



Digital Photography

Portfolio to Profession

Fourth Edition

Jack Klasey
Amanda M. Clark

Publisher

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Preface

Digital Photography: Portfolio to Profession is designed to provide beginning photographers with a blend of theory and practice that builds a solid foundation of photographic skills. The fourth edition of this textbook added “digital” to the title to reflect changes in the industry and to emphasize a digital-first approach. The content has been extensively revised to reflect the fact that digital imaging is accepted as the standard method of photography today. Mobile photography is also recognized as a category of photography.

To organize this vast subject, *Digital Photography: Portfolio to Profession* is presented in five major sections:

- Chapters 1 through 3 introduce you to the world of photography.
- Chapters 4 through 8 cover the basics of camera operation and the important concepts a photographer must understand before taking a picture (such as types of lenses and image capture media).
- Chapters 9 through 11 demonstrate how to create great photos through the elements of composition, effective lighting, and proper exposure.
- Chapters 12 through 16 explore various types of photography and how the nuances among the different types require slightly different approaches.
- Chapters 17 through 21 focus on postprocessing your images, including how to import, edit, and display your final photographs.

Each section concludes with a project that provides hands-on activities to help students practice the major concepts they have learned in each chapter. The goal is to create a thorough, well-rounded experience for students who are eager to start taking their own photographs and maintaining a portfolio.

While the continuing development of digital cameras, smartphones, and related software provides photographers with ever-improving and more convenient tools, the basic skill of photography will always be essential to the effective use of those tools. The photographer’s need to produce a meaningful photograph that is well composed, properly lighted, and correctly exposed is constant.

About the Authors

Jack Klasey is the author of multiple books and is currently at work on a fourth. Mr. Klasey has several decades of experience in various areas of technical and educational communication as a writer, photographer, and editor. In addition to authoring books, he has done photographic illustrations for a number of publications and has developed dozens of audiovisual programs in the education and technical training fields.

Amanda M. Clark is a high school teacher at Southeast High School in Bradenton, Florida, where she is responsible for writing and managing her own curriculum for the five television production courses she teaches. Each course is part of the program known as SETV (Southeast TV). Ms. Clark is also Faculty Advisor and Director of Television for the SETV club, which live streams school sporting events, awards ceremonies, and other special projects that have gained national recognition. As part of the program, students compete in various events in SkillsUSA. Her students have earned more than 15 state championship titles and 8 national championship titles. Ms. Clark also advises the Technology Student Association (TSA) chapter at Southeast High School. She serves on the Florida TSA State Board of Directors, where she was recognized nationally as the High School Advisor of the Year for the state of Florida. In addition, Ms. Clark serves on the Florida Department of Education committee that oversees the standards for both the Digital Video Production and Television Production courses across the state. She earned her bachelor's degree in Telecommunications from the University of Florida and her master's degree in Digital Video and Design from the University of South Florida. Prior to joining education, Ms. Clark had some professional experience as a news producer and an anchor for NPR's *Morning Edition* in Gainesville, Florida. Most recently, Ms. Clark coauthored the fifth edition of *Video: Digital Communication & Production*. Her work included restructuring the original text, adding new and relevant chapters, and incorporating section projects to create a capstone project for students.

Reviewers

The author and publisher wish to thank the following industry and teaching professionals for their valuable input into the development of *Digital Photography: Portfolio to Profession*.

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New to This Edition

The following changes were made to the fourth edition of *Digital Photography: Portfolio to Profession* to strengthen the integrated learning solution and to remain current with industry standards and trends:

- New Chapter 10, *Improving Lighting*, was added to discuss how lighting affects a final image to emphasize the importance of proper lighting.
- New Chapter 16, *Mobile Photography*, was added to discuss shooting images with a smartphone and using the native camera app to address growing smartphone photography.
- New Chapter 21, *Mobile Postprocessing*, was added to discuss editing photos on the go using a smartphone to address growing smartphone postprocessing.
- The text was divided into five sections, with a hands-on project at the end of each section that includes the major concepts from each chapter.
- There is a heavier focus on digital-first content to reflect changes in the industry. There is also a greater focus on using newer technology (such as taking pictures on a smartphone and storing files on cloud-based software).
- Updated end-of-chapter questions reflect a more robust Instructional Learning Solution to assess multiple levels of learning: Know and Understand, Apply and Analyze, Critical Thinking, Suggested Activities, and Communicating about Photography.
- Added a Real-World Photography feature to provide examples of photography applications in the real world and in the industry.
- Added a new video library to the supplement package for digital users. Tutorial videos help reinforce important concepts, such as composition, handling a camera, and setting up projects in Adobe Photoshop and Lightroom. A short assessment is included for each video to ensure students understood the video.

