

Hinman Photography Workshop

2017



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How I use photography and video in my practice.
Website. Social Media. Marketing. Case planning. Communication. Presentation.

1. Where do you see photography fitting into your practice?

Step One: Understanding how a DSLR camera works.

The difference between point and shoot and DSLR cameras.
Introducing the key features of the DSLR camera.



Anatomy of the DSLR top

- Autofocus- Camera finds focus point
 - Manual Focus- Photographer finds focus point
- Maintains magnification ratio*

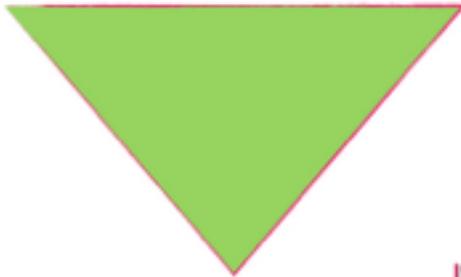


Becoming a photographer.

Exposure Triangle (ambient light)

Aperture

Shutter



Aperture Quantity depth of field

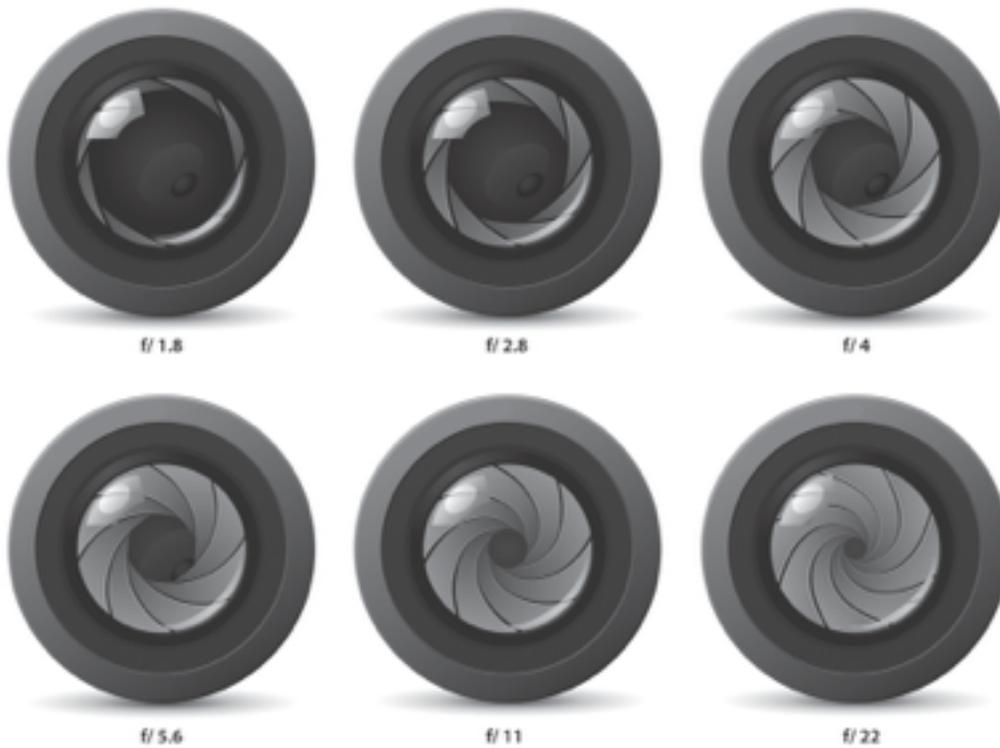
Shutter Duration blur

ISO Sensitivity image quality

ISO

Exposure: Lightness and darkness of the image.

Aperture Quantity depth of field
Shutter Duration blur
ISO Sensitivity image quality

