

The background features a solid blue gradient with a series of thin, white, wavy lines that flow across the frame, creating a sense of movement and depth. The lines are most prominent on the right side, where they form a large, rounded peak.

ESSENCE OF EQUINE

PHOTOGRAPHY

with Lynette Smith Photography

Meet Your Instructor

(Insert Your Name)

Hello, my name is (insert name). I have been photographing (insert genre of photography) since (year you first started).

The reason I decided to start a photography business was....



What You Will Learn

LESSON TOPICS

- The Photographer's Gear
- Exposure
- Camera Settings
- Lighting
- Composition



DEFINING DIGITAL PHOTOGRAPHY

Digital photography is a style of photography that utilizes digital technology to produce images of subjects. It is the art and science of producing and manipulating digital photographs. Digital photographs can be created in three ways: directly with a digital camera; by capturing a frame from a video; or by scanning a standard photograph.

Digital images can also be displayed, printed, stored, manipulated, emailed and archived using digital and computer techniques without chemical processing.

Digital photography is only one of several digital imaging forms. The general definition of digital photography is: a photographic method where the image can be stored digitally for later reproduction.

DEFINING DIGITAL PHOTOGRAPHY

Once you have a digital photograph, you can create and apply numerous special effects with image enhancing software (which we will discuss in later lessons). You are then able to print your photo on a printer or send it to a studio where they will print it on photographic paper.

An important benefit of digital photography, along with being able to manipulate the photograph on a computer, is that the image can be kept indefinitely without deterioration.

Although the resolution of digital photos is not quite as high as photos produced from film, digital photography makes instant pictures available. Digital photography is particularly useful for photos that will be displayed on the [World Wide Web](#).

When talking about digital photography, it's important to note that there many opinions as to which photographic form is best, digital or film. There's no right answer to the question because it is a matter of personal choice and your needs are at the time. Each form has its advantages, and it's always a good idea to experiment with both.

WHAT IS A DIGITAL CAMERA

Before we go any further it's important to understand what a digital camera is and how it's different from a film camera.

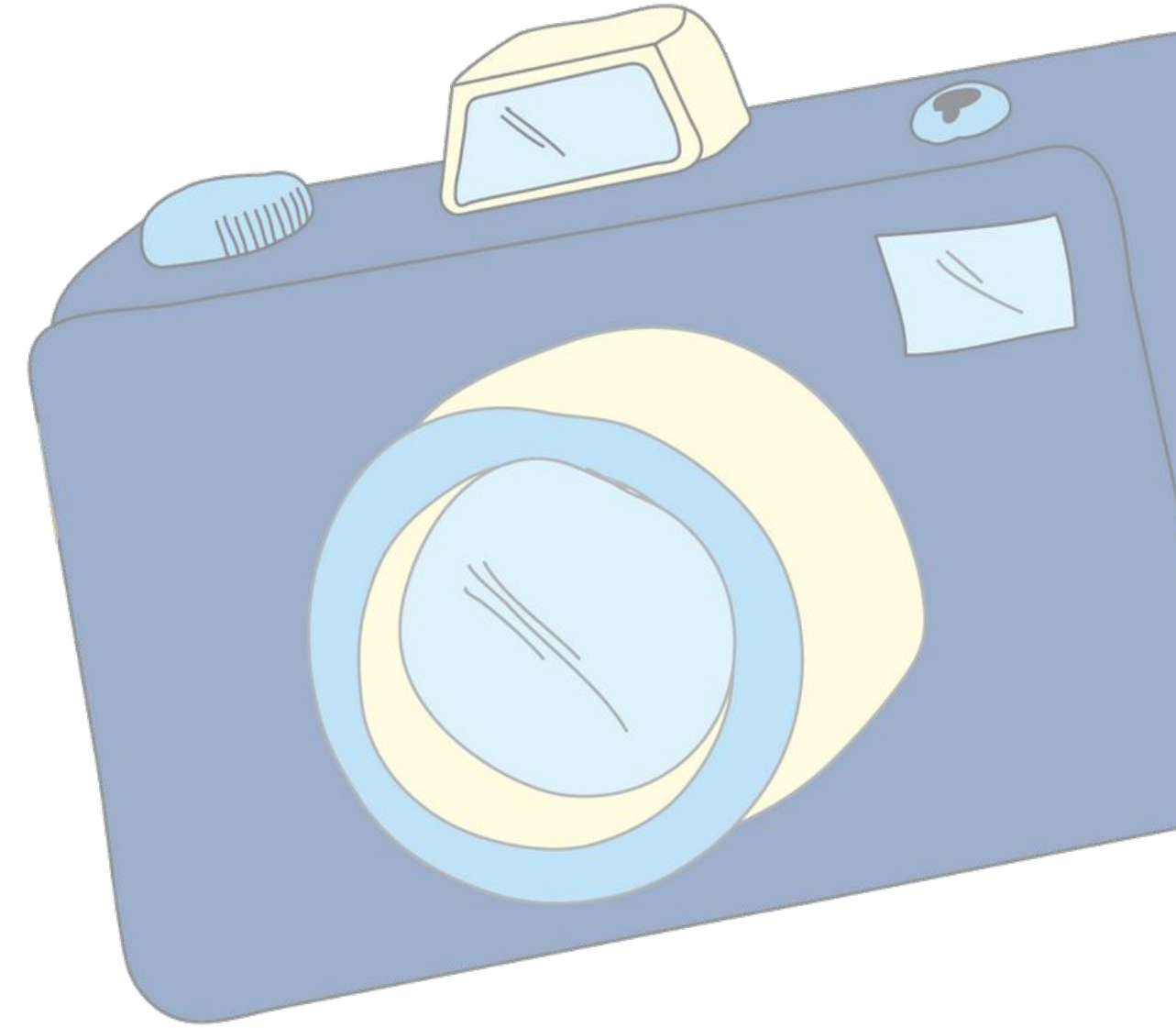
When using a film camera an image is formed when light is collected from a particular scene or object and focused on film. The film reacts chemically when struck by the light and is said to “capture” the image.

Instead of film, a “digital” camera has an image sensor that reacts to light by sending out electrical signals. The information the camera takes from the image sensor is processed and stored as a collection of pixels in a digital file typically on a memory card inside the camera. The process is a bit more complex, but for our purposes this is essentially how a digital photo image is created.

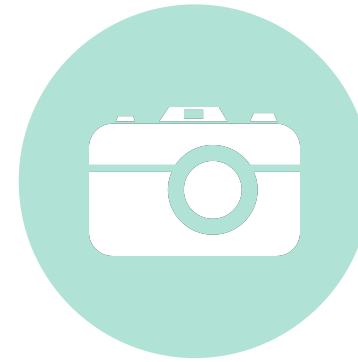
The actual digital picture is made up of thousands and thousands of tiny dots, or pixels.

MODULE 1

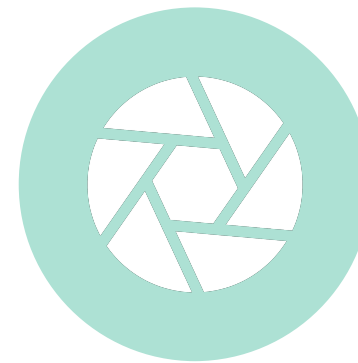
Gear



Photographer's TOOLKIT



Camera



Lens



Flash

Types of digital cameras

It's important to have a good understanding of what type of photos you'd like to take because that will determine the camera that you will purchase.

As digital photography continues to develop and become more popular, camera users are gaining more skills and knowledge. Quite a few non-professional photographers and serious photography amateurs are looking for more than just "point and shoot" cameras. For those photographers considering digital photography, a digital SLR camera is the camera of choice. Although the digital SLR camera is more expensive, they do provide a serious amateur or professional numerous options compared to a compact camera.

A great example of someone with the wrong camera, a friend of mine recently bought a digital camera "for a great deal" at a local shop. She brought the camera home and started using it. After a few uses, she realized the camera isn't suitable for the type of photography she's doing. She wants a camera to "click, click, click – very fast". She's photographing equestrian-action events.

The "good deal" camera she purchased has a delay to it that won't allow her the freedom she needs to take action shots. She has a camera that frustrates her because it doesn't have all the features she wants and needs.

Before jumping at the "great deal", make sure it's a camera that will work for you.