The fourth edition also added a coauthor, Amanda M. Clark. Ms. Clark teaches high school television production in Florida and is Faculty Advisor and Director of Television for her school's TV club. Her students compete in SkillsUSA and have earned a number of impressive titles over the years. Ms. Clark also serves on the Florida TSA State Board of Directors, where she has been recognized nationally as the High School Advisor of the Year for the state of Florida. Having a coauthor who teaches today's high school students is highly beneficial. She knows what appeals to them, understands the current technology that is used, and is aware of the requirements instructors must meet in various digital photography courses. Ms. Clark also coauthored the fifth edition of *Video: Digital Communication & Production*.

SAMPLE

Precision Exams by YouScience Certification


Goodheart-Willcox is pleased to partner with YouScience to correlate *Digital Photography: Portfolio to Profession* with their *Commercial Photography I* and *Commercial Photography II* certification standards. Students who pass the exam and performance portion of the exam can earn a Career Skills certification. Precision Exams by YouScience and Career Skills Exams were created in partnership with industry and subject matter experts to align real-world job skills with marketplace demands. Students can showcase their skills and knowledge with industry-recognized certifications—and build outstanding résumés to stand out from the crowd!

And for teachers, Precision Exams by YouScience provides:

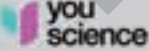
- Access to a library of Career Skills Exams, including pre- and post-assessments for all 16 National Career Clusters
- Suite of on-demand reporting to measure program and student academic growth
- Easy-to-use, 100% online administration

To see how *Digital Photography: Portfolio to Profession* correlates to Precision Exams by YouScience standards, visit the Correlations tab at www.g-w.com/digital-photography-2024. For more information about Precision Exams by YouScience, visit www.youscience.com/certifications/career-clusters/.

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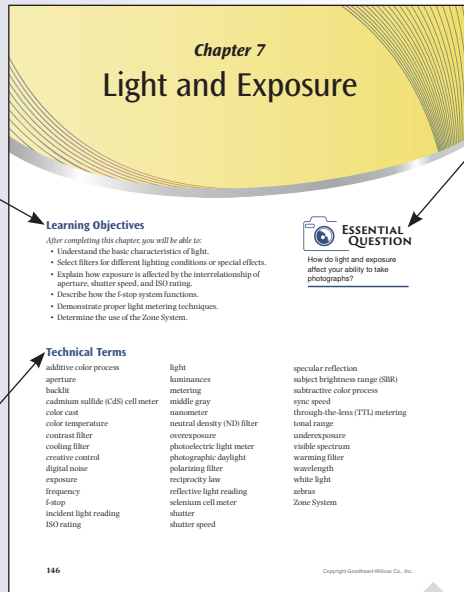
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Features of the Textbook

The instructional design includes student-focused learning tools to help students succeed. This visual guide highlights the features designed for the textbook.

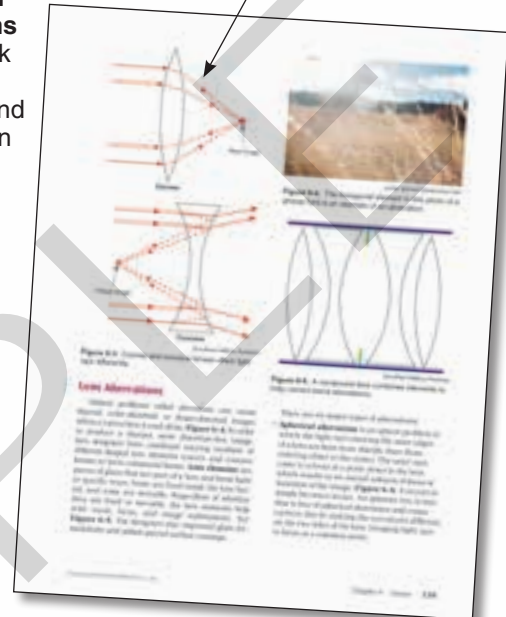
Learning Objectives clearly identify the knowledge and skills to be obtained when the chapter is completed.



Technical Terms list the key terms to be learned in the chapter.

Essential Questions help spark student interest and discussion as well as guide reading.

Illustrations have been designed to clearly and simply communicate the specific topic. Illustrations have been updated for this edition.



Procedures provide clear instructions for hands-on activities.

Photographic images have been updated to show the latest equipment.



