PAE – DSG2005 - **Fotografia e Photoshop para produtos - Técnicas e Práticas**

INtrO

Prof. Igor Zucato

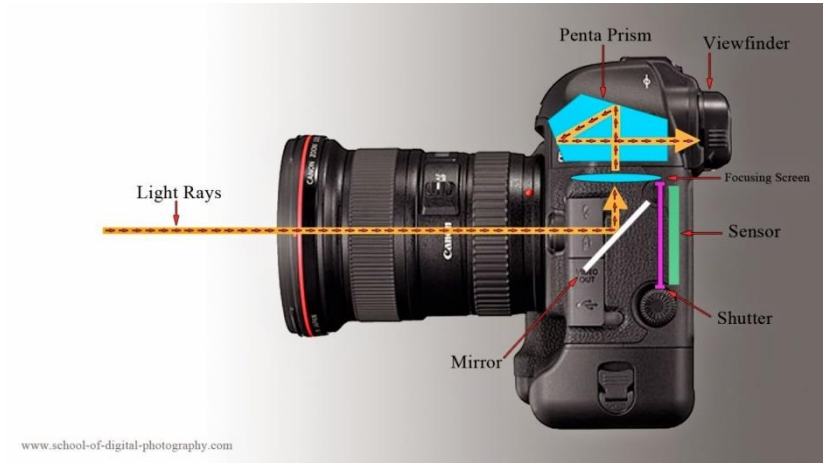
Semana:

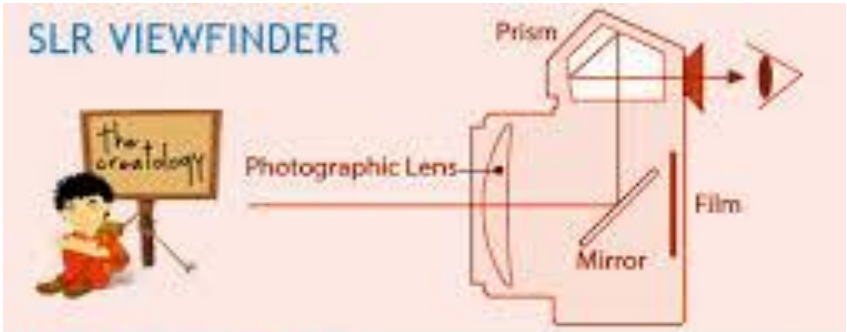
1. Intro photo
2. Composição
3. Foto para produto
4. Projeto da disciplina
5. Intro imagem digital
6. Photoshop
7. Aperfeiçoamento
8. Entrega do projeto - exposição

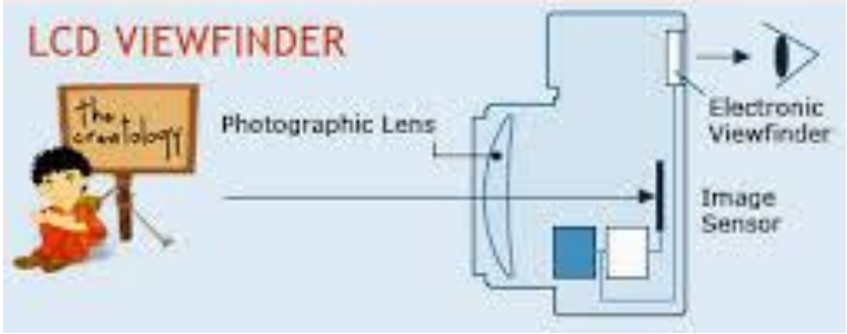
Para cada aula será dado uma tarefa para ser entregue valendo nota

