

10 Steps to Better Film Photography

1. Use manual settings if available.
2. Aperture - use aperture between f.8 and f.22.
3. Shutter speed - Use no slower shutter than 1/60 second when photographing without a tripod.
4. Filter - Place a screw-on filter on the lens, and leave it on. This protects the objective lens from dirt and scratches and filters out unwanted ultra violet light. (Haze-1 filters provide desirable filtering. Tiffen is a quality brand.)
5. Lens hood - Use a lens hood to prevent unwanted sunlight from scattering across the lens surface. Prevent bright sunlight from shining directly on the lens surface.
6. Meter the ambient light.
7. Use a flash to add light and gain detail in shadows. (Flashes and shutters have to synchronize. Many shutters synchronize at 1/60 second or slower, others at 1/125 second or slower. Some cameras have shutters that synchronize at faster shutter speeds, so check the owners manual for shutter synchronization.)
8. Reflections - Photograph reflective surfaces at an angle. This prevents the reflected flash or the image of the photographer from being captured on film.
9. Use professional film rated for daylight (5500K). This is same color temperature as daylight and the light emitted by portable flash units. Use Kodak or Fuji professional films. Others are fine films, but many professional labs have not calibrated their processors to the color balance of these other films. Make black and white photographs for black and white publications. Kodak produces a professional black and white film, in the Portra line, that allows labs to process it with color chemicals. Portra black and white may not be available at Lynchburg's film retailers. If you need help locating Portra black and white, then John Bagwell Photography can order it for you. (Expect to pay about \$9.00 per roll for professional film.) Color prints can be manipulated after scanning and changed to black and white; but black and white prints for black and white publications is still better.
10. Processing - Use a professional lab to process your film and make your prints. The images are individually analyzed. The difference between professional and consumer processing is will make a significant difference in publishing. Have the lab print on glossy paper; this is better for scans.

Courtesy of CLARKE, Inc. (434) 847-5561 and John Bagwell Photography (434) 525-5868

■ **CLARKE, Inc.** Creative Marketing & Print Communication

115 Bradley Drive . P.O. Box 10936 . Lynchburg, VA . 24506 . ph (434) 847-5561 . fx (434) 528-0064 . be**betterdomore**.com