Digital Cameras can be divided into two very broad categories, "Compact Digital Cameras" and "SLR Digital Cameras".

The Camera

DSLR AND MIRRORLESS CAMERAS

- Higher megapixels for better image quality
- More manual controls & advanced settings
- Ability to use a wide variety of lenses and accessories
- More durable and weather sealed



The Camera

DSLR

The DSLR camera is a popular choice for professional photographers. DSLR stands for Digital Single Lens Reflex. The DSLR uses a mirror system to reflect the light from the lens into the viewfinder.



The Camera

DSLR

When a photo is taken, the mirror moves out of the way to allow light to fall on the sensor. The sensor inside your camera is like “digital film”. It records the light to create your photographic image.



The Camera

MIRRORLESS

Mirrorless cameras are similar to DSLRs, but they have an electronic viewfinder instead of a mirror.



The Camera

MIRRORLESS

Many professional photographers are switching to mirrorless cameras because they offer the same advantages of the DSLR, but they are smaller and weigh less.



The Camera

MIRRORLESS

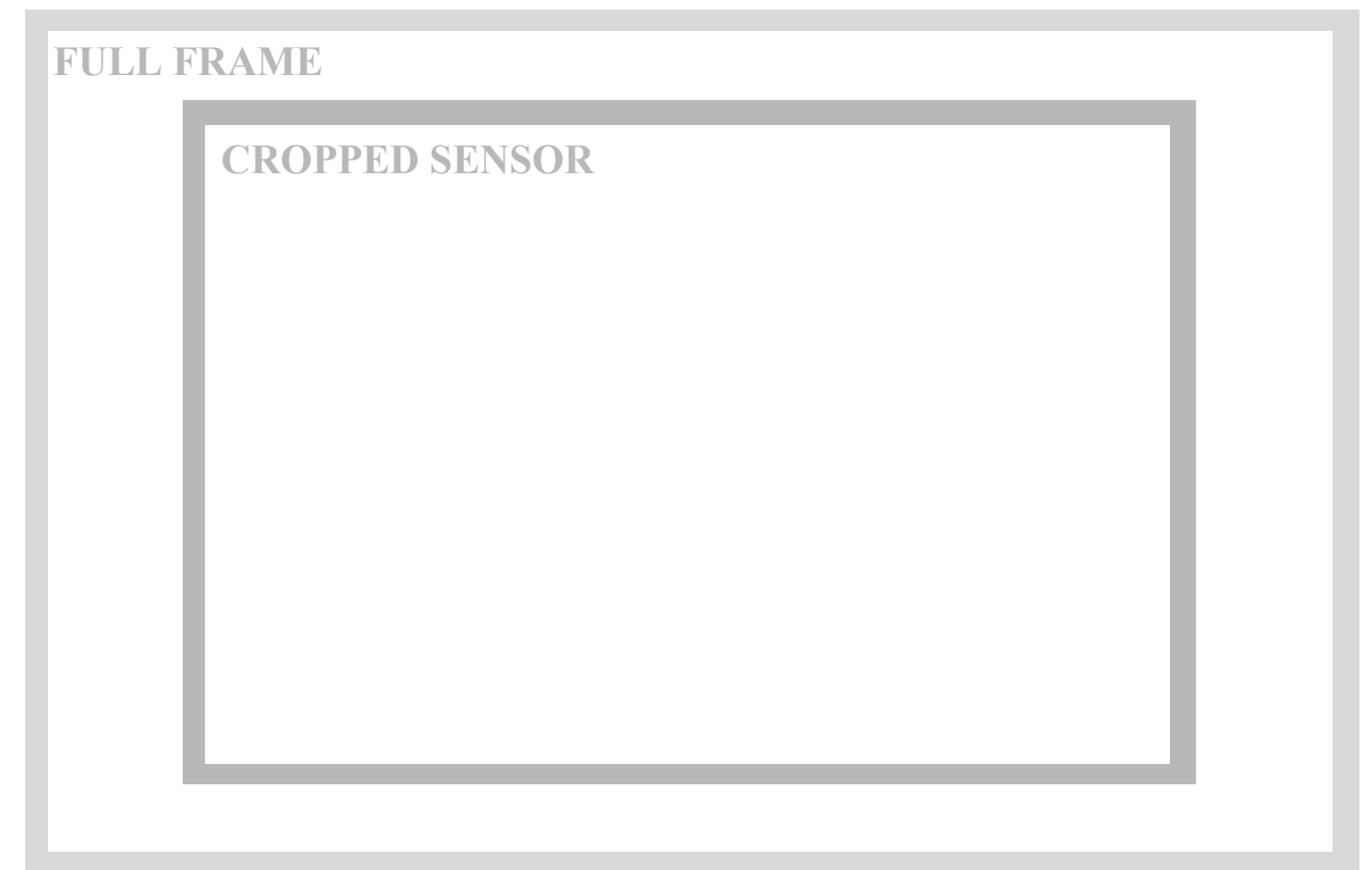
Many professional photographers are switching to mirrorless cameras because they offer the same advantages of the DSLR, but they are smaller and weigh less.



The Camera

"CROP SENSOR" VERSUS "FULL FRAME"

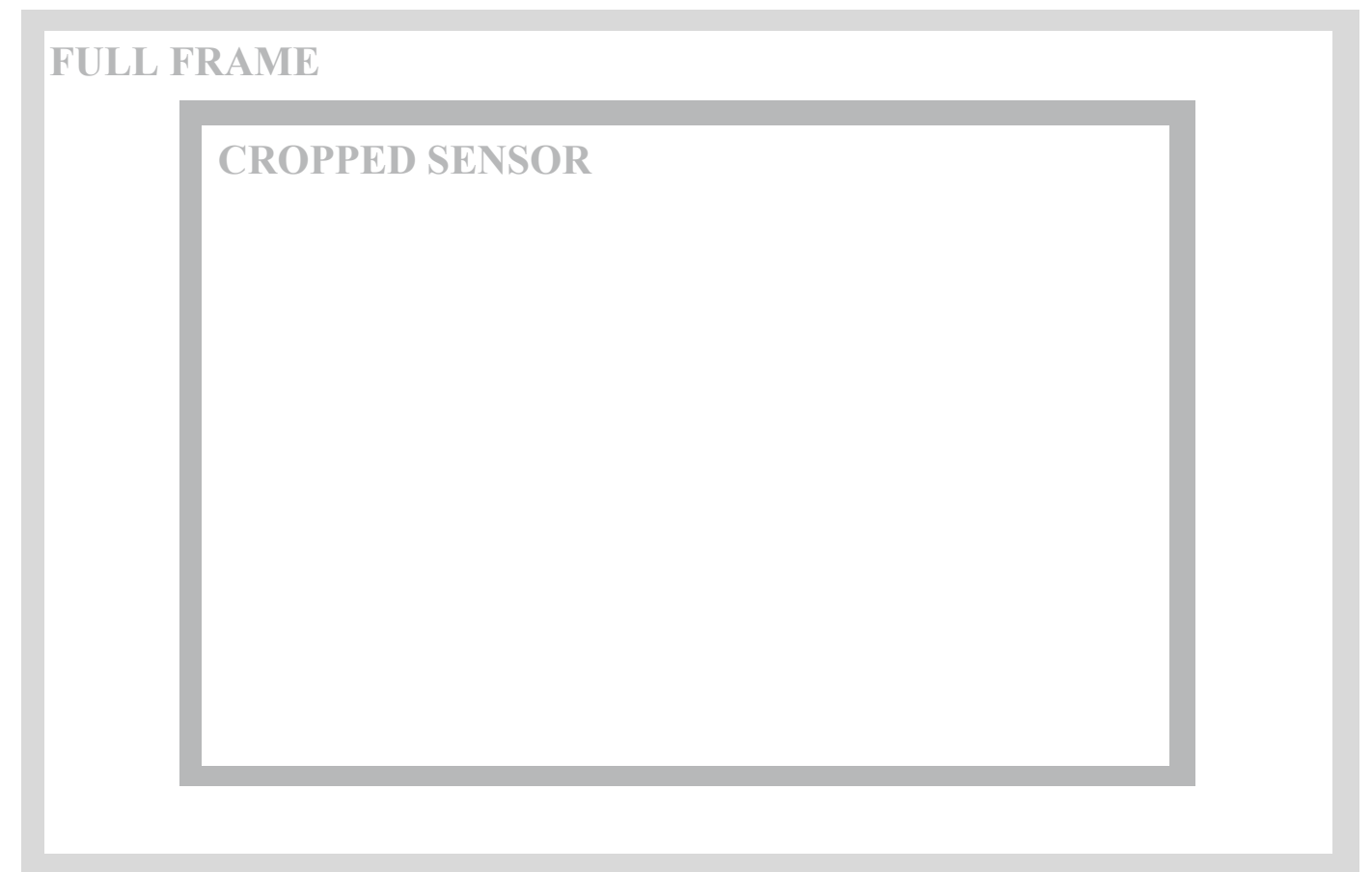
The sensors inside DSLR and mirrorless cameras come in two different sizes. The smaller sensor size is called "cropped sensor" the larger is called "full frame".



