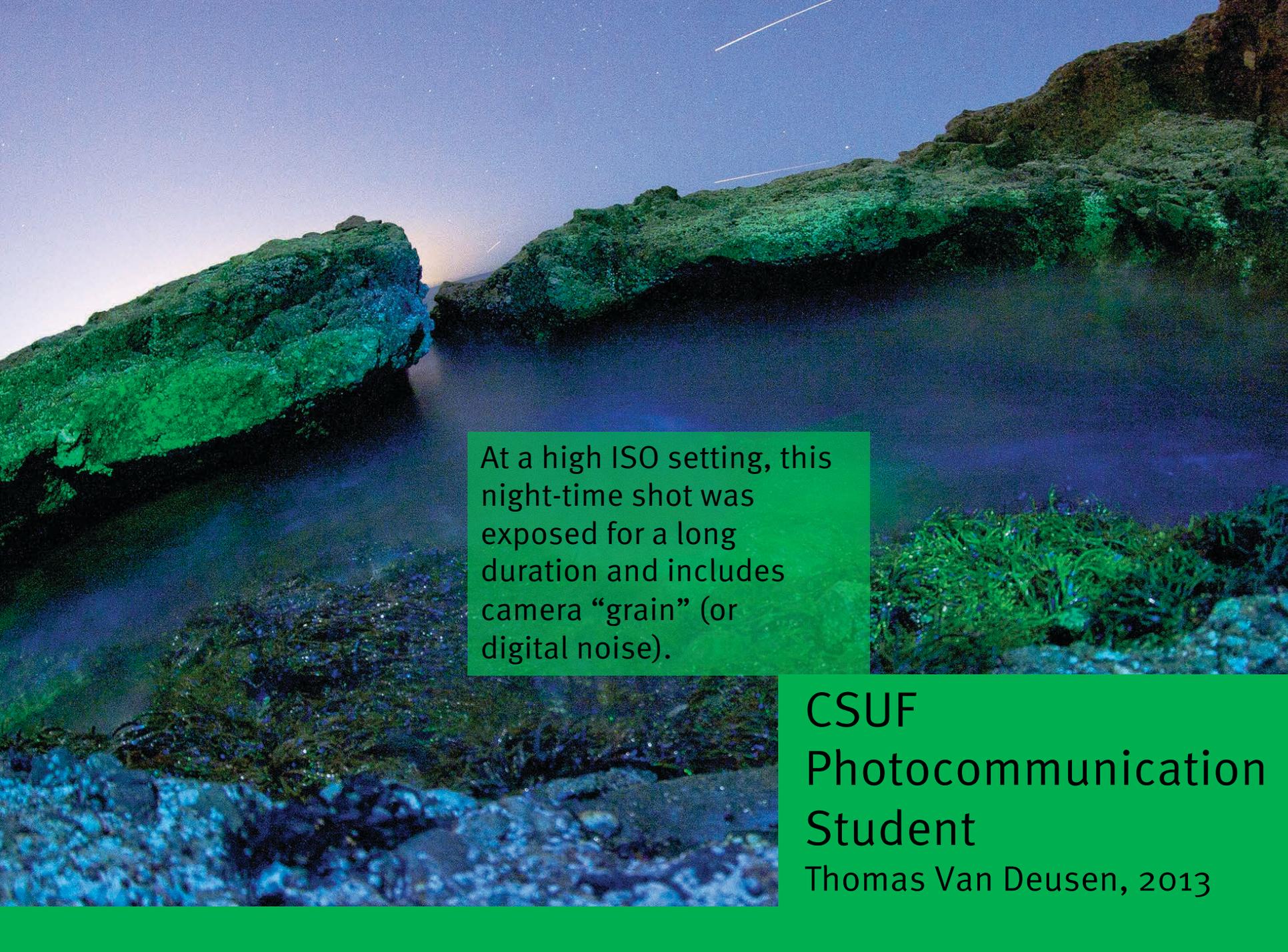
- **Manual:** If you are using a DSLR or a digital camera that includes “Manual” mode, you will have the most control over the amount of light that is recorded. You will balance the F-Stop and Shutter Speed settings.



