

# K O D A K

# PCphotographer

by Jack & Sue Drafahl

## PHOTOGRAPHIC'S USER REPORT

There used to be two basic ways to learn how to take great photographs. The first, and most common, was the self-taught method. Photographers would read all the books they could get their hands on and the instruction manuals that came with the camera, lenses, flash and films. This method was strictly learning by trial and error. The second method was to take photography classes offered at local high schools and colleges, or by attending seminars from professional photographers on tour.

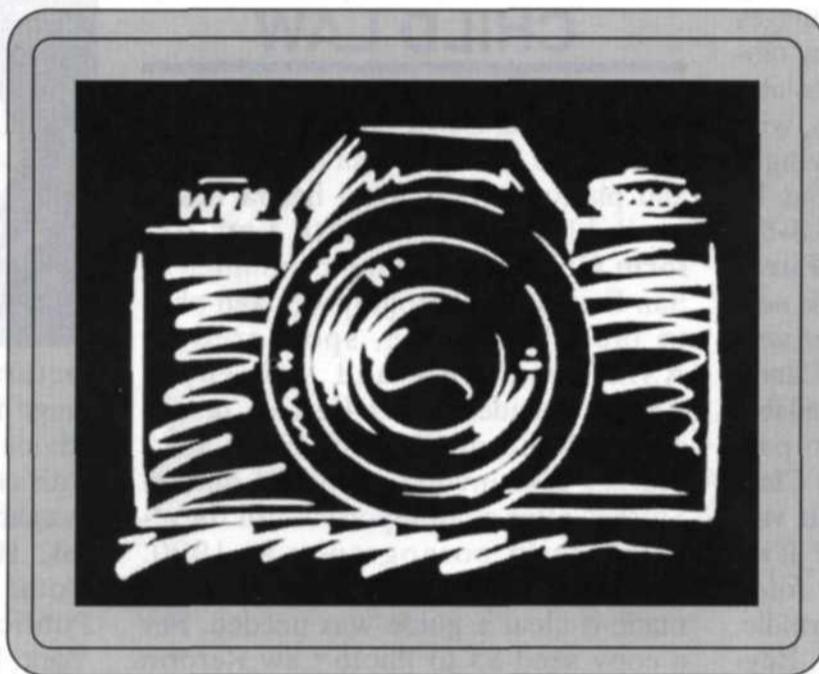
Now there is a third way to learn photography in the privacy and comfort of your home. Kodak has introduced a software program that puts a 35mm camera in your PC computer. The PCphotographer software program simulates the use of a basic-model camera for beginners and a top-of-the line SLR for the more advanced photographers. Photo situations are presented so you can make choices to achieve a great photo. You can select zoom or fixed lenses, flash or available light, using a variety of different speeds of film. The "camera" has all the options of the current models with autofocus, exposure compensation, bracketing and sophisticated metering.

### PROGRAM INSTALLATION

PCphotographer easily installs on compatible PCs, ATs, 286, 386, 486 and PS/2s by inserting the disk into the floppy drive and typing the word "install." In a few minutes the program will be installed and ready for your first lesson. A Macintosh version is also available.

**PULL-DOWN MENUS:** At the top of the viewfinder screen you will find seven pull-down menus. When you touch one of these selections with the mouse or keyboard controls, a menu pops up offering several options. If you're not sure

## Learn Photography from a Computerized Teacher



how to operate something on the scene, simply touch the "help/reference" menu and it will give you added information about any topic.

Touching the "camera" menu gives you the option of choosing between a basic viewfinder with few control options, or the advanced mode, where most of the controls on professional cameras are displayed. This is where you would decide if you wanted to use whole f-stops or  $\frac{1}{2}$  settings. The "Scene" control allows you to select action or still life. Once you have selected one, you will find a variety of scenes guaranteed to challenge your photo skills.