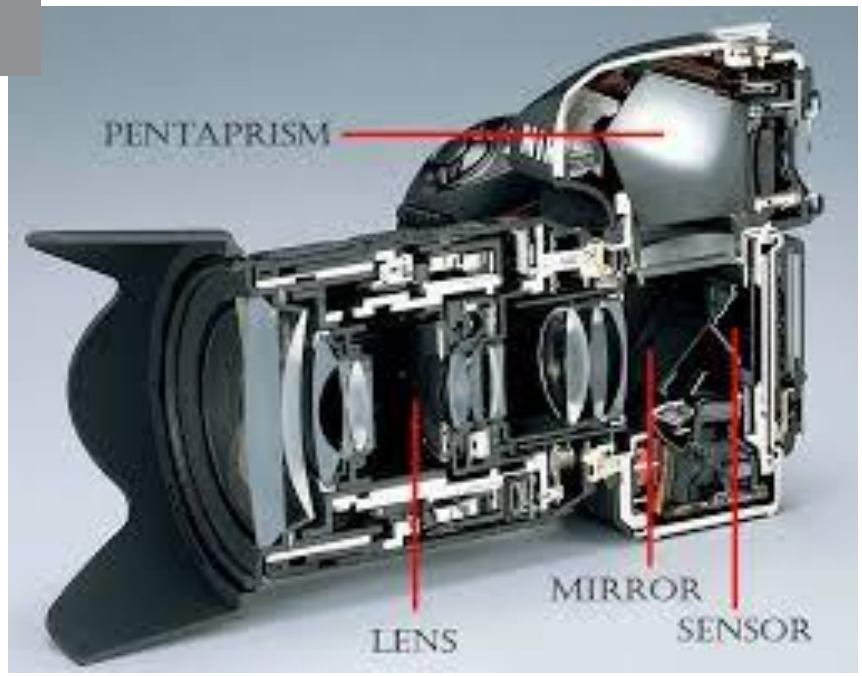
?Formato de entrega?