CHAPTER 4 Notes:

CAMERA SETTINGS

- File Size, Compression, Format
- ISO (low/high)
- White Balance
- Aperture (controls depth of field)
- Shutter Speed
- Exposure Value



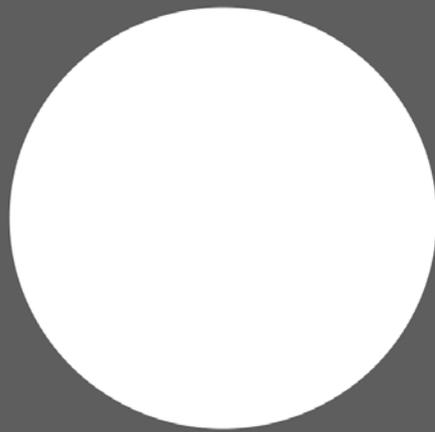
At a high ISO setting, this night-time shot was exposed for a long duration and includes camera “grain” (or digital noise).

CSUF
Photocommunication
Student
Thomas Van Deusen, 2013

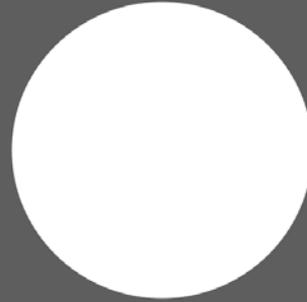


Daylight, Tungsten, and
“Shady” white balance
settings—can you tell
which one is correct for the
scenario?

