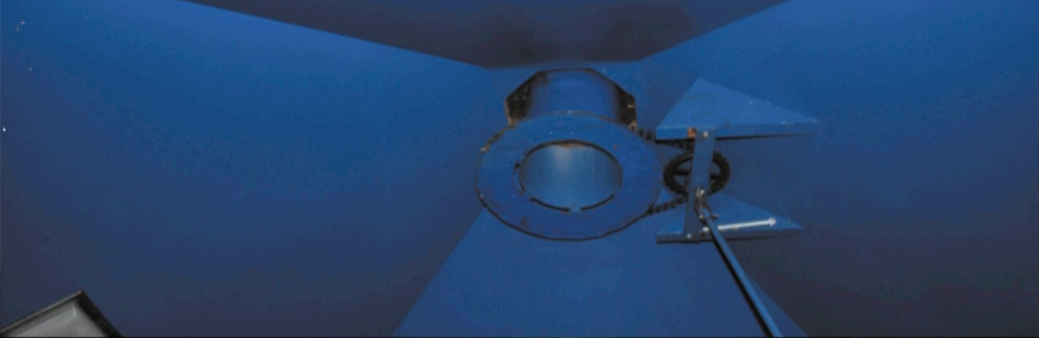




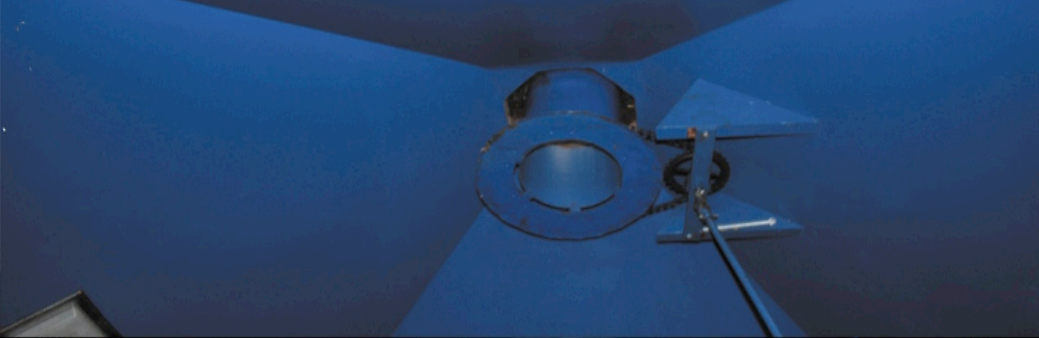
FOUNDATIONS of DIGITAL ART and DESIGN

Section 2 Notes



SECTION 2

DIGITAL PHOTOGRAPHY



SECTION 2 Notes:

PHOTOGRAPHY LOOSELY TRANSLATES TO
“Drawing with light”

It is an art form that developed
at the intersection of science
and technology

The Brownie camera was one of the first snapshot technologies, developed in the early 1900s

EASTMAN KODAK CO^S

BROWNIE

CAMERA \$1

The Brownie Camera

makes pictures 2 1/4 x 2 1/4 inches. Loads in daylight with our six exposure film cartridges, and is so simple that it can be easily

Operated by any School Boy or Girl.

Fitted with fine Meniscus lenses and our improved rotary shutter for snap shots or time exposures. Strongly made, covered with imitation leather, has nickeled fittings and produces the best results.

Forty-four-page booklet giving full directions for operating the camera, together with chapters on "Snap Shots," "Time Exposures," "Flash Lights," "Developing" and "Printing," free with every instrument.

Brownie Camera, for 2 1/4 x 2 1/4 pictures	.. \$1.00
Transparent-Film Cartridge, 6 exposures, 2 1/4 x 2 1/4	.. .15
Paper-Film Cartridge, 6 exposures, 2 1/4 x 2 1/4	.. .10
Brownie Developing and Printing Outfit	.. .75



THE BROWNIE CAMERA CLUB of AMERICA

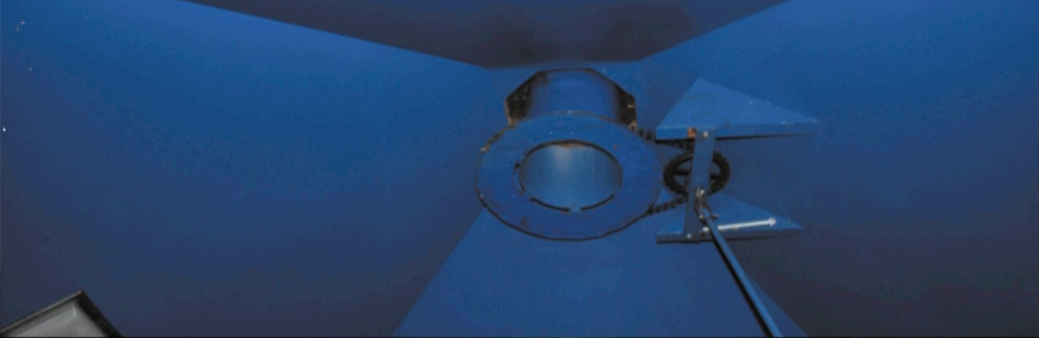
EVERY boy and girl under sixteen years of age should join the Brownie Camera Club of America. Fifty Kodaks, valued at over \$500.00, will be given to members of the club as prizes for the best pictures made with the Brownie Cameras, and every member of the club will be given a copy of our Photographic Art Brochure. No initiation fees or dues if you own a Brownie. Ask your dealer or write us for a Brownie Camera Club Constitution.



