



The Photo Experts

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The holiday season is now in full swing, which means that you've got a very packed schedule and more tasks than time. Let us help you get ready by providing a few tips and ideas to help you capture those moments sure to become sentimental favorites. We'll help you take your camera on the road, get great holiday lighting shots and pose your family using tips from the pros.

We have a number of fantastic holiday specials and savings, so make sure to stop on by and check our website for the latest deals and promotions. We're also geared up and ready to help you get your holiday cards finished in no time flat, so let's get going!



Photographing Holiday Lights

Few things capture the sentiment of the season like the holiday lights you find decorating downtown, your local neighborhood and in your own home. Make this year's

photographs picture-perfect with a few tips for shooting holiday lighting:

Try the Long View: When photographing a decorated street or even a single home, start first by shooting at an angle that allows you to capture as much as possible in a single frame. You'll need to experiment with where you stand and how you frame the shot; don't settle for a standard head-on photograph.

Try capturing the street's sentiment by playing with various angles of a single scene.

Now Zoom In: A single light or a lit ornament can hold tremendous beauty and detail but is often lost in the larger scene with so many other decorations competing for attention. Choose a favorite decoration on the tree-maybe an heirloom ornament-and play with nearby tree lights to see if you can add a bit of reflection onto the subject. Spend a few minutes



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Pose Like the Pros

Have you ever looked at a family photo and thought that it just looked "off" for some reason?

The picture is okay but nothing particularly special. The issue may be in how the people are posed. Professional



photographers are masters of posing their subjects; they understand the importance of the right positioning and angles. This holiday season, you can get great family photos by using these posing tips:

Scout Your Location: Take a mental count of how many subjects you'll have in your photograph. If it's a particularly large group, you'll want to make sure that there is a location capable of fitting everyone comfortably, so choose this area well in advance.

experimenting and adjusting; you'll be surprised at the kind of results you can achieve.

Adjust Your White Balance Settings: On your camera, your white balance setting (WB) is designed to help you capture an accurate 'white' in your image. However, a number of things can influence the 'true white,' leaving the color to be more orange or blue depending upon the situation. If you're shooting indoors and find your images are too orange, consider changing your white balance setting to 'tungsten.' The term 'tungsten' simply refers to lighting from artificial sources such as standard room lamps or overhead lighting. If you're shooting outdoors, consider waiting until just past sunset and changing your white balance settings to 'outdoor.' You will still have some colorful ambient light but it will enhance, not compete, with your outdoor holiday lighting.

Get the Action: Some of the best holiday displays combine motion with lights, but this can make getting the perfect picture a bit more challenging. Try switching your camera to a motion or action mode to freeze your subject. And don't be afraid to take several shots; it often takes a number of images to get that perfect one.

Take Your Tripod: Regardless of whether you're using a DSLR or a compact point-and-shoot camera, having a tripod will greatly assist in capturing the essence of your light display. The tripod will help eliminate image shake, which will be especially important when shooting in low-light settings such as this one. We have many tripods to fit every need and budget: idahocamera.com/Tripods

Make it a Blur: If you'd like to add an artistic twist to your photographs, consider setting your shutter speed to a lower setting--as far as a few seconds-- while moving your camera as you take the photograph. Your images will be visually interesting while still standing out from the standard litany of traditional holiday light photographs.



Help with Holiday Cards:

Let us help you get your Holiday Cards finished early this year! We offer a quick turnaround time and a number of designs from which to choose. It takes far less time than you think, so let's get started! [Make Holiday Cards Now!](#)

Chairs and Other Props: If you have elderly members in the group, make sure you have chairs for them to sit comfortably in. You may wish to put them in the center of the photograph and have young children sit on the floor in front of them. Adult family members can then stand or kneel around the grandparents, who will serve as the 'anchor center' in the photograph.

Balance Your Subjects: Take a quick inventory of who will be in the photograph and make sure that the tallest members are in the back and that you can position others in a slightly staggered manner so that one person's head isn't hidden behind another. Grab a pen and paper and write down each person's name. You can use this as a cheat sheet to create a posing chart in advance. When your subjects are ready, you'll have a plan and can get the photo posed and shot quickly, which is important when small children are involved!

Include Yourself! Remember that to leave a space for yourself in the photograph. Just make sure you remember how to set the timer on your camera before getting everyone else posed and ready!

The Traveling Family Photographer

If your family will be traveling to spend the holidays with loved ones this year, make sure you're prepared to capture all the fun, chaos and excitement of your visit. With this list, you'll find packing your gear takes no time at all.

Charge! Make sure your camera is fully charged before your trip and take extra batteries and/or the battery charger as well.

Start Clean: Download all the images currently on your camera card to your computer and then re-format your card. When you return from your trip, you won't have to worry about whether or not pre-holiday photos are being duplicated on your computer's hard drive.

Little Things Mean a Lot: Anyone who's had a favorite photo ruined by a smudge or a fingerprint on the lens knows that little accessories can mean all the difference. Make sure to include a lens cleaning cloth, or better yet, a small lens cleaning kit. We have a number of great little supplies to keep your lens in tip top shape:

idahocamera.com/Cleaning_Supplies

Bag It: Protecting your gear is a top priority, especially during the hustle and bustle of holiday travel. We've got models for every carrying style, preference and budget.

How Your Photography Can Be a Gift to Your Community:

If you do any volunteer work for a local organization or association, chances are they are always in need of ways to promote their cause and the good works they do for others. These organizations are often extremely stretched for time, personnel and resources, so an active and consistent community marketing outreach program may not be something they can do right now. Consider volunteering your photography skills by shooting one of their holiday events or fundraisers. Provide them with a CD of the images once the event is over, or better yet, offer to email the best image (or two) to your local newspaper. You may find that your passion for photography opens new doors for the cause close to your heart.

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377-3686

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2nd Level
350 N. Milwaukee
375-5220

Nampa Store

2312 12th Ave. South
442-8400

Knowing your camera is well-protected will give you peace of mind during your trip and will also make sure you've got room for the extra little accessories you'll want to bring on your travels: idahocamera.com/Bags



Gifts for Teachers and Educators:

Did you know that we have a number of personalized gift options that are perfect for the favorite teachers in your life? Bring in some favorite school photos and learn how about all the great gift options we have in our store. We offer a quick turnaround time and a number of budget-friendly choices, so stop by, call or visit our website to learn more. We'll have that gift list knocked out in no time! idahocamera.com



Quick Photo Tip: You know it's going to happen. Someone's going to have their eyes closed in the group Christmas photo, and it's

usually one of the kids. This year, try this popular picture-taking tip. Tell the little ones to keep their eyes closed until you say the word 'three' in your countdown. Their eyes pop open and their smiles tend to be more natural because they haven't been staring into the camera the entire time.

Get Trigger-Happy!

A remote trigger is one of the most important items to keep in your camera bag this holiday season, especially if you're the designated family photographer. Make sure that YOU are included in family photos this year by using a tripod and a remote trigger on your camera. They're a snap to use and inexpensive. idahocamera.com/remotes



Get the photographer
in your life exactly
what they want!



**Unleash your imagination
this holiday season!**

Christmas Cards - Photo Calendars - Photo Books

New and expanded selection with +140 templates to choose from!

Use your own photos, add your own personalized greeting!

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