White Balance



$f/1.4$



$f/2$



$f/2.8$



$f/4$



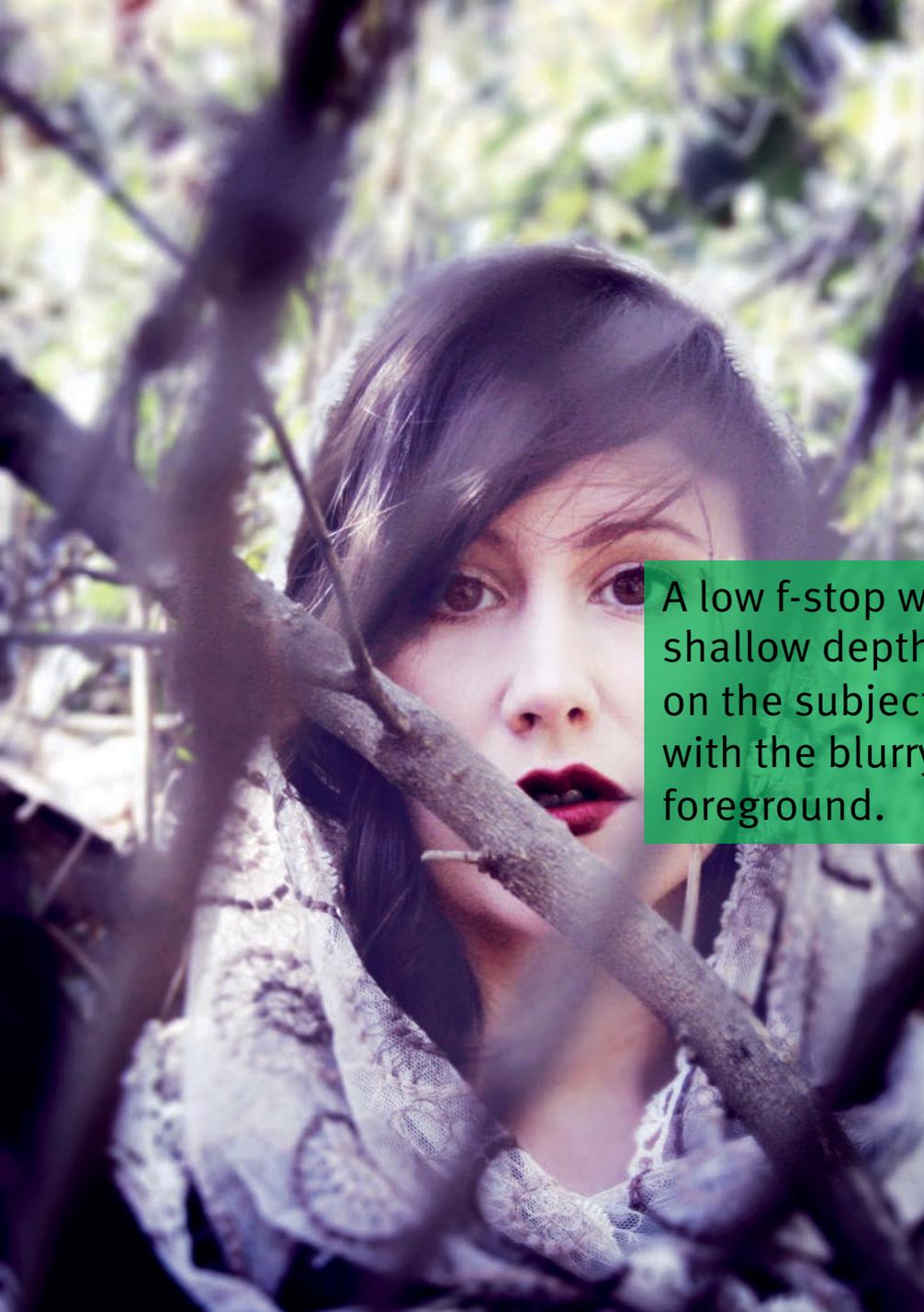
$f/5.6$



$f/8$

Aperture sizes for various
F-Stop increments.

Understanding
Aperture/F-Stop



A low f-stop was used to create a shallow depth of field. The focus on the subject's face contrasts with the blurry branches in the foreground.



A high f-stop was used to capture every detail of this glass product shot.

CSUF
Photocommunication
Students, 2012

Lauren Thompson (left) and
Tracey Cole (right)



A fast shutter speed will appear to freeze time.

Slow shutter speeds record movement.



CSUF
Photocommunication
Students, 2012

Ashley Tingley (top) and
David Le (bottom)