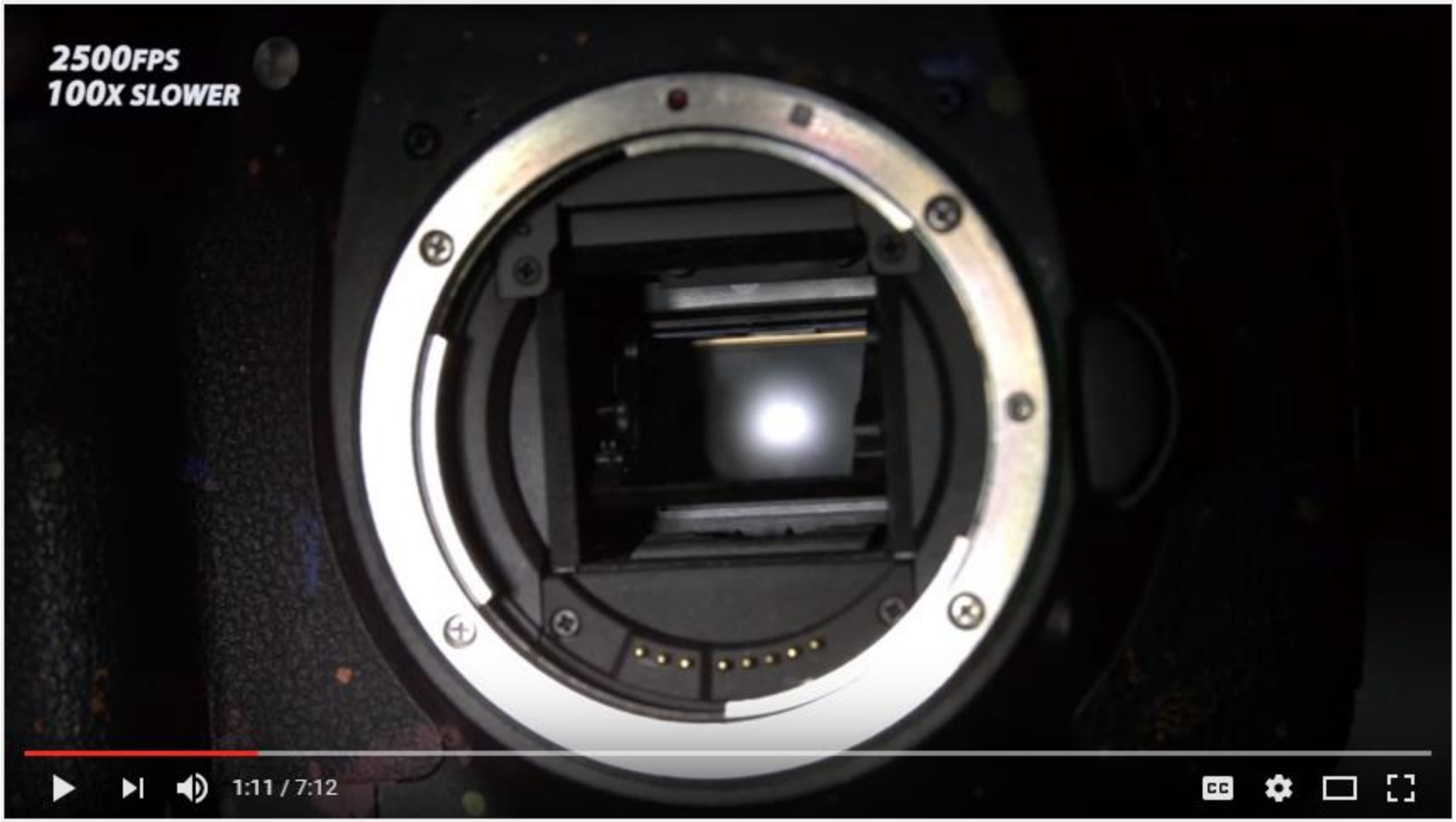

SLR
(Single-Lens Reflex)
DSLR
(Digital Single-Lens Reflex)
Nikon
✓ 35mm Film
✓ Memory Card

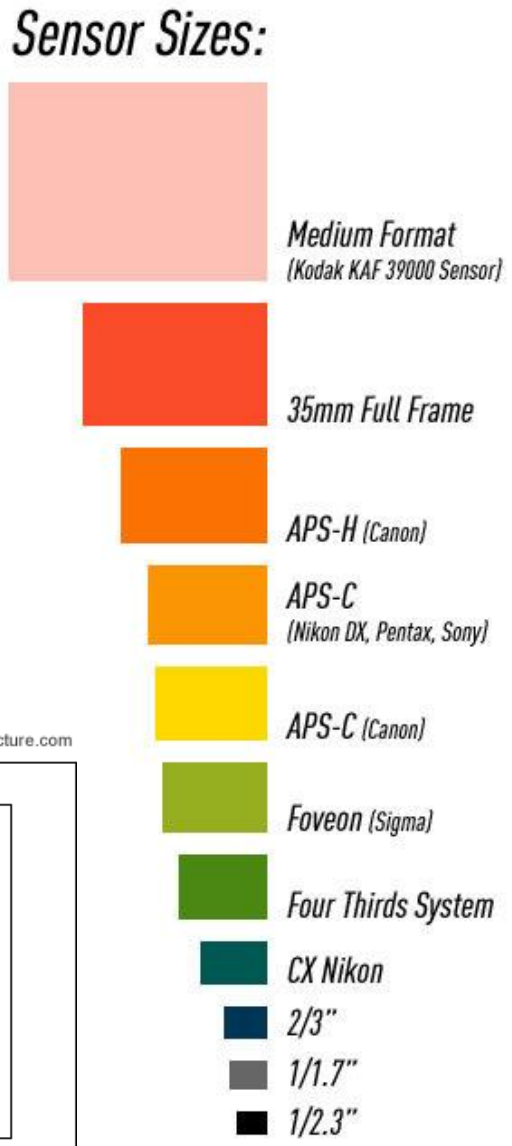

Penta Prism
Viewfinder
Light Rays
Focusing Screen
Sensor
Shutter
Mirror
www.school-of-digital-photography.com


