



The Photo Experts

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Now that we're fully immersed in winter, it's the perfect time to enjoy the chill of the air and the winter sports and sights soon to fade into the warmth of spring. This month, we tell you why a digital photography hobby is good for your health, how to shoot so you don't spend tons of time editing your pictures in post processing and what the little graph on the back of your LCD screen is trying to tell you. Plus, we've got winter sports shooting tips and the skinny on why you should consider a UV filter for your camera.

Make sure to stop by our store or give us a call if you need anything related to photography. We're here for you and ready to answer your questions. No question is too small and we welcome shooters of all experience levels. We look forward to seeing you soon!



Why a Photography Hobby is Good for Women's Health

Today's women find themselves with more tasks than time and juggling multiple roles that each have a long to-do list attached. For those ladies who say they don't have the time to explore their love of photography, we'd like to share some good news. It turns out that a photography hobby can improve your health. Dr. Elizabeth Weidmer-Mikhail, director of the women's psychiatry program at the Texas Health Presbyterian Hospital in Dallas, stresses the importance of actively engaging in a hobby to deal with the tangible physical and emotional stresses that women manage during days filled with caring for others. "Women need to do things that are soul-feeding that aren't aimed at gratifying others," Weidmer-Mikhail said. "Women need to take care of things, to do things that promote emotional growth. Find a satisfying hobby that doesn't involve making money or drawing attention to yourself. It will increase your sense of self-worth, which leads to better

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Tips for People Who Hate Photo Editing

Digital photography technology has given us so many great new tools with which to experiment and improve our images. Image editing software allows us to correct blemishes, add special effects and color correct images to our hearts content. However, when it comes to image editing and correction, it can often become a crutch that actually ends up taking MORE time overall, and time seems to be our most scarce resource these days. Managing your total time invested in an image is particularly important if you make a living as a photographer. Even if you just love



health all around."

Many medical professionals point to the benefits of a hobby to help with stress-reduction and related ailments. Photography is a wonderful choice because of the flexibility, low-cost of entry and creativity that can be explored.

So, the next time we send you an announcement about an upcoming event or workshop and you automatically think, "I wish I could go but I just can't get away," please reconsider. You do so much for those around you, and by enjoying your photography hobby and making time for yourself; you will also benefit your loved ones.

Tips

Sports Photography

Tip: When it comes to photographing winter sports, it's often the athlete's expressions



that pull us into the shot. Next time you're shooting a sporting event, think about the best position to occupy that would allow you to capture your subject's expression during key moments. Try to spend a few minutes before the event starts to scout a location that will let you capture the exhilaration of the athlete as well as the action.

Benefits of a UV Filter: Did you know that ultraviolet rays can have an impact on your images? These rays can make your images appear hazy or blurred. Our Promaster Digital UV filter is a multipurpose fine-weather filter for color as well as black and white photography. It's Digital Anti-Reflection Multi Coating is specially formulated to pass light reflected off of a digital camera's anti aliasing filter and silicon based CCD or CMOS sensor. As an additional bonus, this filter can double as a lens protector!

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377-3686

Vista Village Super Store

1036 S. Vista Blvd
343-8075

Boise Towne Square Mall Store

2nd Level
350 N. Milwaukee

snapping shots on the weekends, a little bit of preparation on the front end can ensure you get great shots that require very little, if any, post processing.

Incident Light Meters are Still Immensely Useful:

Some photographers believe that shooting digital means no longer using an incident light meter for outdoor portraits, but these handy devices are more useful than ever before. Today's in-camera light meters are quite good but can still record true white and true black subjects as gray due to the fact that they are metering reflected light as opposed to the actual light hitting your subject. If you'd like to learn more about incident light meters, drop by the store and we'd be glad to demonstrate their benefits.

Benefits of Custom White Balance:

A custom white balance can save all kinds of post-processing time and the CWB is particularly useful this time of year when many of us are shooting winter snow scenes. If the sun is bright, a CWB will come in very handy in making sure your snow doesn't have a blue cast. You may wish to lower your exposure value (EV) since your primary subject (snow) will be lighter than your background.

These techniques are also beneficial to those who prefer not to become masters of an image editing program. Become a master of your camera technique instead.

Is it Better to Be Overexposed or Underexposed?

When it comes to your digital images, it is usually better-if given the choice-to underexpose and image rather than overexpose it. This is one area where an image editing program can really help you in a pinch as they have tools to help pull detail from the darker shadow areas. If an image is overexposed, or 'blown out,' there will likely be very little detail that can be salvaged. We believe this same advice applies to celebrities...underexposure is definitely better.

Picture Dictionary

Histogram: Ever wonder what that black and white graph is that sometimes shows up on your camera's LCD screen? It's called a histogram, and it's essentially a representation of the contrast and dynamic range in each image. The histogram shows a range of 0-255 with the value of zero being black and white valued at 255. You'll find the 'true white' illustrated at the far right of the graph and the 'true black' on the far left. A well-exposed image will show points close to both ends.

375-5220

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2312 12th Ave. South
442-8400

Saturday Seminar Schedule

February

Saturday, February 13th

11AM - "Intro to Adobe Photoshop Elements"

Russ Terrell, Assistant Manager of our Boise Towne Square Mall Store, will lead you through the basics of Adobe Photoshop Elements, answer your questions and MORE!

Saturday, February 27th

11AM - "Shooting with Flash"

Nick Richards, of our Vista Store, will teach techniques to get the most out of your flash; from your built in flash to external strobe to studio lighting!

March

Saturday, March 6th

11AM - "Wildlife Photography"

Ernie Lombard will share tips and insight into capturing stunning wildlife in your photography. He will use imagery from his most recent trip to Africa to illustrate his recommendations!

All Seminars are held at our Vista Village Super Store, free and first come first seat.
No reservation or purchase is required to attend.

1036 Vista Ave., Boise 208-343-8075

Go to IdahoCamera.com for more details!



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