



# The Photo Experts

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Fall is in full swing and Thanksgiving will soon be upon us. This month's issue is packed full of family photo ideas and tips to help you get the best Turkey Day shots ever. And don't forget to stop into our store for a bit because you'll want to make sure your camera bag is prepped and ready for all the festivities heading your way. We're here anytime you need us; no question is too small, so feel free to email us or come in with any questions. We'll keep the door open for you!



## Preparing for the Perfect Thanksgiving Photo

### Set the Scene (and the

**table) early:** Professional photographers understand that they need to get a 'lay of the land' in advance in order to find the best possible shooting locations. Use this strategy to survey your area. Are you planning on shooting inside or outside? If inside, where is the light the best? Will it fit everyone comfortably in the photo? Do certain items need to be moved (such as items on the mantle so they don't look like they are growing out of someone's head)?

**Take a Tripod:** We regularly talk about the importance of a tripod because it is one of the most important and versatile camera accessories you can own. In addition to providing stability for your camera, it can also be helpful in holding it so the photographer can actually BE in all the photos this year! We have some fantastic tripods to consider:

[idahocamera.com/Tripods](http://idahocamera.com/Tripods)

**Capture Tradition:** Think about the traditions that take place each year during your Thanksgiving holiday. Capturing those moments now may help those traditions continue in the future. If it's Uncle Alvin's job

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## Photographing Fall in Full

Fall is fantastic for so many reasons. The trees drip with rich colors resembling garnet and amber jewels, the cool air whisks away the remains of a hot summer and the air is filled with anticipation for family-filled holidays. If you'd like to take some of fall's finest moments and tuck them away to enjoy once the snow falls and the trees leaves fade away, here are a few tips:



**Shoot Early or Late:** Consider shooting during sunrise and sunset hours for the best lighting opportunities. These times afford the best lighting to help you capture the richness of color around you.

**Overcast is Okay:** Overcast days offer some of the most wonderful lighting so, if it's a cloudy day, consider snapping away. The

to carve the turkey each year or a family football game happening in the back yard outside, make sure your camera's ready. Your photographing these events can become part of the annual tradition.

**Be Candid:** The holidays can provide some fantastic candid photo opportunities so keep your camera ready when the kids start improvising a talent show or a thoughtful moment between family members occurs. Don't ask them to pose and don't get too close; just try to capture the moment as it happens. You want to record the action, not alter it.

**Shoot it from the Top:** If you're shooting a large family gathering at the Thanksgiving table, consider standing on a chair or stairs if at all possible. It will allow you a better opportunity to shoot the entire scene in a single shot. To keep all those faces in focus, you'll want as large a depth of field as possible. Try shooting in landscape mode, or if you have an aperture priority setting, select the highest F-stop available.

If you're shooting with a DSLR, consider getting an external flash because your built-in flash has an effective range of only a few feet. Here are some models for your consideration: [ldahocamera.com/Flashes](http://ldahocamera.com/Flashes)  
A few minutes of advance preparation will not only help improve your chances of getting those stellar shots, your family will be most thankful that you took the time to capture the holiday for them to enjoy long after the turkey is gone and the game is over.



### Picture Dictionary:

**Aperture:** A camera lens' opening, called its aperture, can be adjusted to let in less light or more light depending on the circumstances.

The size of a camera's lens opening at any particular time is called the f/stop. As the numbers get larger, the opening gets smaller (confusing, but still true). So, smaller number = more light coming in, larger number = less light coming in through the lens.

**Bonus Tip:** If you'd like to learn how to calculate an f/stop mathematically, take the focal length of the lens and divide it by diameter.

**Depth of Field:** The term 'Depth of Field' refers to the area of a scene that appears sharp in a photograph. There are three things that can affect the depth of field in a photograph: the distance between the camera and the primary subject, the aperture

absence of harsh sunlight will allow the subject's colors to retain its richness.

**Stay Simple:** Part of the beauty of fall can be captured in its simplicity. Zoom in close and focus on the beauty of a single leaf or a small cluster of them. Spend a few minutes surveying your surroundings to find the perfect subject. It may be something completely unexpected, such as an unassuming park bench or a solitary bird.

**Consider Contrast:** The rainbow of colors fall provides is even more gorgeous when coupled with contrast. A ruby leaf paired with green grass can create a more powerful image than either item photographed alone.

**Shoot a Grand Scale:** Large trees are just fascinating, aren't they? The trouble is that their grandeur is often difficult to capture with a standard head-on shot. Consider standing close to the base and shooting upward to better encompass the amazing expanse of the tree base and its branches. A colorful umbrella of foliage is an interesting and aesthetically pleasing way to show fall at its finest.

### Quick Tips and Fun Facts:

#### Protect Your Lens:

Your lens may not always get the best treatment. We've all done it- crammed it in a camera bag haphazardly or accidentally bumped a wall or some other surface while our camera is slung across our shoulder. This holiday, make sure your lens gets the right treatment by getting a PROMASTER Softclean Cleaning Cloth. Tiny dust particles, fingerprints and grease spots can be eliminated by using this special cloth made of 100% micro synthetic chemical-free fibers. You can pick up one here: [ldahocamera.com/Cleaning](http://ldahocamera.com/Cleaning)



**Quick Organizing Tip:** Go ahead and make files on your computer for photos taken during the holidays. If you organize monthly, create your November and December file folders so these pictures will have a place to land after they're taken. Or, just create a 'Holidays 2009' folder and put all the pictures from Thanksgiving through New Year's in a single location. This small strategy will help you find these photos once 2010 kicks in and relatives start asking, "Will you please send me the photos from Thanksgiving?"

**Photographing Kids Tip:** If you're

(or f/stop) and the focal length of the lens being used.



photographing very young children, consider shooting candid rather than posed shots. Little ones are a force of nature and it can be hard to get them to sit still. Candid photographs are a perfect opportunity to capture images of them enjoying holiday moments. If you're using a flash, try setting it off a few times in their presence so they get used to it. After awhile, they'll no longer pay attention and will return to what they're doing. Also, if you have a DSLR, having a great zoom will come in handy. You should be able to get some wonderful close up shots without interrupting all the child's play!

## Saturday Seminar Schedule

November

**Saturday, November 7th**

**11AM - Macro Photography**

Presented by Olympus Factory representative Brian Rycyk

Olympus Demo from 10AM to 4PM - Vista Store

**Saturday, November 14th**

**11AM - Professional Techniques & Creative Lighting**

Presented by Kathy Inskeep, Nikon

Nikon Demo Day from 10AM to 2PM  
Vista Store

**Saturday, November 21st - 11AM**

**David Stoecklein - "Photographing the West"**

Back by popular demand! [Mr. Stoecklein](#) will present images from his new book and have copies on hand to purchase!

Canon Demo Day from 10AM to 4PM

**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!](#)

Visit one of our four stores, [idahocamera.com](http://idahocamera.com) or call 1-877-323-8734

### Orchard Store

1310 N. Orchard  
377-3686

### Vista Village Super Store

1036 S. Vista Blvd  
343-8075

### Boise Towne Square Mall Store

2nd Level  
350 N. Milwaukee  
375-5220

### Nampa Store

2312 12th Ave. South  
442-8400



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Envelopes are always included!  
Special ends November 30th

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