

FOUNDATIONS of DIGITAL ART AND DESIGN with ADOBE CREATIVE CLOUD

FOUNDATIONS

of **DIGITAL ART**

AND DESIGN

FOUNDATIONS of *with*
DIGITAL ART and DESIGN

SECTION 2

SECOND EDITION

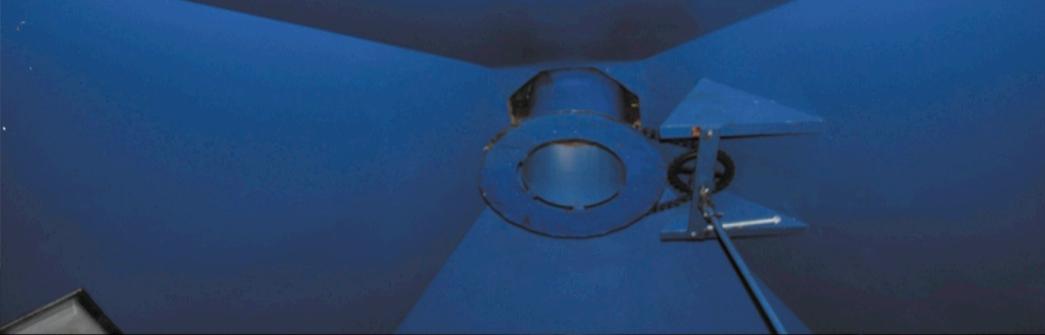


SECOND



SECTION 2

DIGITAL PHOTOGRAPHY



SECTION 2 Notes:

PHOTOGRAPHY LOOSELY TRANSLATES TO
“Drawing with light”

It is an art form that developed
at the intersection of science
and technology

EASTMAN KODAK CO^S BROWNIE CAMERA \$1

The Brownie Camera

makes pictures 2 1/4 x 2 1/4 inches.
Loads in daylight with our six
exposure film cartridges, and is so
simple that it can be easily

Operated by any School Boy or Girl.

Fitted with fine Meniscus lenses
and our improved rotary shutter
for snap shots or time exposures.
Strongly made, covered with imi-
tation leather, has nickeled fittings
and produces the best results.

Forty-four-page booklet giving
full directions for operating the
camera, together with chapters on
"Snap Shots," "Time Exposures,"
"Flash Lights," "Developing" and
"Printing," free with every in-
strument.

Brownie Camera, for 2 1/4 x 2 1/4 pictures . . .	\$1.00
Transparent-Film Cartridge, 6 exposures, 2 1/4 x 2 1/415
Paper-Film Cartridge, 6 exposures, 2 1/4 x 2 1/410
Brownie Developing and Printing Outfit75



THE BROWNIE CAMERA CLUB OF AMERICA



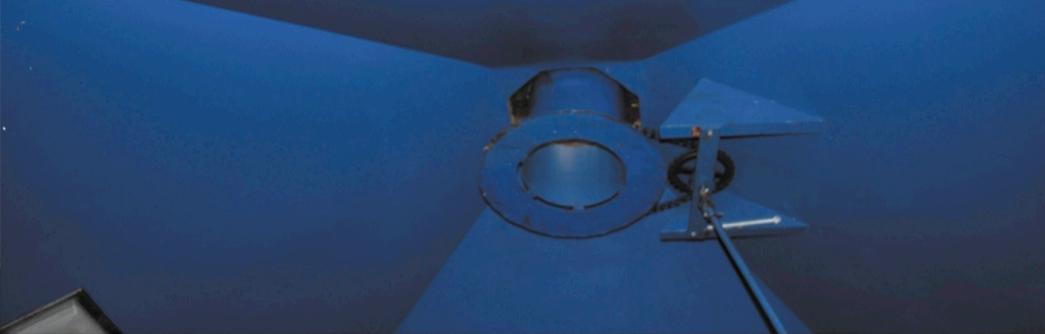
EVERY boy and girl under sixteen years of age should join the
Brownie Camera Club of America. Fifty Kodaks, valued at over
\$500.00, will be given to members of the club as prizes for the best
pictures made with the Brownie Cameras, and every member of the club
will be given a copy of our Photo-
graphic Art Brochure. No initiation
fees or dues if you own a Brownie.
Ask your dealer or write us for a
Brownie Camera Club Constitution.

Send a dollar to your local
Kodak dealer for a Brownie
Camera. If there is no Kodak
dealer in your town, send us
a dollar and we will ship the
camera promptly.

Eastman Kodak Co., Rochester, N. Y.