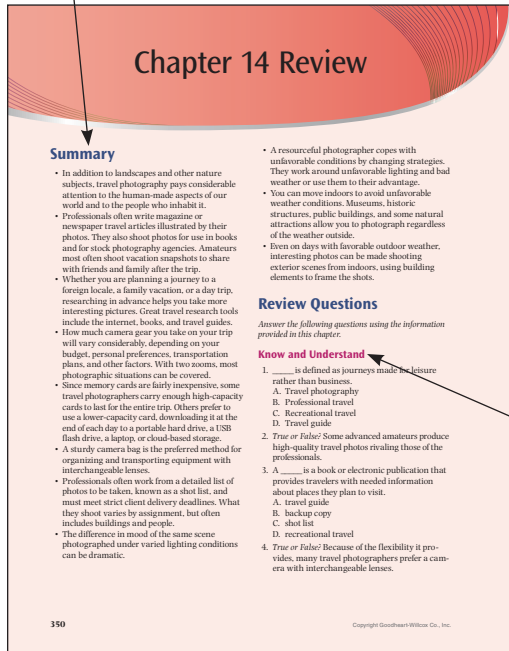
Real-World Photography features provide you with examples of photography applications in the real world and industry.

Figure 14-32. Shooting from indoors. A—The uneven, rippled quality of old window glass distorts the facade of an eighteenth-century building. B—Sentinel in period uniform framed by the arched entry of a restored fortress. C—A hidden garden seen through the gate at the end of a covered passageway. D—Colorful boats in a marina framed by a restaurant window.

PORTFOLIO ASSIGNMENT
Brace Yourself
 Find a subject that would normally require the use of a tripod to capture without camera shake. Possible subjects include a lit street scene at night or a dimly lit interior space. Complete the following steps:
 1. Set your camera for aperture priority mode.
 2. Select the widest available f-stop and set the ISO to 100.
 3. Meter the scene. If the shutter speed is one second or longer, increase the ISO rating to 200 and meter again. If necessary, repeat until the shutter speed is less than one second.
 4. Find a suitable support to brace your camera against and make an exposure. Check your image for blurring due to camera shake. Remember that moving subjects will blur, but stationary objects should be sharp. This shooting technique takes some practice to avoid moving the camera as you press the shutter. Make a number of exposures until you get the desired results. Select the best image for your portfolio, noting the shutter speed, f-stop, and ISO you used.

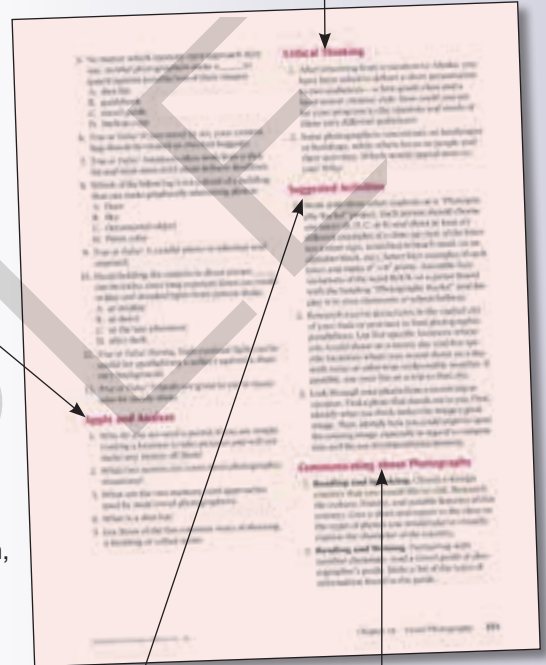
Portfolio Assignments help you improve your photography skills through practice while you build a portfolio.

Summary feature provides an additional review tool for you and reinforces key learning objectives.



Apply and Analyze questions extend learning and develop your abilities to use learned material in new situations and to break down material into its component parts.

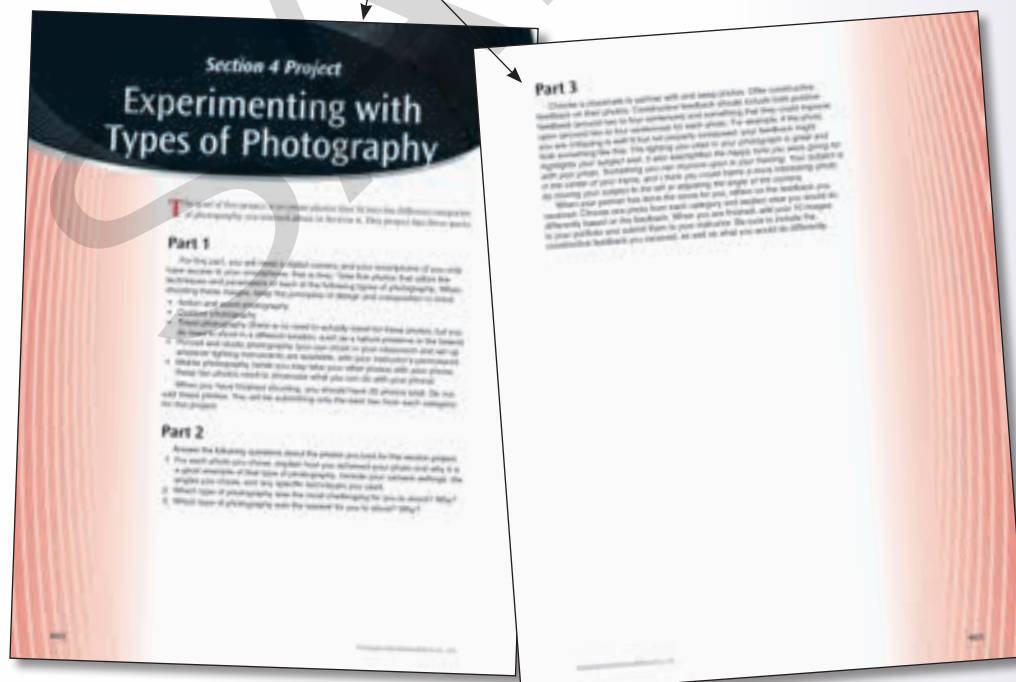
Critical Thinking questions develop higher-order thinking and problem-solving, personal, and workplace skills.