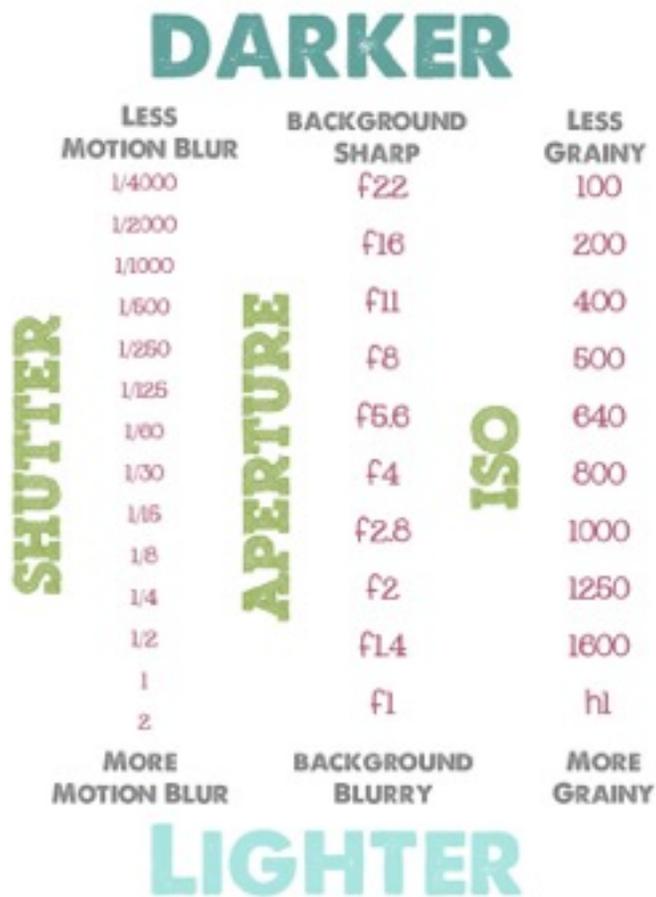


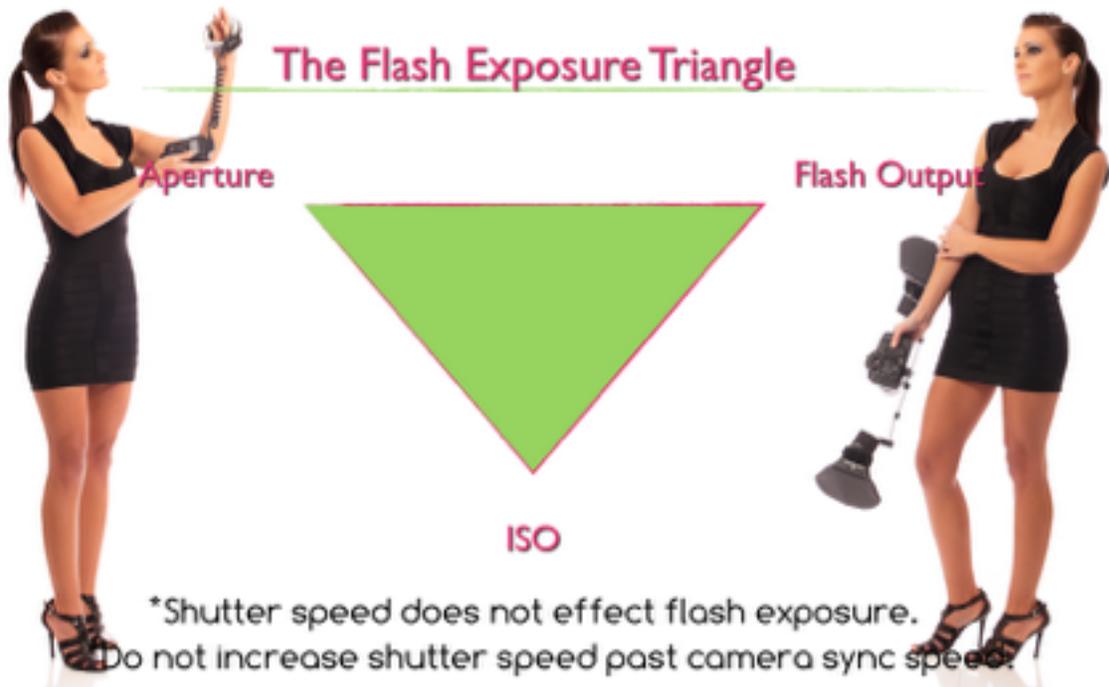
1. Identify where and how to adjust ISO, Aperture and Shutter Speed.

Shooting in Full Manual Mode and Aperture Priority Mode.

When would you shoot in full Manual Mode?

When would you shoot in Aperture Priority Mode?





FLASH!

*Discuss the influence of ambient light on images when using a flash.