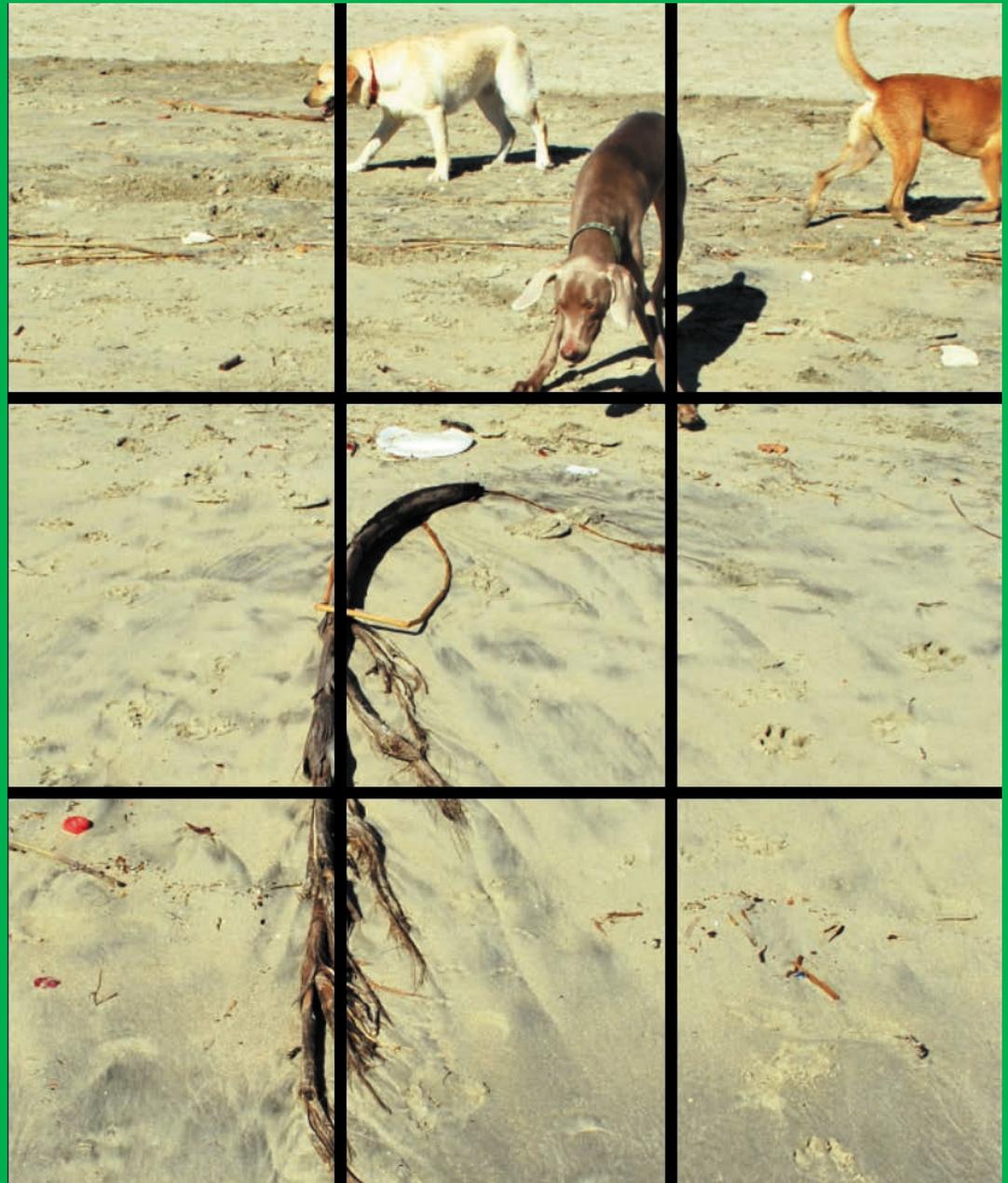


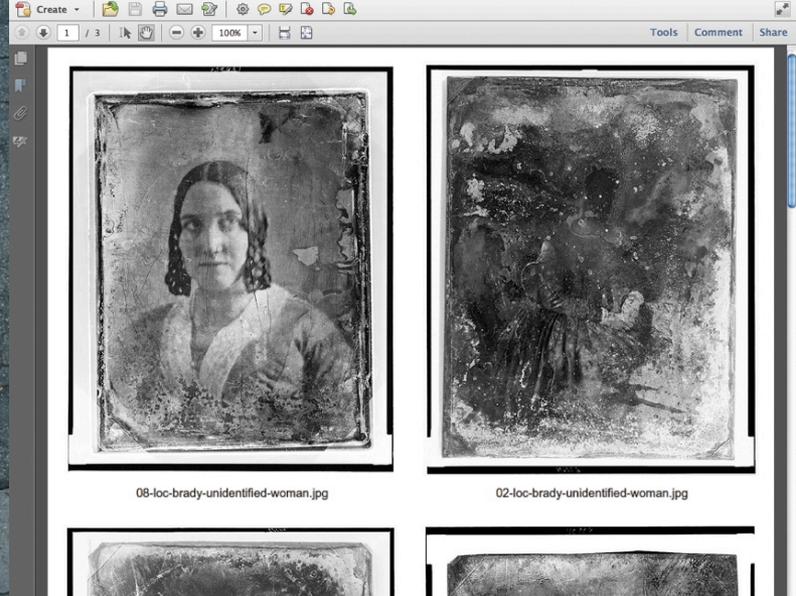
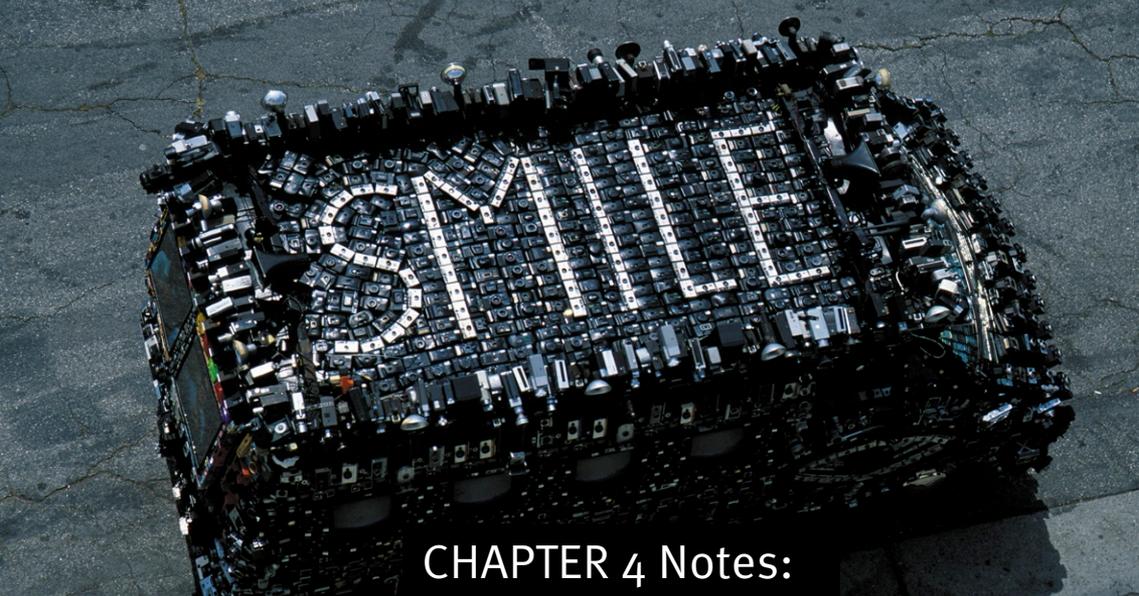
Try a variety of exposure values on the same subject to bracket the light measurement. With enough practice you will become intuitive at measuring light in various conditions.