The Camera

"CROPPED SENSOR" VERSUS "FULL FRAME"

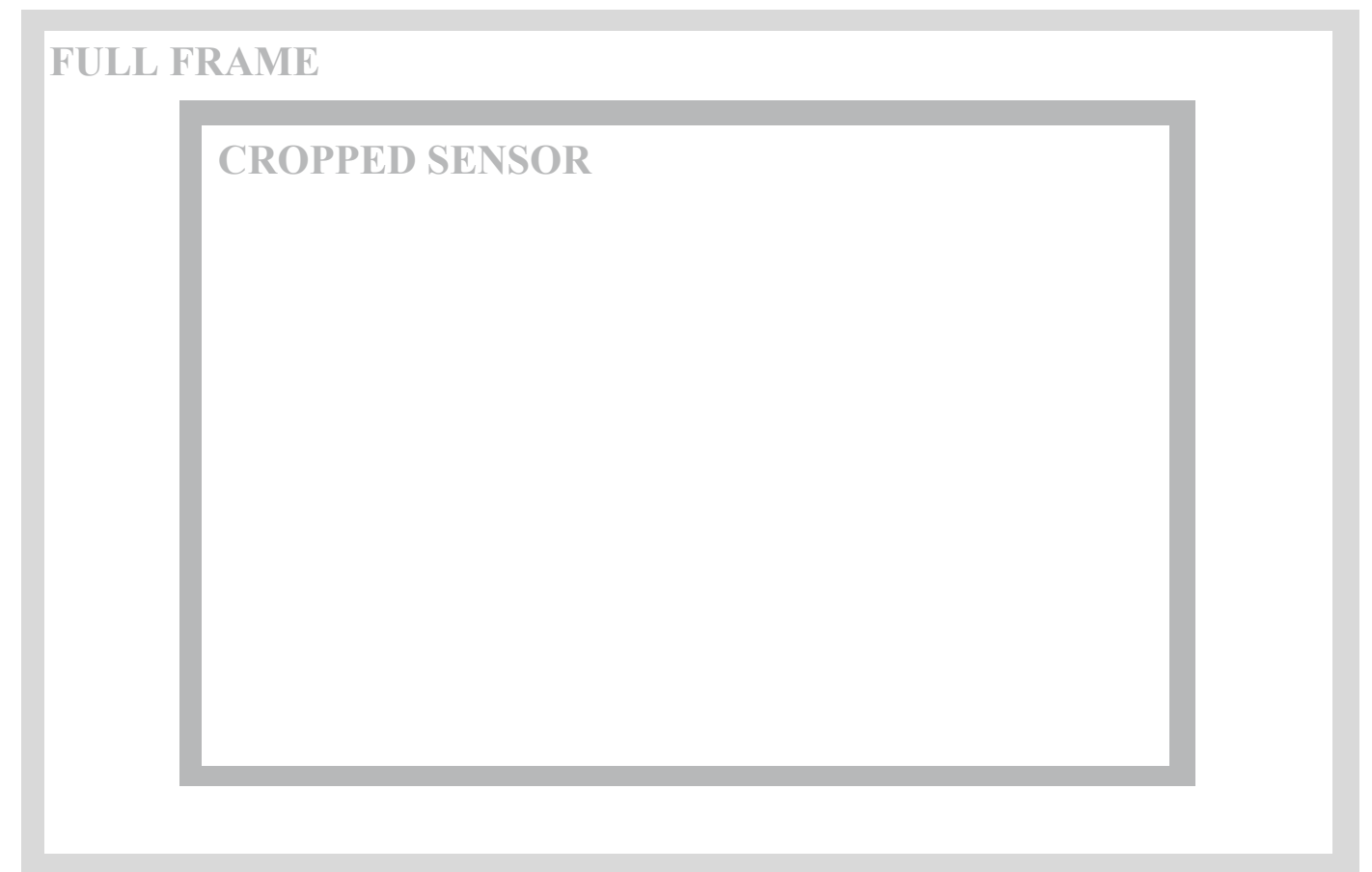
The **cropped sensor DSLR** is the most common type of DSLR available today. They are less expensive, and offer very high image quality. Since the cropped sensor is smaller, there is the advantage of having more “reach” on your lens.



The Camera

"CROPPED SENSOR" VERSUS "FULL FRAME"

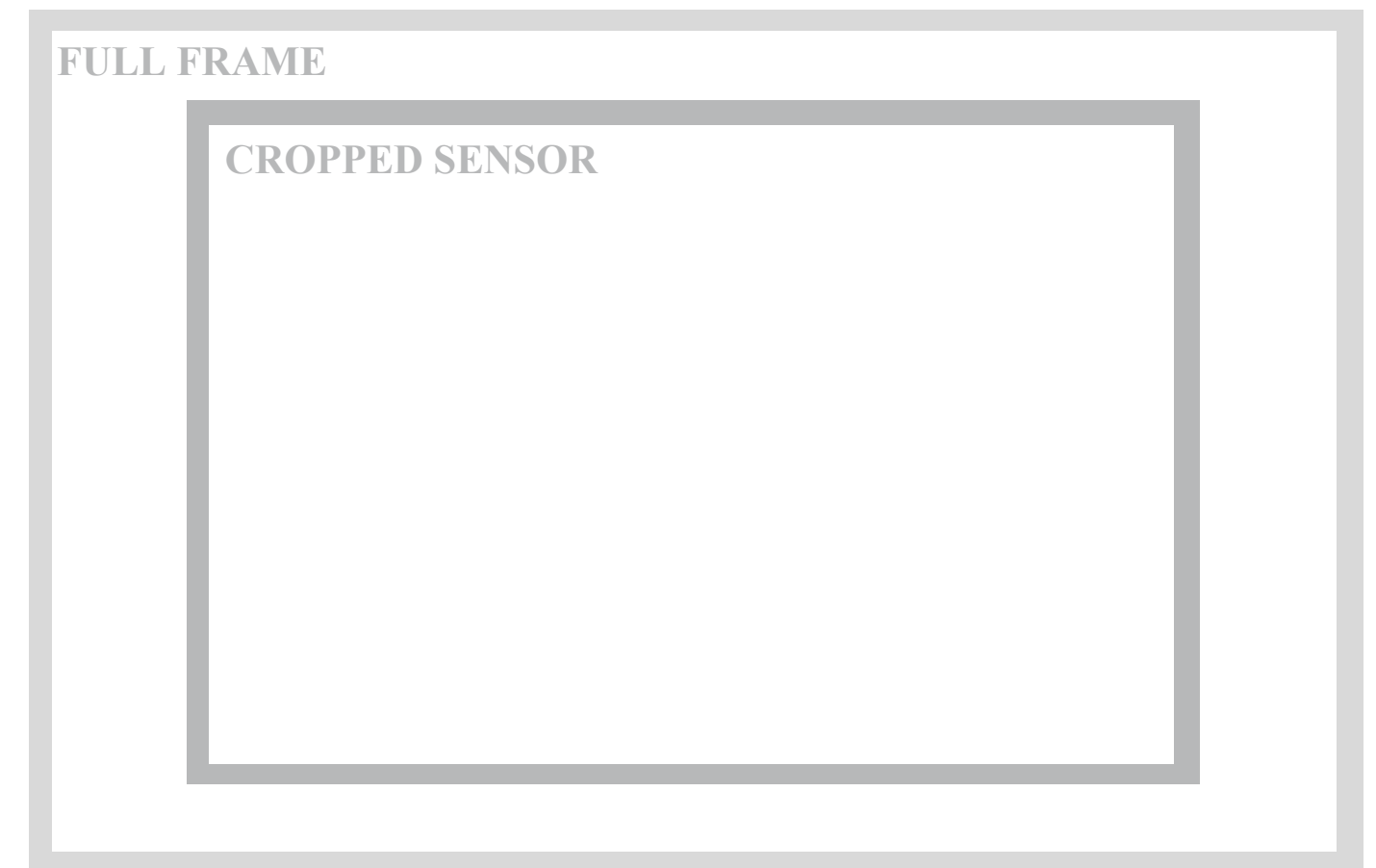
For example, a 50mm lens on a cropped sensor camera will have the same focal length as a 80mm lens on a full frame camera. For this reason, many wildlife and sports photographers prefer the extra reach found in cropped sensor cameras.



