2006 SUMMER

the AUTUMN Color

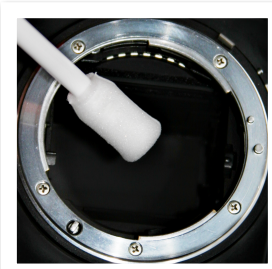
VOLUME 4 ISSUE 2 NEWSLETTER JULY

AutumnColor wins Inspirational Sponsor of the Year award from Dynamy.

Bet you didn't know that we have taken in over 10 interns in the last 5 years. These interns come from many different places. Local colleges like RISD or Quinsigamond Community College. But the majority of our recent interns come from a place called Dynamy. This year our interns and the folks at Dynamy awarded AutumnColor the prestigious "Inspirational Sponsor of the Year" award. We very proudly accept this award in June at the students graduation ceremony. Check out Dynamy and the program at: www.dynamy.org

How can a digital photographer save approximately 100 hours of time this summer?

There are approximately 94 long, beautiful, summer days. I can't wait to get outside and and enjoy this amazing time of year. As a New Englander who gets tired of the long winters, I cherish the summer time . Every second of the day, I look forward to being outside, or am outside. Camping, hiking, walking, tossing the ball around, swimming, cook outs - I could just go on and on! I spend a significant amount of time photographing during the summer. Whether it be the birthday parties and weekend festivals or more serious early morning or late afternoon sunlight. I have learned that the best thing I can do to make my precious time, my time, is to do this one simple thing. Clean my cameras sensor. Clean it and keep it clean. That 5-10 minute process saves me hours of clean up time in front of the computer. If I have to clone out those little dirt specks and spots at the end of my day of shooting, I just want to scream. I have learned the hard way. I once said - "Oh, I can get that cleaned up later in PhotoShop." Which is entirely true! You certainly can fix these specks pretty easily in PS. But that is not my point. What I am trying to tell you is this. The quick and dirty math showed me that I could save anywhere from 20 to 117 hours of precious time! Time I could be spending doing other fun things, instead of sitting in front of my computer cloning for hours.



There are a few things you should know about taking on this process of cleaning. I know I am about to shock you when I say this, but read your camera's manual on how to clean the sensor. Some camera's have a cleaning mode. It holds the mirror out of the way so you can have access to the sensor. Make sure you have enough battery charge so it does not run out and snap the mirror back down in mid process. That would be damaging to the mirror and the sensor. Also make sure you have the correct tools for the job. The manual should guide you, but there are also plenty of resources on the internet and in photo magazines. I have mentioned the web site www.cleaningdigitalcameras.com to several clients over the last year, and gotten very positive feed back. I also found a good Michael Reichmann article on www.luminous-landscape.com that talks about cleaning the sensor. Save yourself all that time and energy, learn this invaluable trick. Do this and you can enjoy those long days of summer outside in the sun.

The Logan & Wallace Gallery Opens: Congratulations to our clients, Robin Logan and Jim Wallace on the opening of their gallery in Shelburne Falls, MA! The current exhibition is featuring southern Utah imagery created by nationally known landscape photographer, Jim Wallace. If you get the chance to see the gallery you will be witness to to an exhibition that reveals the incredible beauty of this unique, quintessentially American landscape and it's extraordinary light. The show run until September 10, 2006. More information can be found at: loganandwallace.com or give them a call at 413-625-0040.

Logan and Wallace Gallery

55 Bridge Street

Shelburne Falls, MA 01370

Hours: Friday, Saturday, Sunday & Monday 11am-5pm

Donna's Little Cheat Sheets

My computer station has many bits of paper roaming around, but there are a few that have information I use over and over again. For example, there are days that folks call up and ask me - "If I have a file that is 14 MB, how big of a print can I make?" I tell them it would look great at 11x14 or smaller. How do I instantly know this is the magic size for that file? I am about to reveal that little secret. The info is on a chart that Mark made up for me. Since I seem to use it all the time, I thought I should share it with you. Now, please, keep in mind that its simply a guide line - nothing is set in stone and yes I have made perfectly respectable 16x20 prints from a 20 MB file. This chart shows ideals. Files that have not been res-ed up. I know there are tricks you can do in PhotoShop to make a small file larger, but there is a limit to that, too. At least if you still want your files to make *beautiful* prints. Here is my little chart on File Size verses Print Size.

Print Size in Inches	203.25 PPI or 80 Pixels Per CM	304.8 PPI or 120 Pixels Per CM
8x10	9 MB	22 MB
11x14	18 MB	40 MB
16x20	38 MB	85 MB
20x24	58 MB	128 MB
24x30	85 MB	192 MB
30x40	141 MB	319 MB
40x50	236 MB	531 MB
50x50	295 MB	664 MB

	Original Film Format	Ratio	Actual	Image	Size
	35mm	2:3	6.656	X	10
	35mm	2:3	8	X	12
	35mm	2:3	9.316	X	14
	35mm	2:3	13.3	X	20
	35mm	2:3	16	X	24
	35mm	2:3	20	X	30
	35mm	2:3	26.6	X	40
	35mm	2:3	33.33	X	50
	4x5	4:5	8	X	10
	4x5	4:5	11	X	13.75
	4x5	4:5	11.2	X	14
	4x5	4:5	16	X	20
	4x5	4:5	19.2	X	24
	4x5	4:5	20	X	25
	4x5	4:5	24	X	30
	4x5	4:5	32	X	40
	4x5	4:5	40	X	50

The other table I have posted near my computer is this file format chart. When someone wants a full frame 35mm slide to make a 16x20 print, I can take a minute to explain that they can have a 13.33x20 inch image or a 16x24 inch image. All due to that 2:3 film ratio. I just don't have the memory for all these little numbers and opening up PhotoShop to check each time is a time waster. These little charts help me since I don't have a great memory for numbers. For example: Do you need to know that 4x5 is going to make a 20 inch by what? Shazam! 20x25. It's the little things that make life a smidge easier. Maybe you can use these cheat sheets too!

	Original Film Format	Actual	Image	Size
	6x7	8.571	X	10
	6x7	10.286	X	12
	6x7	11	X	12.833
	6x7	12	X	14
	6x7	17.145	X	20
	6x7	20.574	X	24
	6x7	21.429	X	25
	6x7	25.717	X	30
	6x7	34.29	X	40
	6x7	42.862	X	50

PhotoShop Tip:

Don't Cancel ~ Reset and Save Time!

Most of PhotoShop's dialogs (but not all) will let you use this little tip, which can save you loads of time. When you're making changes in a dialog (let's use the Levels dialog as an example) and decide that you don't like the changes you've made, one option is to click the Cancel button to close the dialog, leaving your image unchanged. Then you can reopen the dialog and try again. This is an incredible waste of valuable time, so instead, Photoshop lets you "reset" the dialog-putting the settings back to what they were when you first opened it. Just hold the Option key (PC: Alt key) and look at the Cancel button-it changes into the Reset button. Click it, and it resets the dialog automatically, as if you hadn't made any changes at all. Big, big time saver.