



Introduction

Welcome to Babyboomers' Guide to Digital Photography! This book is for those who are confused by all the "stuff" you have to know just to take pictures with a digital camera today. This is your opportunity to finally learn (and remember!) all you need to know about digital photography the simple way.

When digital photography first hit the professional market, I was an early adopter of the technology. Coming from Corporate America I was comfortable with desktop and laptop computing, and it seemed a natural transition for photography to develop in this area. For several years I have been teaching the basics to other professional photographers, amateurs and snapshotters alike, either tutoring or in a classroom setting.

When I started to write this book, I tried to answer all the questions I get from busy public relations professionals on how to best use a digital camera for their jobs. Whether you are a marketing professional, real estate broker or busy assistant putting together shots for your boss's presentation, chances are you don't have time to wade through a 300-page tome that reads like a Master's thesis. Instead, you want a concise, easy-to-use reference on how to get the most bang for the buck from your camera. After all, you're probably on a deadline and your next raise depends on your photos and presentation!

Interestingly, about mid-way through production, I started getting feedback from associates, friends and family whom I'd asked to help proofread some of the chapters. Often their comments would be, "Hey, I never knew that." Or, "So that's how you do that." It caused me to step back and evaluate my chosen audience for the book. After getting together with my editor, we decided that this book would be equally valuable to both the marketing professional and the amateur photographer who is looking to get a little more out of the camera and to graduate from the fully automatic "point and shoot" phase.

Although you can read this book beginning to end, it is organized so you can just pull out the parts that you need most.

Chapter 1 – What's in the Box? covers all the major features you should look for when purchasing a digital camera.

Chapter 2 – Basic Controls provides, in lay terms, a discussion of the most important technical issues (resolution, file formats, flash settings, etc.) facing a non-professional photographer when trying to get the most out of each shot.

Chapter 3 – Composition spends time on the photo session itself—things like proper focus, posing your subjects and action shots. Collectively, this is known as composition.

Chapter 4 – Basic Retouching goes into detail, again in lay terms, on touching-up those less-than-perfect shots, using your computer's image editing software.

Chapter 5 – Output discusses techniques for viewing (screen, Web, print) your pictures after you take them.

Chapter 6 – Workflow: Putting It All Together gives you an easy method for tracking, cataloging and retrieving the hundreds and thousands of digital pictures you'll take on the job or on vacation.

Chapter 7 – When You Should Use a Professional Photographer helps you understand why you really might need a professional, what things to look for and how to prepare for your photo session.

Chapter 8 – What You Should Know About Copyrights discusses copyright issues today and provides resources for further investigation.

The **Glossary** lists terms to help you decipher the jargon; what would a book like this be without it?!

I feel very strongly that this book should be an easy-to-use aid whose sole purpose is to help you take better pictures quickly by cutting through all the technical jargon you'll find in many other books on photography. If you need to take a picture and you're too busy to really care about the advanced math your camera uses to set the proper aperture settings, then this book is for you. And if you don't find the answers to your questions here, please feel free to contact me at julie@babyboomersdigitalphoto.com.



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