The Camera

"CROPPED SENSOR" VERSUS "FULL FRAME"

The **full frame** D-SLR has a sensor that is equivalent to 35mm film. Since these cameras have a larger sensor, they are able to produce higher quality images at higher ISO settings.

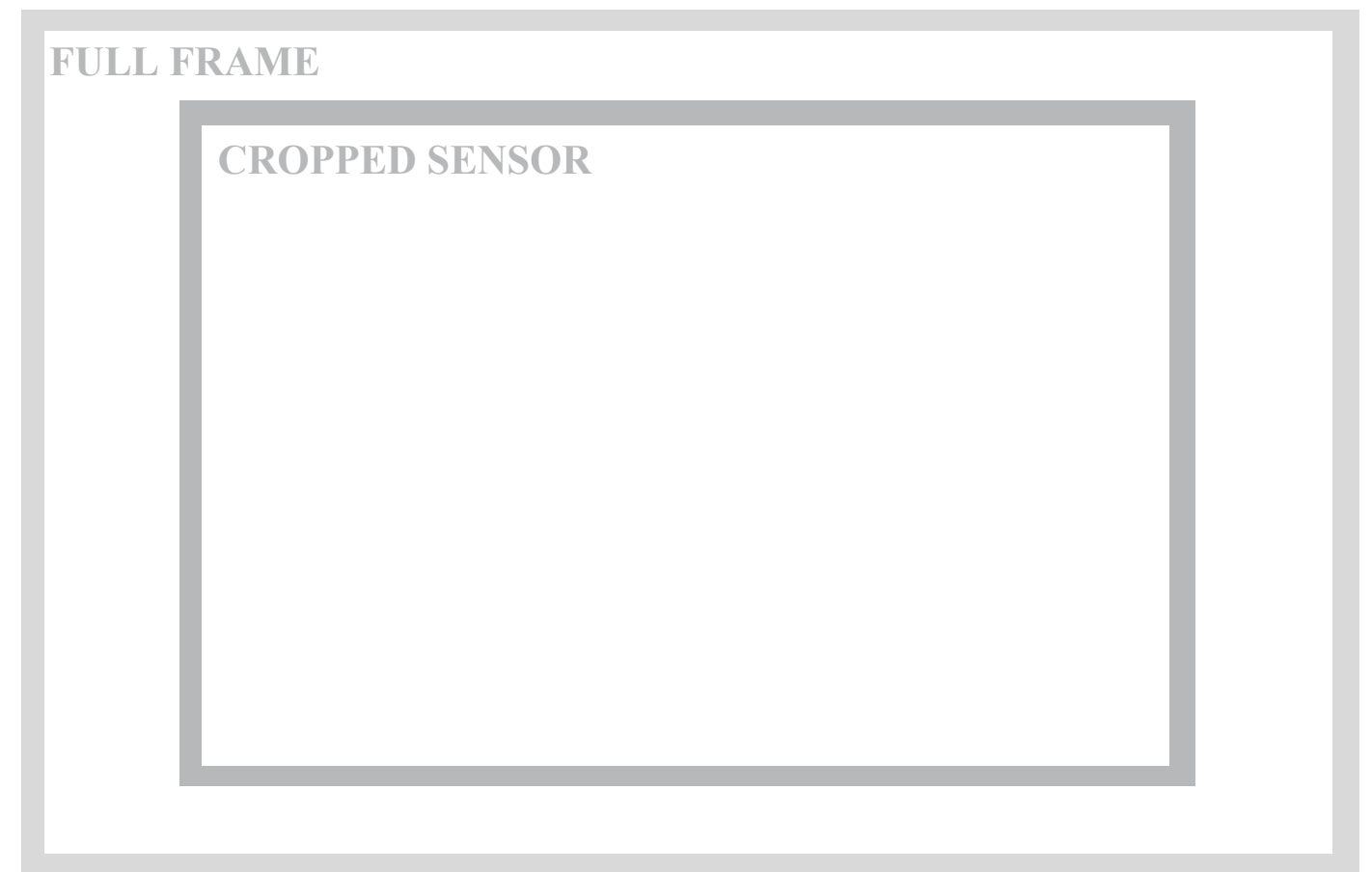


The Camera

"CROPPED SENSOR" VERSUS "FULL FRAME"

The larger sensor also allows photographers to capture images with a nicer blur, or bokeh, in front of and behind the subject.

Many portrait photographers prefer full frame cameras for this reason.



The Lenses

TWO TYPES OF LENSES

One advantage of most digital SLRs is the ability to use a variety of different lenses.

**There are two kinds of lenses:
prime lenses and zoom lenses.**



The Lenses

PRIME LENS

Prime lenses have a single focal length so you can't zoom in and out. Many prime lenses are less expensive than zoom lenses, yet offer higher image quality.



The Lenses

PRIME LENS

Prime lenses are usually “faster” than zoom lenses.

"Faster" means the highest aperture setting on a prime lens is greater than on a zoom lens.



The Lenses

PRIME LENS

One of the most popular prime lenses for beginning photographers is the 50mm f/1.8. This lens nickname is the "nifty fifty", because it's a relatively inexpensive lens, but it produces very nice images.



The Lenses

ZOOM LENS

Zoom lenses have a wide range of focal lengths. For example, the popular 70-200mm zoom lens photographs images from 70mm to 200mm and anywhere between those two focal lengths.



The Lenses

ZOOM LENS

This offers the photographer the convenience of zooming in and out without changing lenses. The more expensive zoom lenses have image quality comparable to a prime lens, and are usually faster than less expensive zoom lenses.



The Lenses

TYPES OF LENSES

Wide Angle Lenses allow the photographer to capture a greater area in a photograph. For this reason, many landscape and architectural photographers prefer using wide angle lenses.

A common focal length for a wide angle lens is around 15 to 35mm.



The Lenses

TYPES OF LENSES

Medium Telephoto Lenses allow the photographer to capture their subject with a medium focal length. Many portrait and wedding photographers prefer using medium telephoto lenses for this reason.

A common focal length for a medium telephoto lens is around 25 to 70mm.



The Lenses

TYPES OF LENSES

Super Telephoto Lenses allow the camera to photograph images close up from a distance.

Wildlife and sports photographers prefer using telephoto lenses for this reason. A common focal length for a super telephoto lens is around 70 to 200mm, but can go much higher.



The Flash

EXTERNAL FLASH

Many DSLR and mirrorless cameras come with a small flash built into the camera. More advanced digital SLRs usually do not have built-in flashes because they produce a harsh light that is more difficult to diffuse or modify.



The Flash

EXTERNAL FLASH

As a result, professional photographers use an external flash commonly referred to as a “speedlite”.