Bracketing

Rule of Thirds

Divide the frame with two horizontal and two vertical lines that evenly intersect, creating a grid of 9 rectangles. Use the position where the lines intersect as a positioning guide.

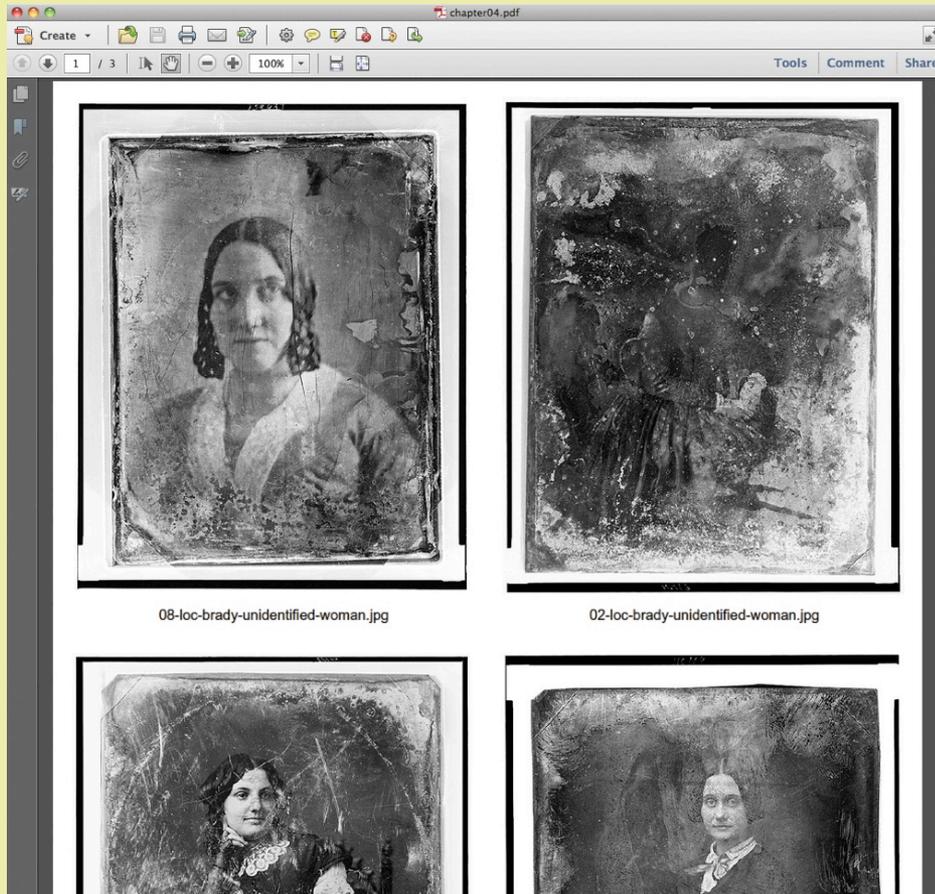




CHAPTER 4 Notes:

USING BRIDGE

- Organize and sort files
- Batch Rename is a tool that allows you to apply a new naming convention to selected files
- Apply a “star” rating system to rate and label files



You'll mostly focus on learning to use your camera in this chapter. You will learn to "see" the rule of thirds through a cropping exercise. You'll also learn to use Adobe Bridge to organize files and export a PDF.

WHAT YOU'LL MAKE
Chapter 4