Send a dollar to your local Kodak dealer for a Brownie Camera. If there is no Kodak dealer in your town, send us a dollar and we will ship the camera promptly.

Eastman Kodak Co., Rochester, N.Y.

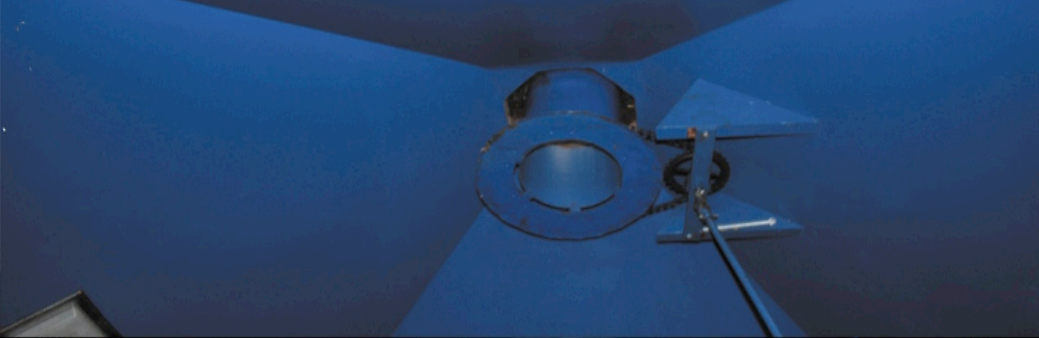
Kodak circa 1900



SECTION 2 Notes:

The process of creating a photograph is the opposite of drawing vector graphics:

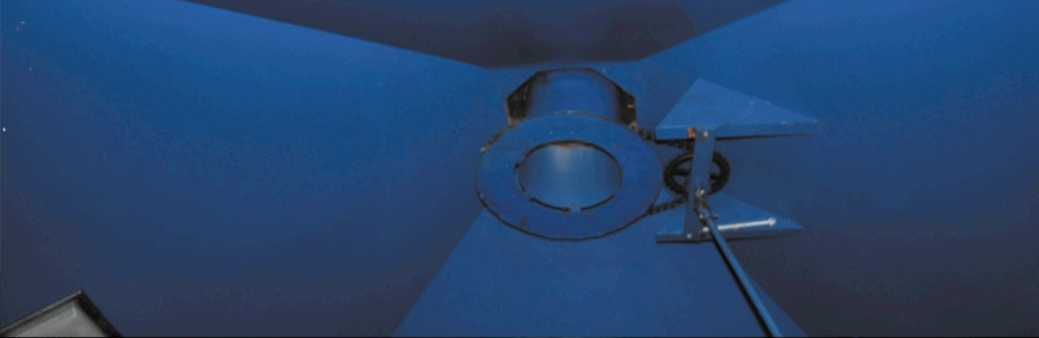
- Drawing is an additive process (elements are added to an otherwise blank canvas)
- Photography is subtractive (point your lens at the world and contain your vision within the frame)



SECTION 2 Notes:

PIXELS & BITMAP IMAGES


- Photographs (whether captured by a digital camera or scanned) are made of pixels
- Digital photographs are bitmap files
- Adobe Photoshop is the application primarily used for editing bitmap files



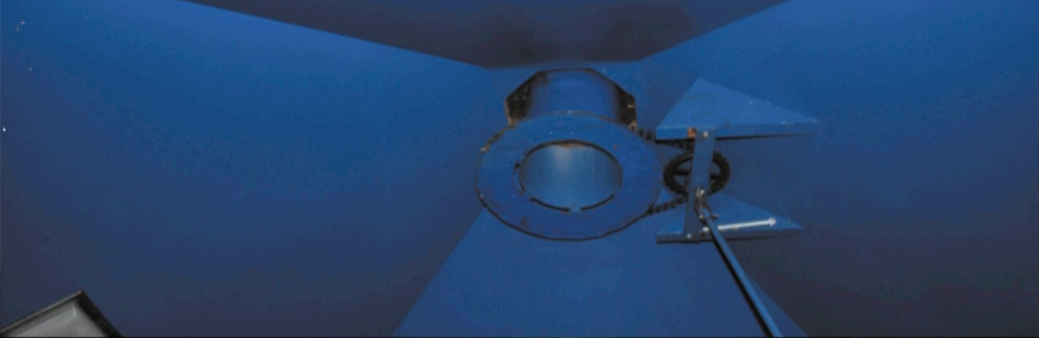
SECTION 2 Notes:

PIXELS ARE FINITE

- A pixel is a single unit of color
- Pixels are sampled from source material
- The number of pixels “captured” directly relates to the file size of the bitmap image



Bitmap
images
are not
infinitely
scalable!



SECTION 2 Notes:

ZONE SYSTEM (Chapter 5)

- Ansel Adams and Fred Archer developed the zone system
- The system is an 11-step scale to pre-visualize and delineate the tonal scale in an image
- The zone system starts at ZONE 0 (black) and ends at ZONE X (white)



TERRY FLAXTON
IN RE ANSEL ADAMS