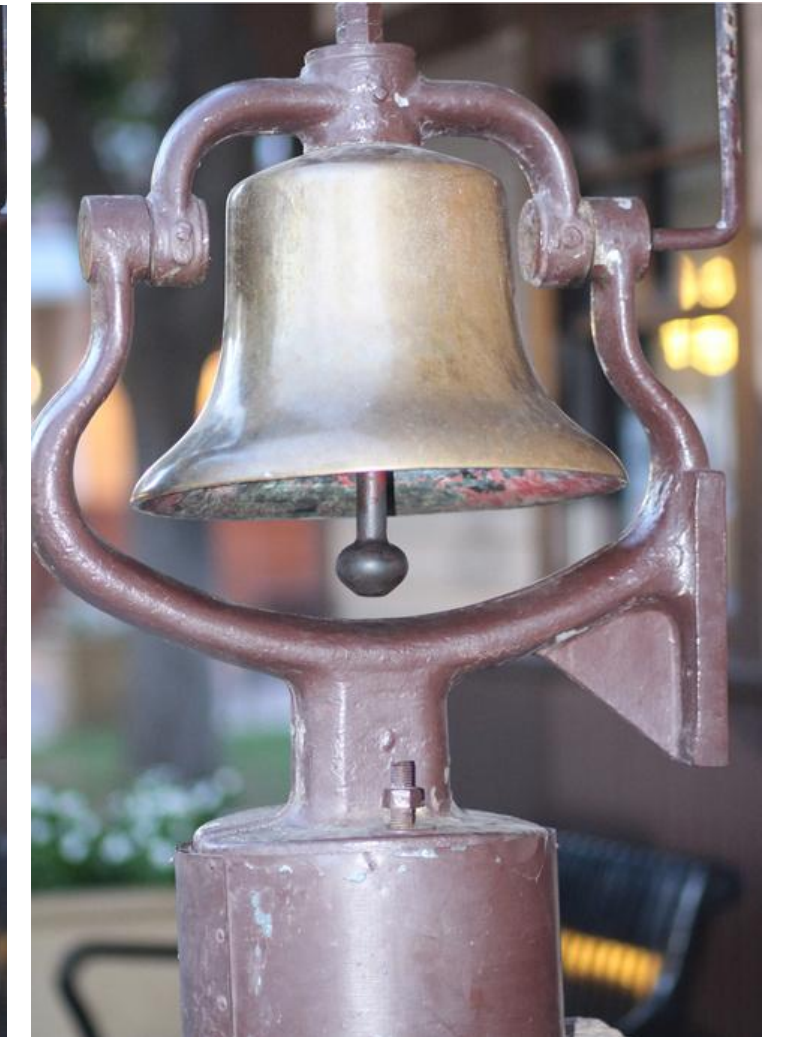
The Flash

EXTERNAL FLASH

Speedlites have many advantages. These types of flashes do not use the camera's battery, but are powered by their own power source, usually AA batteries.



EXTERNAL FLASH
WITH DIFFUSER



EXTERNAL FLASH
WITHOUT DIFFUSER

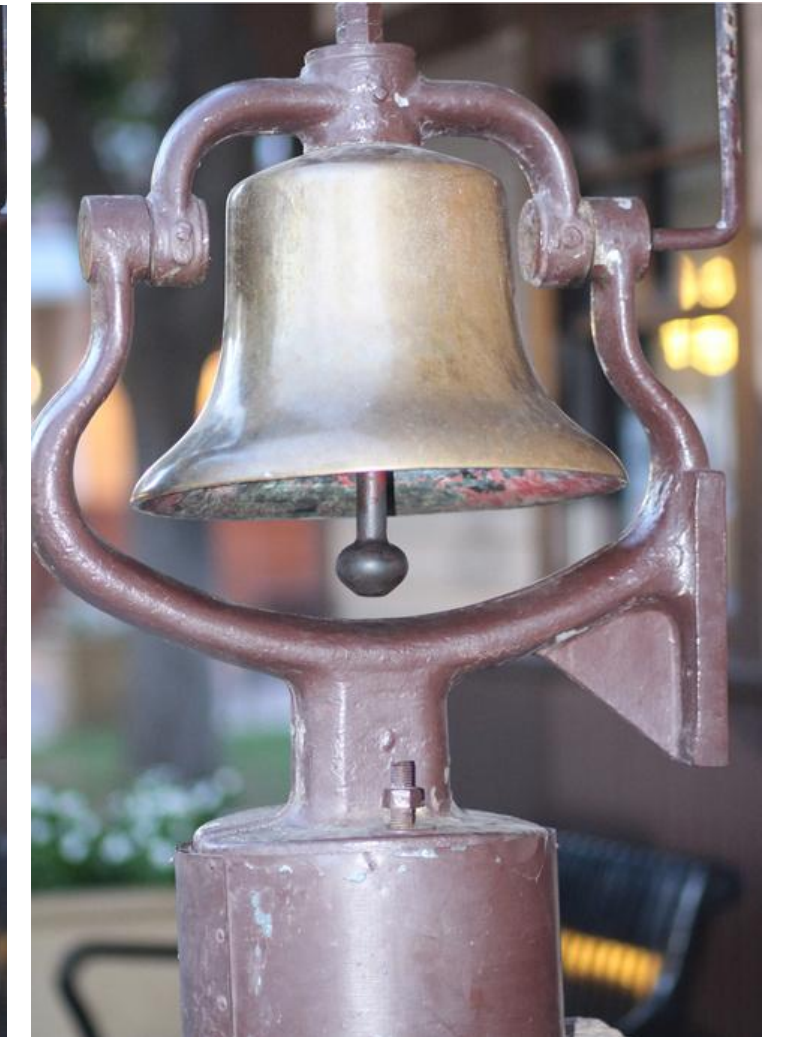
The Flash

EXTERNAL FLASH

They also allow photographers to easily diffuse and modify the light. The more advanced speedlites work with your camera to determine the correct amount of flash needed for the photograph. In addition, speedlites may even be used off-camera by using a remote trigger.



EXTERNAL FLASH
WITH DIFFUSER



EXTERNAL FLASH
WITHOUT DIFFUSER

Module 1 Review

CAMERAS

DSLR Camera, Crop Sensor, Full Frame

LENSES

Prime Lenses and Zoom Lenses

FLASH

Benefits of an External Flash

What are pixels & mega

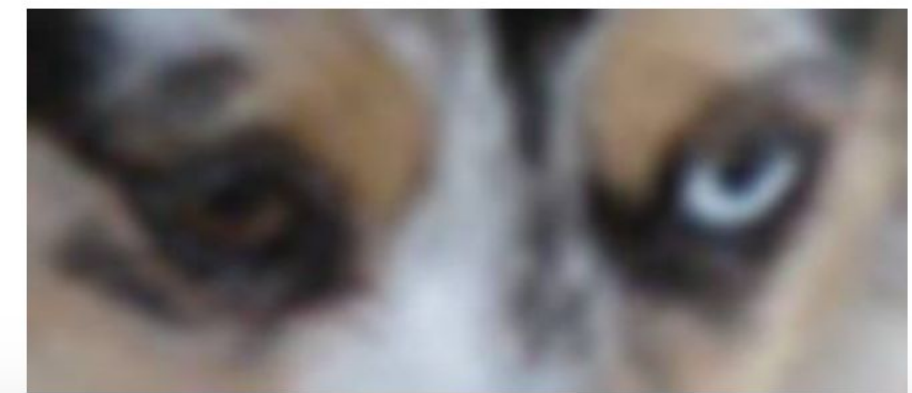
Pixelated vs non pixelated pixel

Digital cameras capture images as pixel elements, referred to as pixels. Simply put, a megapixel is equal to one million pixels. Digital images are made up of thousands of these tiny, tile-like picture elements. The more pixels to an image, the higher the image resolution, which means the clearer the picture.

Non-Pixelated Image



Pixelated Image



What are pixels & mega

Pixelated vs non pixelated
pixel

Digital cameras capture images as pixel elements, referred to as pixels. Simply put, a megapixel is equal to one million pixels. Digital images are made up of thousands of these tiny, tile-like picture elements. The more pixels to an image, the higher the image resolution, which means the clearer the picture.

What are pixels & mega

Pixelated vs non pixelated pixel

The number of “megapixels” will tell you how many pixels in the image file. For instance, a camera that captures 8 million pixels is called an 8-megapixel camera. The number of megapixels can also determine the size of photos you will be able to print or the amount of cropping you can do.

For example, a 4-megapixel camera will be fine for snapshots and personal photos. But if you’re looking to enlarge an image to a poster-size, then you would want to look at an 8 megapixel camera or higher. A 4-megapixel image could end up looking pixelated (meaning you can see the little squares and they’re fuzzy looking rather than a clear image).

What are pixels & mega

continued pixel

The size of the sensor, and the size of each individual image sensor element, which corresponds to pixels, can affect photo quality. But the number of megapixels alone doesn't determine the quality of a digital camera's images.

You can always make an image smaller in a photo-editing program, but you can never make it larger and retain the original quality.

“Resolution” is the term used to indicate “sharpness” of an image. Initially the term referred to the ability of a camera system to resolve pairs of fine lines similar to those on a test chart.