Know and Understand questions enable you to demonstrate knowledge, identification, and comprehension of chapter material.

Section Projects provide hands-on activities to help you practice the major concepts you have learned in each chapter.

Suggested Activities help you apply chapter concepts to real-life situations and develop skills related to the content.



Communicating about Photography provides opportunities for working with partners and in groups.

TOOLS FOR STUDENT AND INSTRUCTOR SUCCESS

Student Tools

Student Text

Digital Photography: Portfolio to Profession is intended for beginning photographers and is a blend of theory and practice that builds a solid foundation of photographic skills. It discusses topics such as what goes into making a good photograph, the types of equipment and methods involved in various types of photography, and how to edit photos.



Lab Workbook

- Hands-on practice includes questions and activities.
- Organized to follow the textbook lessons to help students achieve key learning outcomes.

Online Learning Suite

- Online student text and lab workbook, along with rich supplemental content, brings digital learning to the classroom.
- All instructional materials are accessible at home, at school, or on the go.
- Companion website containing e-flash cards and vocabulary exercises allows interaction with content to create opportunities to increase achievement.

Instructor Tools

LMS Integration

Integrate Goodheart-Willcox content within your Learning Management System for a seamless user experience for both you and your students. EduHub LMS-ready content in Common Cartridge® format facilitates single sign-on integration and gives you control of student enrollment and data. With a Common Cartridge integration, you can access the LMS features and tools you are accustomed to using and G-W course resources in one convenient location—your LMS.

G-W Common Cartridge provides a complete learning package for you and your students. The included digital resources help your students remain engaged and learn effectively:

- **Digital Textbook**
- Online **Lab Workbook content**
- **Tutorial Videos**
- **Drill and Practice** vocabulary activities

When you incorporate G-W content into your courses via Common Cartridge, you have the flexibility to customize and structure the content to meet the educational needs of your students. You may also choose to add your own content to the course.

For instructors, the Common Cartridge includes the Online Instructor Resources. QTI® question banks are available within the Online Instructor Resources for import into your LMS. These prebuilt assessments help you measure student knowledge and track results in your LMS gradebook. Questions and tests can be customized to meet your assessment needs.

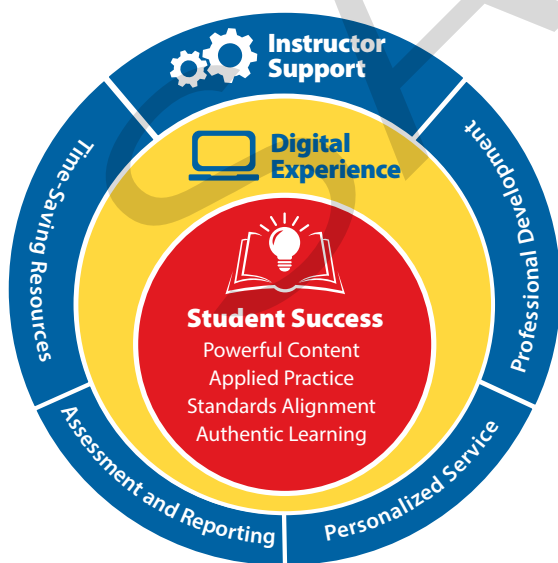
Online Instructor Resources

- The **Instructor Resources** provide instructors with time-saving preparation tools such as answer keys, editable lesson plans, and other teaching aids.
- **Instructor's Presentations for PowerPoint®** are fully customizable, richly illustrated slides that help you teach and visually reinforce the key concepts from each chapter.
- Administer and manage assessments to meet your classroom needs using **Assessment Software with Question Banks**, which include hundreds of matching, completion, multiple choice, and short answer questions to assess student knowledge of the content in each chapter.

See www.g-w.com/digital-photography-2024 for a list of all available resources.

Professional Development

- Expert content specialists
- Research-based pedagogy and instructional practices
- Options for virtual and in-person professional development



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