	Face	Smile/Intra Oral
F Stop	around 9	22 or higher
Focus	Auto	Manual
ISO	100	
White Balance	Flash	
Camera Mode	Av or M (M in a studio)	
Image Quality/Size	JPEG/Fine and RAW (AACD)	
Color Space	sRGB	
Flash	TTL	



CLINICAL PHOTOGRAPHY SETTINGS

Why Box

Histograms (Double checking exposure)
Assigns a pixel count to the tonality of the image.

- 1.Shadows Midtones and Highlights
2. Pixel Number
- 3.Tonal range



How can you tell if an image is properly exposed using histograms?

Magnification Ratios and Crop Sized Sensors.



1:10 or 1:15
full crop



1:1 or 1:1.5
full crop



1:2 or 1:3
full crop

Magnification Ratios

Producing the photographic standard in magnification ratios

Circle one

We have a crop sized sensor so we shoot out images at one of three magnification ratios

1:15 1:3 and 1:1.5

or

We have a full sized sensor, so we shoot all our images at one of three magnification ratios

1:10 1:2 and 1:1

**This is achieved by setting the magnification ration on the lens and shooting in manual focus mode which is found on the lens. We are able to find the focus point only by moving the camera toward or away from the subject and not by rotating the focus ring on the lens.*

Equipment. and maintenance.

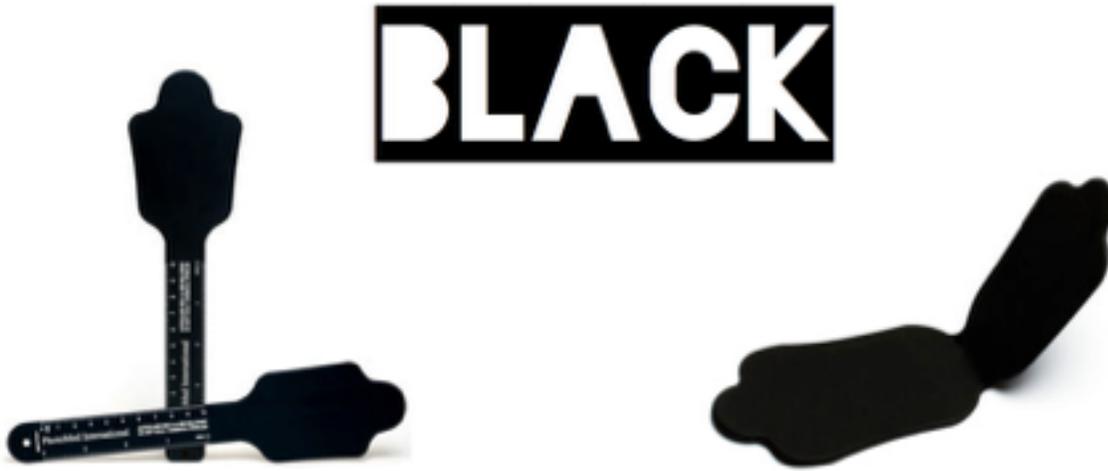


Dual Point Flash vs Ring Flash

Pros and Cons _____

How dual point flash becomes a differentiating factor.





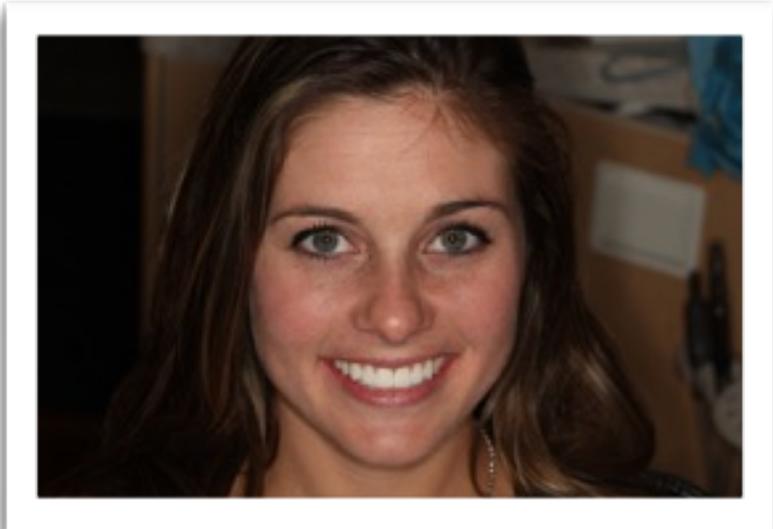
Extended Bracket Arms and Lumiquest Pocket Bouncers

TIPS for shooting with black contrasters.