When you are ready to purchase a digital camera, decide on the number of megapixels based on the maximum print size you will be creating, and the amount of cropping when editing. Don't just let a sales person push you into the digital camera they think you should buy.

You are going to be photographing horses and you alone know what you intend to do with the photographs.

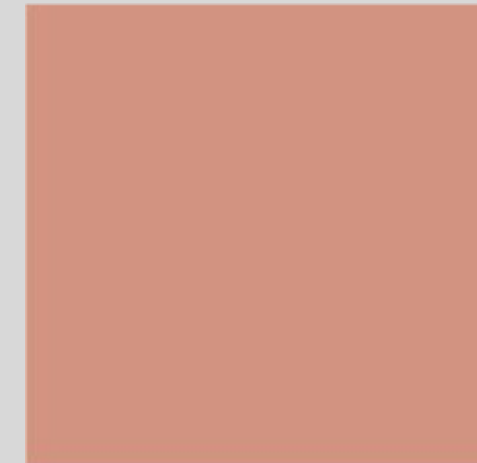
BALANCING ACT



PANTONE®
15-1905
Burnished Lilac
#C4AEB1



PANTONE®
14-1905
Lotus
#E3C1C0



PANTONE®
16-1330
Muted Clay
#D29381



PANTONE®
14-0626
Dried Moss
#CCB97E



PANTONE®
17-3938
Very Peri
#6667AB



PANTONE®
16-5907
Granite Green
#86A293



PANTONE®
18-1718
Hawthorn Rose
#884C5E



PANTONE®
17-1605
Elderberry
#9D848E

BALANCING ACT

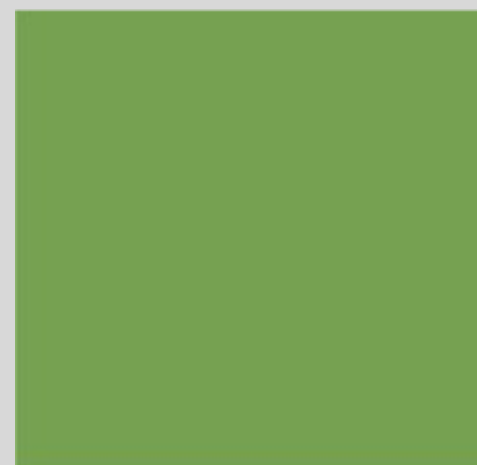
Use this color palette when you want a balance between warm and cool. PANTONE Very Peri is intensified within this artfully calibrated palette, injecting a feeling of liveliness and visual vibration.



WELLSPRING



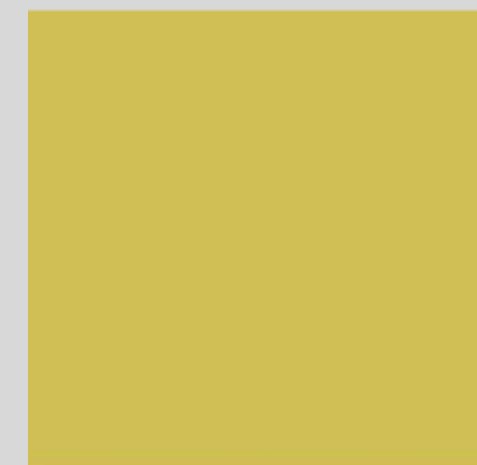
PANTONE®
16-6127
Greenbrier
#48996B



PANTONE®
16-2037
Foliage
#759F51



PANTONE®
18-0135
Treetop
#436A2F



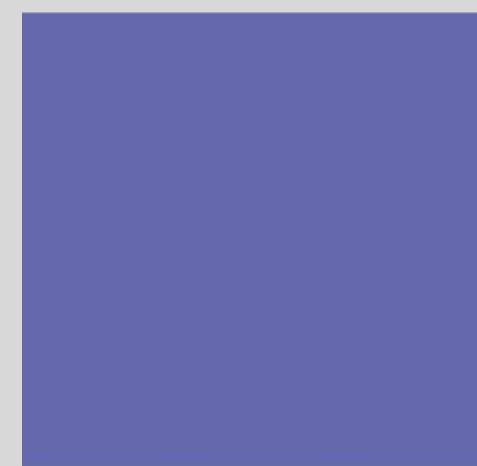
PANTONE®
14-0647
Celery
#CFBF54



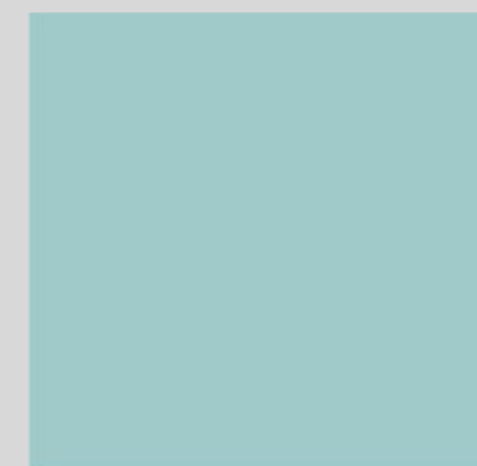
PANTONE®
17-0949
Chai Tea
#B3832F



PANTONE®
18-3533
Dewberry
#8C5896



PANTONE®
17-3938
Very Peri
#6667AB



PANTONE®
14-4809
Eggshell Blue
#A1CAC9

WELLSPRING

Use this color palette when you want a blend of nature-infused hues that highlight the compatibility of the greens and the “health giving” properties of these deliciously subtle and nourishing hues.