The next selection, "Develop," is pressed when you are finished taking pictures. This advances you to the darkroom where your pictures develop before your eyes. With the "Film" selection, you have the choice of a variety of Kodak slide and negative films for your lesson. "Lens" selection will provide you with a choice of prime or zoom

lenses for a specific lesson. The last selection on top of the screen is the "Quit" function, which obviously should only be used when your family members threaten to disown you if you don't quit.

### VIEWFINDER CONTROLS

All camera controls and displays are visible around the viewfinder screen simulated on your computer. Touching the "Lighting" icon will display over a dozen types of lighting conditions. You can set the angle of the sun to the subject, the height of the tripod and where you are with reference to the subject. Along the bottom of the viewfinder a record of the last three focus distances is displayed.

On the right side of the viewfinder you will find icons representing "Lens Selection," "Camera Shake," "Angle of View," "Magnification," "Minimum Focus Distance," "Lens Hood," "Focus Screen" and "Flash Controls." The remainder of the camera controls are placed around the viewfinder image in the middle of the computer screen. At the top you can select "Exposure Mode," "Motor Drive Mode" and "Metering System." "Shutter Speed" and "Aperture" controls are changed at the bottom of the viewfinder. "Focus" control is on the right side of the viewfinder, "Exposure Compensation" is on the left side of the viewfinder and you can also easily switch from vertical to horizontal and back again.

### TAKING A PICTURE WITH PCphotographer

Before you take your first picture, you should check the displays around the viewfinder to verify that you have selected the film, lighting and lens that you want to use for the first scene. Let's look at one of the action scenes and take you through a few exposures so you can see how the system works. In this case,



The screen shows the camera viewfinder and the scene you select, and allows you to select camera settings. Press the mouse button to take the picture. Across the top of the screen are the seven pull-down menus.

you select the scene of the sailboat race in San Francisco Bay. In the viewfinder you will notice several sailboats moving slowly by. Go to the top of the screen and select shutter priority, single motor drive and pattern metering. From there move to the bottom of the viewfinder and set the shutter to a high speed, so that you can stop the action.

When a sailboat moves into the focus grid in the middle of the viewfinder, press the focus function on the right side of the viewfinder, and the camera will focus on the sailboat. Quickly move to the viewfinder and press the left mouse button to take a picture. Delays between pressing the shutter and when the picture is actually taken are simulated on the viewfinder screen.

For the next series of shots move to the top of the viewfinder and set the motor control to bracket  $\pm 1$  stop of exposure, and wait for the bow of the next sailboat to enter into the scene. Pressing the shutter takes three rapid-fire exposures, each adjusting to bracket the exposure.

Move to the top of the computer screen again, and select an action scene

The photo-album/critique section offers you the opportunity to "thumb through" your photos and provides a technical critique of each shot on the right, giving suggestions on how the photo could have been improved.



of runners in a race. Set the shutter speed for the highest setting possible and the motor drive to high-speed motor. When the first runner enters the scene, you should make a fast autofocus and try to anticipate the first frame of the series. Pressing the shutter starts the camera taking a rapid-fire sequence of the scene as the runners pass by the camera. With each scene you should try as many of the controls as possible so you can see how they affect the overall picture.

### DEVELOPING YOUR FILM IN THE COMPUTER

When you have finished shooting your first roll of film, you should select the "develop" function at the top of the computer screen. The screen will switch from the viewfinder mode to the darkroom, where you will see a photographer processing the film. As each frame is processed it is displayed in the upper left portion of the screen. When the entire roll of film is processed, all photos are arranged in a photo album for review and critique.

### PHOTO ALBUM AND CRITIQUE

When the photo album is completed, you can thumb forward and backward through photos and review your results. Information about the scene, film, lens and exposure is displayed for each photo. Critiques of each photo can be

The PCphotographer (and the recently introduced Macintosh version) includes a workbook that sets up assignments to take you through all the aspects of taking good pictures, along with an instruction manual and the diskette.



# Photo Buttons Make them with Badge-A-Minit

Everyone loves a photo button and now you can include them in your line of services! Sell photo buttons to go along with each photo order. They're fast and easy to make with Badge-A-Minit. Photo buttons cost only pennies to make, finished buttons sell for much more.