SLR VIEWFINDER
Prism
Photographic Lens
Film
Mirror

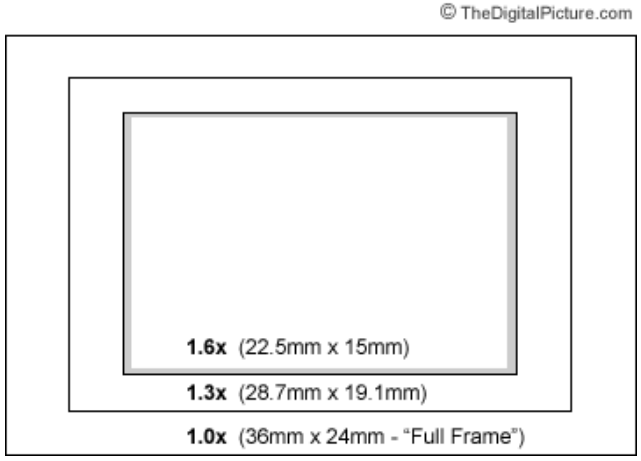

LCD VIEWFINDER
Photographic Lens
Electronic Viewfinder
Image Sensor


PENTAPRISM
MIRROR
LENS
SENSOR

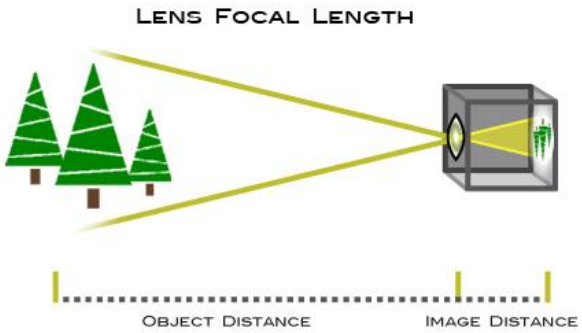

2500FPS
100X SLOWER
1:11 / 7:12



	1.3x	1.5x	1.6x	2.0x
10mm	13mm	15mm	16mm	20mm
17mm	22.1mm	25.5mm	27.2mm	34mm
28mm	36.4mm	42mm	44.8mm	56mm
35mm	45.5mm	52.5mm	56mm	70mm
50mm	65mm	75mm	80mm	100mm
105mm	136.5mm	157.5mm	168mm	210mm
135mm	175.5mm	202.5mm	216mm	270mm
200mm	260mm	300mm	320mm	400mm
400mm	520mm	600mm	640mm	800mm
600mm	780mm	900mm	960mm	1200mm

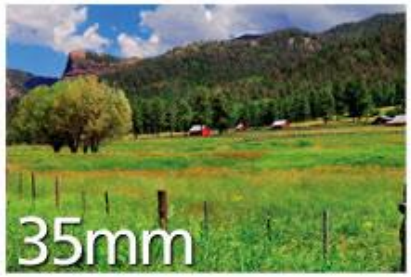


1. Ponto focal
2. Abertura
3. Velocidade
4. ISO
5. White Balance
6. Exposição (configurando o fotômetro)



AF-S DX NIKKOR
16-85mm f/3.5-5.6G ED VR

AF-S NIKKOR 50mm f/1.4G



Wide-angle to telephoto

Understand the difference between focal lengths, from 10mm to 400mm

Your lens focal length affects the angle of view you can see through your camera's viewfinder. To really see the difference focal length can make to the angle of view, it's good to compare a sequence of shots of the same subject taken at different focal lengths. See our examples for how much or how little of the scene you can capture in your frame, depending on your effective focal length (EFL).

125mm (EFL: 200mm)

35mm (EFL: 55mm)

11mm (EFL: 18mm)

400mm (EFL: 640mm)

200mm (EFL: 320mm)

55mm (EFL: 90mm)

18mm (EFL: 28mm)

Effective Focal Length (EFL)

Your lens projects a circular, upside-down image of your subject: thanks to your SLR's prism and mirror, the image then looks the right way up in the viewfinder!