THE STAR OF THE SHOW



PANTONE®
19-4007
Anthracite
#29282D



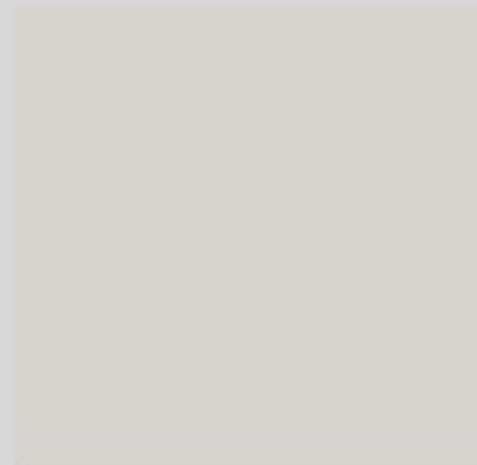
PANTONE®
18-3908
Volcanic Glass
#625C60



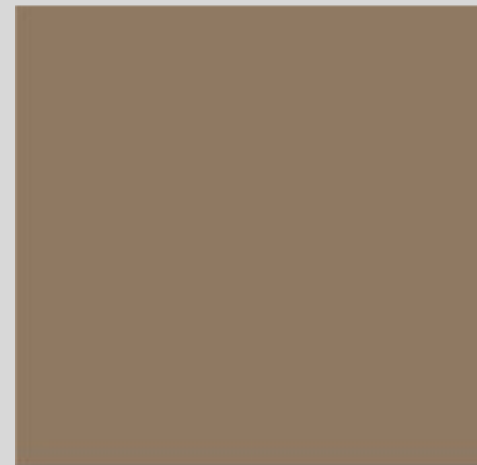
PANTONE®
16-1312
Deep Taupe
#7C6560



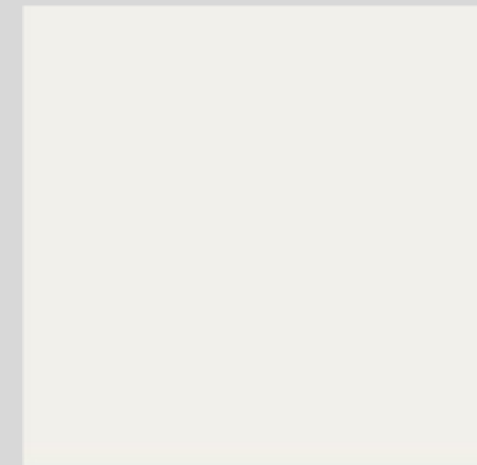
PANTONE®
16-1105
Plaza Taupe
#AEA392



PANTONE®
13-0002
White Sand
#D8D4D0



PANTONE®
17-1115
Petrified Oak
#8E7961



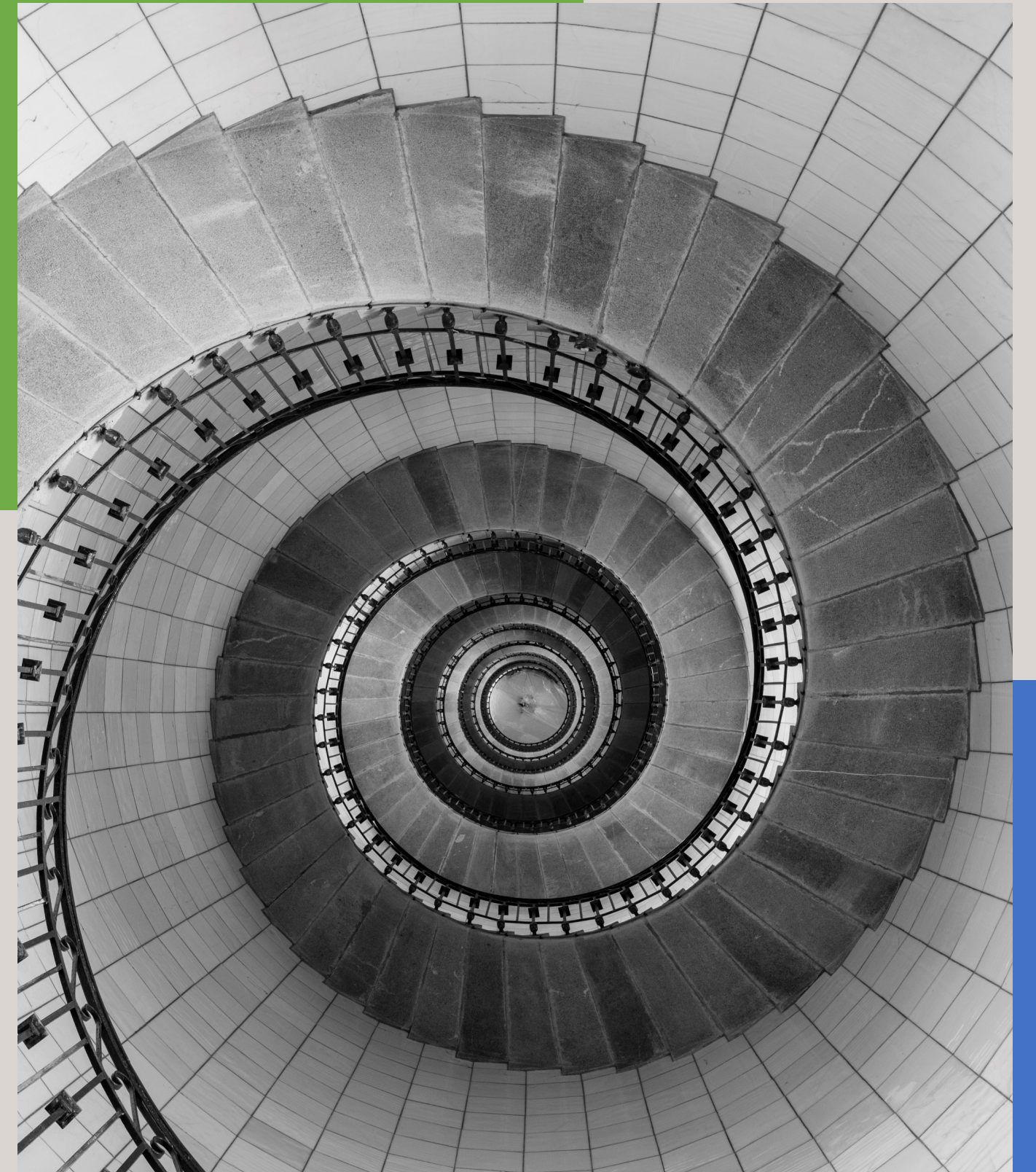
PANTONE®
11-4201
Cloud Dance
#F0EDE8



PANTONE®
17-3938
Very Peri
#6667AB

THE STAR OF THE SHOW

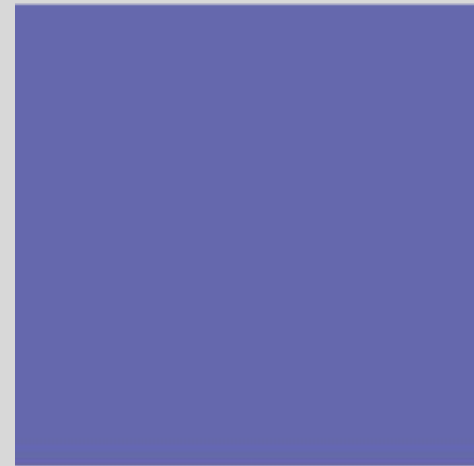
When you want a more elegant approach, the dynamic presence of PANTONE Very Peri shines as the star of the show in this palette of classics and neutrals whose understated stylishness conveys a message of timeless sophistication.