Our Starter Kit includes a hand-held assembly press and enough parts to make ten buttons. Order today or send for a FREE catalog.



\$29<sup>95</sup>

Badge-A-Minit, Dept. PG-1193  
348 North 30th Rd., Box 800, LaSalle, IL 61301  
Phone: 800-223-4103

Send me a Starter Kit for only \$29.95 plus \$2.95 shipping (IL residents add \$1.87 tax).  
 VISA  MASTERCARD  Check/M.O.

Card No. \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

Please send me a FREE catalog.

**MONEY BACK GUARANTEE**

# Porter's Catalogs

Free!

are...#1

—Since 1914—

## Porter's camera Store

Box 628, Dept. 11 PT, Cedar Falls, IA 50613-0628

PHOTO Catalog  VIDEO Catalog

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Or call **TOLL FREE** (From 50 States)  
**1-800-553-2001**

Circle #311 on Reader Service Card

# KODAK PCphotographer

viewed by selecting either the left or right page from the top of the album menu. The page opposite the photo will be cleared, and a critique will start. The critique continues by pressing the PAGE DOWN key until the review is completed. Unwanted photos can be deleted from the album by using the delete key. When you are through viewing your

database includes general information such as birthday parties with candle-light, to specific exposure data such as the Eiffel Tower at night. You can view the information on the computer screen or print it out on your printer and take it on location with you.

## CONCLUSION

We have been involved in photographic instruction for more than 20 years and have seen a lot of variations in teaching photography. The PCphotographer is definitely a new way to learn photography. The program allows aspir-

## KODAK MACphotographer for Applophiles

So, the idea of using your computer at home to educate yourself in the intricacies of photography appeals to you, but you don't have an IBM PC-compatible unit. You're in luck.

The Kodak wizards have foreseen your needs and developed MACphotographer for people like you. It has most of the same features as PCphotographer, but is designed to work with a minimum of the following: Mac Plus, SE or Classic with 2 Mb RAM, System 6.07 or higher, hard drive with 2.5 Mb free disk space and a mono or color monitor.

We sampled the program in our offices and determined that, for the beginning photographer who is computer-oriented, this program may be just the call. It is fairly simple to use and understand without reading the manual (something we all dread).

The accompanying workshop book complements the program and

covers the basics of 35mm SLR photography with easy-to-follow, step-by-step instructions and comments. Users get instant feedback as to how a 35mm camera works while improving their photographic techniques.

Users can choose from a wide variety of film speeds and types, lenses and two different cameras. There are several scenes available to the MACphotographer to keep you interested in learning.

After you finish shooting a roll of film there is an analysis to help you evaluate your exposures. The default is a basic review, but there is an in-depth re-

view that gives a lot more information for the advanced photographer.

Try out Kodak MACphotographer if you are interested in learning about photography in the ultimate stress-free environment—your own home.



photo album, it can be cleared so that you can shoot another roll of film.

## PHOTO WORKSHOP BOOK AND DATABASE

Additional help for the Kodak PCphotographer is available in two forms. First, there is a companion workbook that sets up assignments in the PCphotographer program that take you through all the basics of taking good pictures. The workbook sets up examples that help you understand exposure, lenses, action, flash and composition.

Included with the PCphotographer is a special exposure database system. When you start this program, you first select a film type, and then move to a specific exposure situation. The

ing photographers to learn at their own pace in the comfort of their home. We feel that people using this program will become proficient in the concepts of photography in a short period of time.

The program also allows experienced photographers to fine-tune their skills without the expense of film and processing. We found the program to be very realistic in its simulations, and very diverse in its applications. While all the other PC-computer owners boast about their hard disks, RAM and software, you have them beat because with PCphotographer, your PC has its own 35mm camera inside!

Eastman Kodak Co., 343 State St., Rochester, NY 14650; telephone (716) 724-4000.