The Brownie camera was one of the first snapshot technologies, developed in the early 1900s

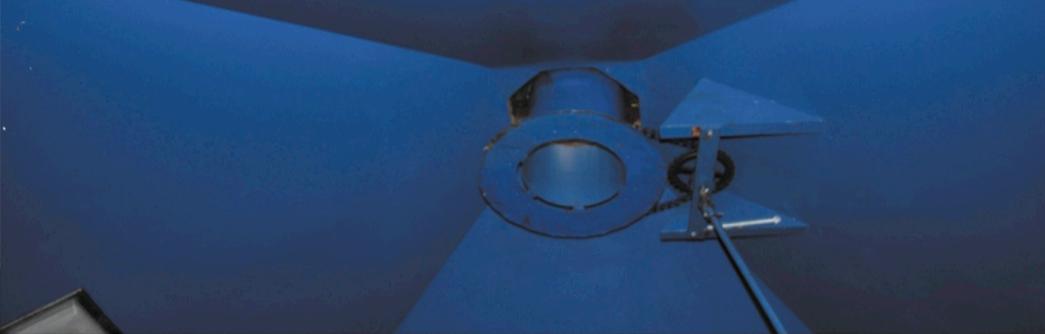
Kodak circa 1900



SECTION 2 Notes:

The process of creating a photograph is the opposite of drawing vector graphics:

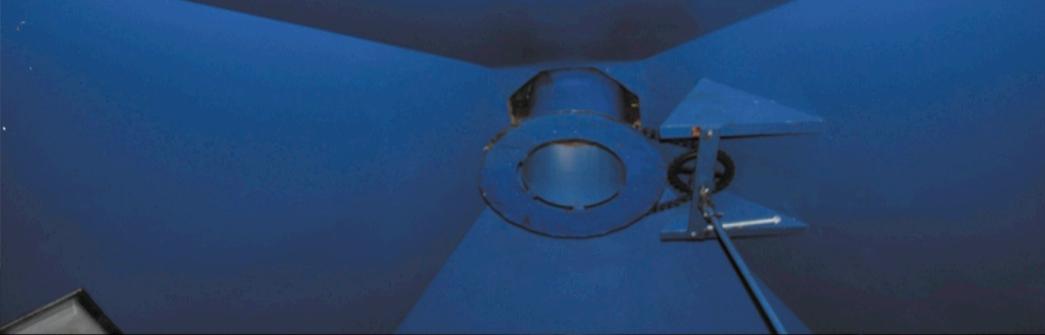
- Drawing is an additive process (elements are added to an otherwise blank canvas)
- Photography is subtractive (point your lens at the world and contain your vision within the frame)



SECTION 2 Notes:

PIXELS & BITMAP IMAGES

- Photographs (whether captured by a digital camera or scanned) are made of pixels
- Digital photographs are bitmap files
- Adobe Photoshop is the application primarily used for editing bitmap files



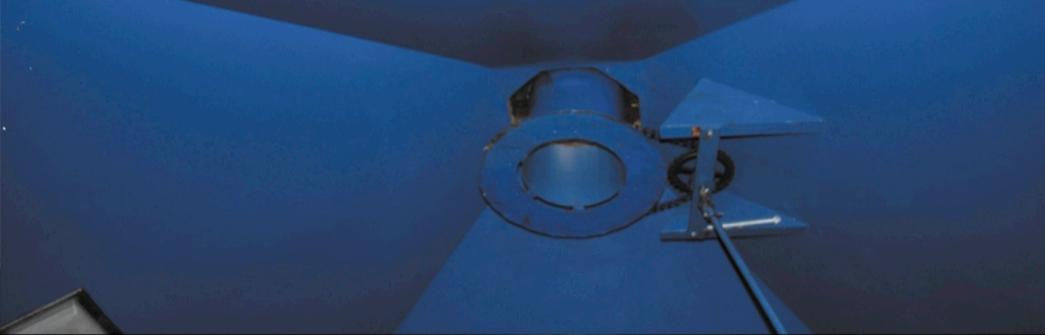
SECTION 2 Notes:

PIXELS ARE FINITE

- A pixel is a single unit of color
- Pixels are sampled from source material
- The number of pixels “captured” directly relates to the file size of the bitmap image

Bitmap
images
are not
infinitely
scalable!





SECTION 2 Notes:

ZONE SYSTEM (Chapter 5)

- Ansel Adams and Fred Archer developed the zone system
- The system is an 11-step scale to pre-visualize and delineate the tonal scale in an image
- The zone system starts at ZONE 0 (black) and ends at ZONE X (white)



TERRY FLAXTON
IN RE ANSEL ADAMS