Photo 149  Test Review #2

Bring Scantron # 4521
In addition to the following material, the test will cover information on all handouts, test review #1, and discussions.
Test Date: Thursday, December 4

LIGHTING PRINCIPLES
Inverse Square Law: doubling the distance between the light and the subject results in one quarter of the amount of light striking the subject.
Law of Reflection
The angle of incidence is equal to the angle of reflection

Size, Direction & Distance of Light Source determine image contrast
1. The farther the main light is from the subject the greater the contrast.
2. The closer the main light is to the subject the softer the contrast
3. The larger the main light the softer the contrast.
4. The smaller the main light the harder the contrast.
5. Front lighting reduces contrast
6. Side lighting increases contrast

ADVERTISING FEES
Understanding copyright is essential to understanding commercial pricing. Without specific written indication to the contrary, a commercial photographer is selling the right to use a photograph (licensing or usage), not the photograph itself.

License for use must be conveyed in written form.
All use beyond which the assignment was originally undertaken requires additional compensation to and or permission of the photographer.
Fees are generally based on these criteria:
1. Usage
   a. The more people that view an image the greater potential revenue.
   b. Usage is generally limited to a certain time period.
2. Materials / Expenses

May include: digital capture, lab costs, travel, model fees, assistants, props, food stylists, location permits, equipment rental.

EDITORIAL-- An editorial photographer is a visual reporter that produces work for books, magazines or newspapers. He is dissimilar to an advertising photographer in that he generally does intend to sell a product or a service.
PHOTOGRAPHER’S RIGHTS
1. In the US, photographers do not need permission to photograph most buildings, from locations where the public has free access. (Sidewalks, public parks, etc.)
2. Some public areas have prohibitions on the use of tripods; use of this tool separates commercial photographers and film makers from amateurs.
3. A court order is generally required for someone (security guard or other authority) to demand your film or any record of your images (compact flash card, sd card, laptop, etc.)
4. Since 9/11 many Federal buildings can not be photographed, from any position.
5. Anyone can be photographed (w/o consent) except when they have a reasonable expectation of privacy such as: dressing rooms, restrooms and inside their homes.

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Fees are often based on these criteria:
1. Usage
   a. The more people that view an image the greater potential revenue.
   b. Usage is generally limited to a certain time period.
2. Materials / Expenses
   Might include: digital capture, lab costs, travel, model fees, assistants, props, food stylists, equipment rental.

FOOD
Legal requirements vary depending on the use of the food photograph. The criteria for the ingredients of food photographs are much tighter for advertising specific brands than for editorial photography, photographer may be required to sign a form stating only foods made by supplier were used in shoot.

Landmark case: ‘60’s Campbell Soup’s use of marbles to displace vegetables

ARCHITECTURAL
Most common format: 4x5 view camera
Bag bellows, short focusing rail.
Most common 4x5 lenses: wide angle (90, 75, & 65mm)
Filtration gels for color correction either on the lens or on individual light fixtures
Tilt shift & PC Lenses: -- Lens shifts and tilts for perspective control. For 35mm format (film or digital).

For low Kelvin or low color temperature light sources with existing building lights, interior or exterior:
1. tungsten films 3200°K
2. set digital camera to incident, tungsten or select actual Kelvin temperature

For illumination by electronic flash:
   daylight films 5500 - 6000 °K
   set digital camera to flash or auto white balance
HONEYCOMB / GRID / EGG CRATE / WAFFLE
Narrows and diffuses a beam of light.

CONTINUOUS LIGHT SOURCE
1. Hot light
   A continuous light source, generally tungsten --
   has a low color / Kelvin temperature.
2. Day light fluorescent
   A bank of fluorescent lights with a high
   color / Kelvin temperature.

SHORT LIGHT
Illuminates the side of the face that is turned away
from the camera.

SUBTRACTIVE LIGHTING
Taking light off of a subject, (generally by bouncing off
another surface) rather than lighting it directly
Often used for: glass, round or shiny objects.

TILT SHIFT & PC LENSES: -- Lens shifts and tilts for
perspective control. For 35mm format (film or digital).

WATT SECONDS (WS)
Measure of electrical energy used in large flash
systems (as compared to speedlights which use guide
number) to indicate the amount of energy in the flash
capacitors.

Common strobe systems have 1000 watt seconds:
2000 watt-second units (more powerful) and
400 watt-second units (less powerful)