1. 1:1 shots
2. 1:2 shots are cropped in post production
3. TTL metered flash has tendency to over exposed. Shoot in manual flash or use exposure compensation.in

I need to purchase

Standardized Views







Follow the standards.....set the standard.

Creating eye catching presentations



Utilizing studio equipment for pictures and videos.

1. Know your equipment.

Studio strobes or Speed lights?

Continuous light sources vs strobe lights

Studio Location Diag.

Where am I going to put my studio?

Continuous light sources vs strobes

Continuous light sources are for _____

My Studio



www.paulcuff.com

2 Einstein E640 \$499.95 each
2 32" x 40" foldable large soft-boxes \$129.95 each
2 Alien Bees B400 flash units \$224.95 each
4 light stands

www.BHphotoandvideo.com

1 background support stand kit for up to 10" paper backdrop

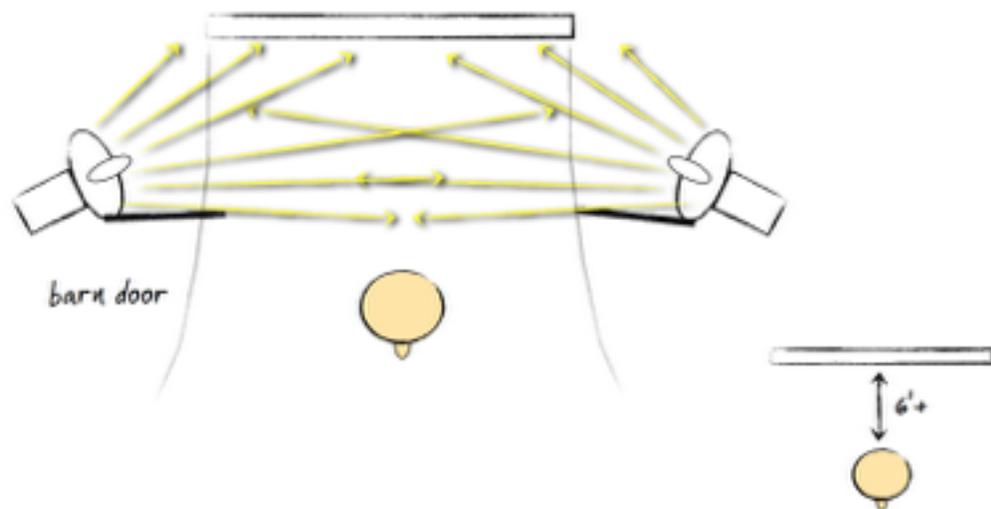
1 650 watt Arri light plus tungsten fresnel \$444.60



	Speed Light	Studio Strobe
Power	Low	High
Batteries	Lots	Plugs to wall
Portability	Great	Poor
Price	High	Low to High
Ease of use	M or TTL	Manual Only
Recycle Time	slow	Fast



Lighting White Right



Studio camera settings for portraits.

F-stop f9
Shutter speed 1/160th second
ISO 100

Adjust light intensity not camera settings.

Studio camera settings for clinical views.

F-stop f22
Shutter speed 1/160th second
ISO 800 (depends on light intensity)

Adjusting ISO is a quicker task and can be programmed as a custom function in the camera. You can decide to adjust light intensity to get the same results.

Shooting video in the studio

Videographic Settings

	Video
F Stop	around 9
Focus	Auto
ISO	800 depends on lighting and camera
White Balance	Tungsten or Fluorescence
Camera Mode	Manual
Frame Size	1920 x 1080 HD
Frame Rate	24 fps movies/ 30 fps broadcast
Shutter Speed	1/frame rate(2)

Shooting Tips

- Shoot short clips 10-30 seconds
- Use a tripod when possible
- shoot 1920x1080HD at 24 fps
- Invest in video lighting
- Invest in one large fast memory card
- Rack focus



Complete the presentation package

I need more info on....