AMUSEMENTS



PANTONE®
17-1341
Tawny Orange
#D77E6F



PANTONE®
17-3938
Very Peri
#6667AB



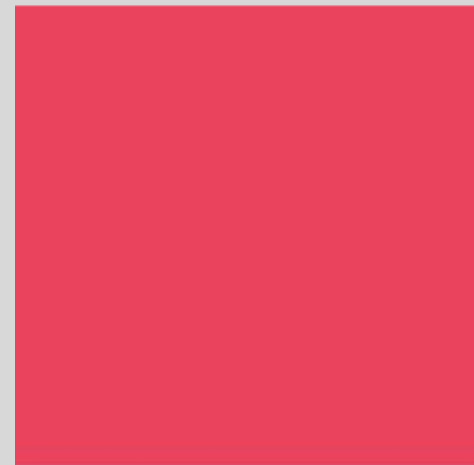
PANTONE®
15-1040
Iced Coffee
#B38F6A



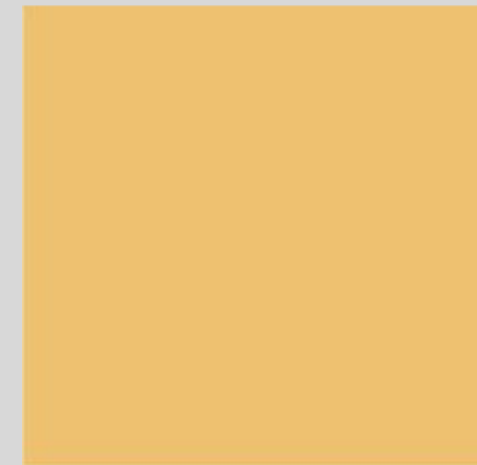
PANTONE®
18-2133
Pink Flambé
#D75078



PANTONE®
15-2718
Fuchsia Pink
#E288B6



PANTONE®
17-1755
Paradise Pink
#E9445D



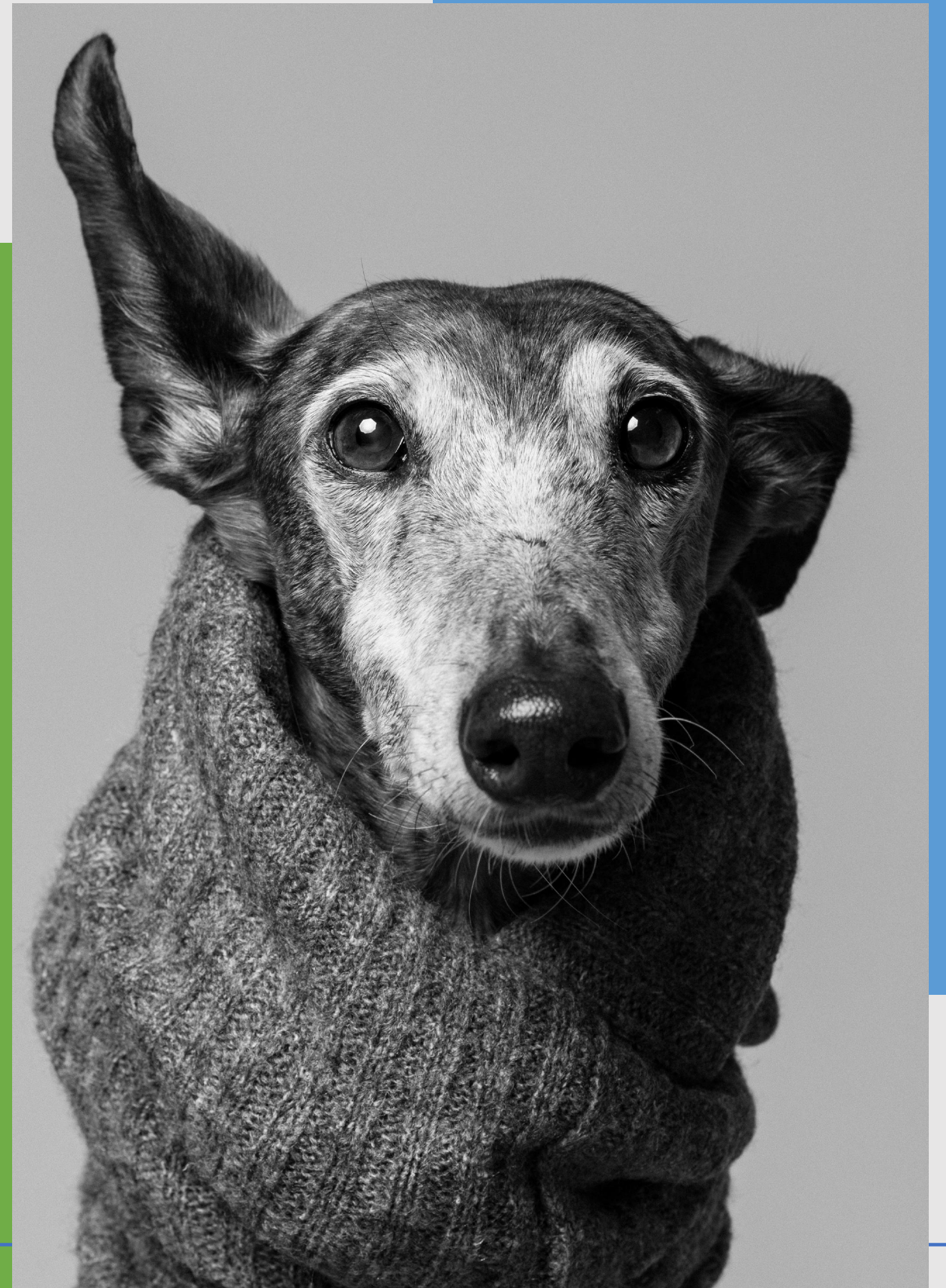
PANTONE®
13-0932
Cornsilk
#EEC272



PANTONE®
16-4411
Tourmaline
#85A0A9

AMUSEMENTS

Use this color palette when you want to tell a joyous and whimsical story. In this palette, PANTONE Very Peri injects a sense of playful freshness into the design, exuding a good-natured warmth that quickly engages the eye.

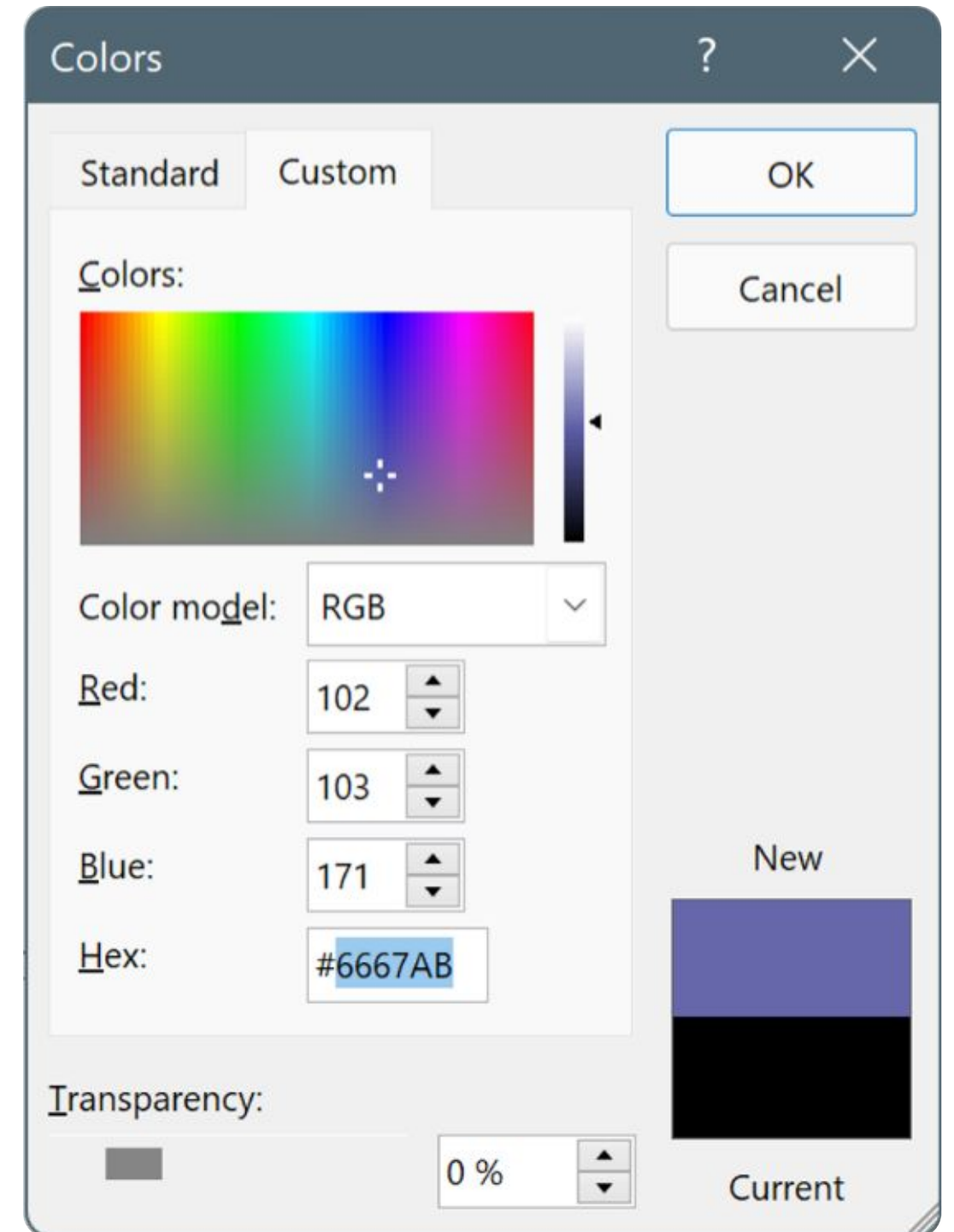


USE THESE COLORS IN ANY POWERPOINT PRESENTATION

1. Select a shape or text box border. When you do that, the **Shape Format** tab appears.

Tip: To change multiple shapes or text boxes, click the first shape or text box, and then press and hold Ctrl while you click the other shapes or text boxes.

2. On the **Shape Format** tab, select **Shape Fill > More Fill Colors**.
3. In the **Colors** box, select the **Custom** tab.
4. Enter the **Hex** value of the color you want to use.





<https://forms.gle/VMMsvtoscfpgP62v7>

LESSON

1

The information on assignment one helps me get a better idea of who you are as a student, what you want to learn, what you already know and what your skill level is. There is no wrong answer, but please provide details to your answers.

1. What is your goal with this class?
 - What would you like to take away from this course?
2. What is your photography experience?
 - How much experience do you have?
 - Are you a beginner, intermediate or advanced photographer?
 - Are you photographing for fun, hobby or for business?
 - What type of equine photography experience do you have?
 - Do you have any other photography experience?
3. What do you hope to learn from this course?
 - Is there anything specific you would like to learn from this class?
4. What type of camera do you have for the course?
 - Please list the specific camera brand you're using and any lens that you will be photographing with such as (canon 70-200 f2.8) this will help me learn more about what you're working with.
5. How familiar are you with the camera you're using?
 - Does your camera have the ability to photograph in manual mode?
 - Does your camera have the ability to photograph in shutter or aperture priority mode?
 - How long have you had your camera?
 - How much have you used your camera?
 - What camera modes have you experimented with (manual, shutter, aperture, priority, auto, other)
6. Have you read your camera's manual?
 - Did you read your manual front to back?
 - Did you have questions when you finished reading the manual or did it help you understand your camera better?
 - What is the sync speed for your camera when using flash? <-- this is in your camera manual.



Assignment
LESSON 1