

[This copy was commissioned to serve as a guideline for an upcoming digital photography tutorial web site. It is comprised of an Introduction and then a listing of suggested topics that would be of interest to all disciplines of digital photography. – The CopyGUY]

Introduction –

Welcome to “XYZ Photography Site”. I am very pleased that you’ve stopped by for a visit, and along with our instructors, we’ll do our best to make sure you’ll be glad you did.

It is our belief that digital photography represents the best, quickest method for anyone to create and publish memorable and imaginative images. When enhanced and transformed by the digital imaging process, the digital photograph extends its visual message onto previously dreamt of planes of creativity and unlimited imagination. The great naturalist photographer, Ansel Adams used to say that half of the picture was taken by the camera, the other half was completed in the darkroom. For many of today’s digital photographers, the creative opportunities represented by a high-megapixel image rendering digital camera, coupled with the power of a computer image editor, leads to breathtaking and awe-inspiring visual excitement.

Unlike the days when the photographer not only had to know how to calculate f-stops and exposure times, had to learn the idiosyncrasies of the multitude of films, had to have exposed film correctly processed, contact printed, and then final prints made, today’s digital photographer is no longer encumbered with such issues. Images can be quickly viewed, are stored on a flash-memory card, can be off-loaded to a computer or uploaded to the Internet, can be digitally enhanced and turned into smashing art. And, for those in a hurry for prints, they can insert their memory cards directly into a printer and, *viola*, there’s the print.

It is our intention to provide an oasis of digital photographic enlightenment for the newcomer amateur photographer, but also for the serious amateur along with the professional photographer. We will present course material that will comfortably accommodate the amateur and, to address the needs of the professional photographer, there will be tutorials that will span innovative techniques of photography, advanced digital imaging and, for the enterprising, establishing a photography business and marketing photos.

I am confident the digital photographer will feel at home here at “XYZ Photography Site.” It will not become just a ‘show and tell’ site, but a digital image show-and-tell *how* site, a place where any

photographer can learn, benefit and chat about digital photography, imaging and advanced techniques. We welcome your suggestions for additional site content and tutorials. Again... WELCOME!

-- (Signed, Site Owner)

Curricula –

For the Amateur and Newcomer:

- Quick History of Photography and the Advancement of the Camera.
- How to Select a Digital Camera That Works for You.
- Guaranteed Good-Quality Shots 95-percent of the Time.
- Better Quality Images? The Power of the Tripod.
- Tips and Tricks that Make Digital Photography Easier.
- Tourism Photos – The Right Way to Do It.
- How to Get Digital Camera Images Quickly and Cheaply Printed
- Sharing Your Images: How About a Hosting Website?
- Basic Digital Imaging: Is it Necessary?
- Is Your Present Computer Up To the Task?
- Making Sure You Never Lose Your Digital Images.
- Ordering Prints Over the Internet.
- Taking Photos for Ebay!

For the Serious Amateur (Physicians, dentists, lawyers and anyone else with dispensable income.)

- Will a High-Priced Canon or Nikon Make You a Better Photographer?
- When Traveling, Don't Fight the Camera!

- Taking Photos Internationally – Become Familiar with Customs and Regulations.
- Specialist Shooters – Organize and Theme your Efforts.
- Sports Photography – A World unto Itself, and the Art of Getting Into Sync.
- How Good is Good? What's the End Product for Your Photo?
- Nature Photographers – Have you got your shots?
- Let's Talk Better Tripods and Shooting Aids.
- Telephoto and Wide angle lenses ... Get What You Need.
- Don't Become a 'Tech and Equipment Nut' – Instead, Get the Picture!
- Adobe Photoshop and other Imaging Editors.
- Is Your Computer Up To the Task?
- Desktop Computer Sufficient? Or, is it Time for a Laptop? Or, Both?!
- Where Can You Sell Your Digital Images? And, How to Legally Protect Them.

For the Professional Photographer:

- What Defines a Professional Photographer?
- Setting Up a Professional Photo Business?
- Who is Doing the Image Editing? You, or Are You Farming It Out?
- Photoshop, PhotoImpact or PaintShop Pro... Which One for You?
- Image Editing Tutorials.
- Don't Get Bugged Down with Image Editing!
- Your time is Money. Don't Waste It.

- Studio Equipment... What You'll Need – And Not Need.
- How Many Cameras are Enough? Lens Envy?
- When to Hire An Assistant: Who to Hire?
- Need an Office -Studio? How Big Should It Be?
- Impressing Clients with Your Studio – It's a One-Shot Deal.
- Before the Client Enters, Check Your Business Insurance.
- Dealing with Clients and Their Temperaments.
- Customer Service and Relations – So Important it Takes Our Breath Away!!
- Presenting Shoot Images for the First Time To Clients.
- Camera and Laptop on the Road. Don't Make Clients Work to See Images!
- Marketing and Advertising Your Photo Business.
- Understanding the Corporate Client and How to Deal With and Sell Them.
- Dressing for the Job: First Impressions are No Joke.
- Contracts and Collections.
- Expenses and Taxes.
- Get off the Ground and Soar to Higher Profits – Aerial Photography.
- Crime, Police, Forensic Photographer and What's Required.
- Photography for the Private Investigator: What's the Court Want to See?
- Sports Photography – Only the Best Need Apply.
- Digital Cinematography: Hey! Somebody's Going To Be Discovered Big-time On the Internet!!
- Pet Photography – Big Bucks for Sentimental Reasons.

- Horse and Livestock Photography – Vital for Breeders and Shows.
- Motor Sports Photography.
- Photographing Children.
- Portraiture – An Art Unto Itself.
- Wedding Photography: Speed, Quality, Skill, Customer Relations, Price all Rolled into One!
- Architectural Photography – The Crown Jewel of the Trade, with the Highest Financial Rewards.
- Commercial Photography – Extreme Discipline and Technique – Product Photography.
- Medical/Hospital Photography – Challenging, Rewarding Photography – Strong Stomach Required.