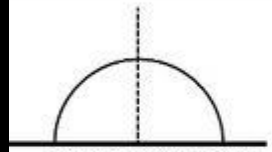
The view on a full-frame camera (sensor size: 36x24mm, same size as 35mm film).

The cropped view on APS-C DSLRs, the EFL is increased and the angle of view decreased.

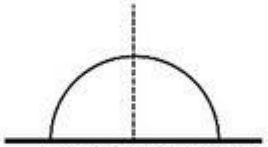
www.digitalcameraworld.com

ANGLE OF VIEW & FOCAL LENGTH

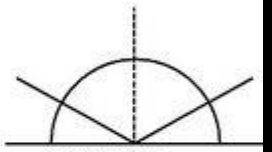
[life in edit]
infographic by Ernest Oliveta



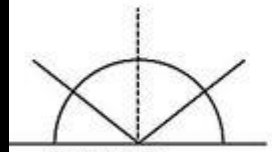
FOCAL LENGTH: 8mm CIRCULAR FISHEYE
ANGLE OF VIEW: 180°



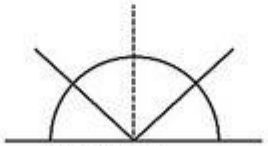
FOCAL LENGTH: 15mm CIRCULAR FISHEYE
ANGLE OF VIEW: 180°



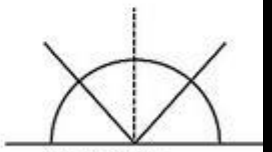
FOCAL LENGTH: 12mm
ANGLE OF VIEW: 122°



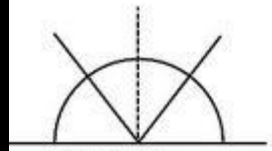
FOCAL LENGTH: 17mm
ANGLE OF VIEW: 103.7°



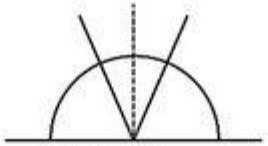
FOCAL LENGTH: 20mm
ANGLE OF VIEW: 94.5°



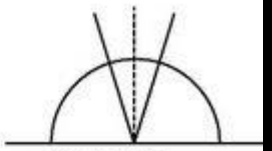
FOCAL LENGTH: 24mm
ANGLE OF VIEW: 84.1°



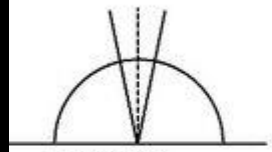
FOCAL LENGTH: 28mm
ANGLE OF VIEW: 75.4°



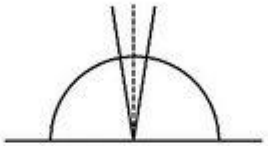
FOCAL LENGTH: 50mm
ANGLE OF VIEW: 46.8°



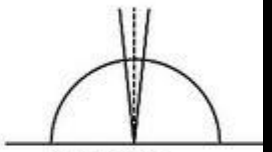
FOCAL LENGTH: 70mm
ANGLE OF VIEW: 34.3°



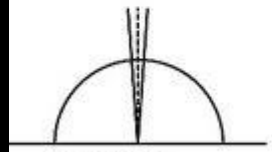
FOCAL LENGTH: 105mm
ANGLE OF VIEW: 23.3°



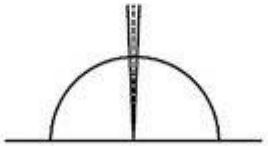
FOCAL LENGTH: 135mm
ANGLE OF VIEW: 18.2°



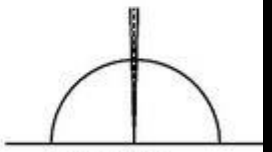
FOCAL LENGTH: 200mm
ANGLE OF VIEW: 12.3°



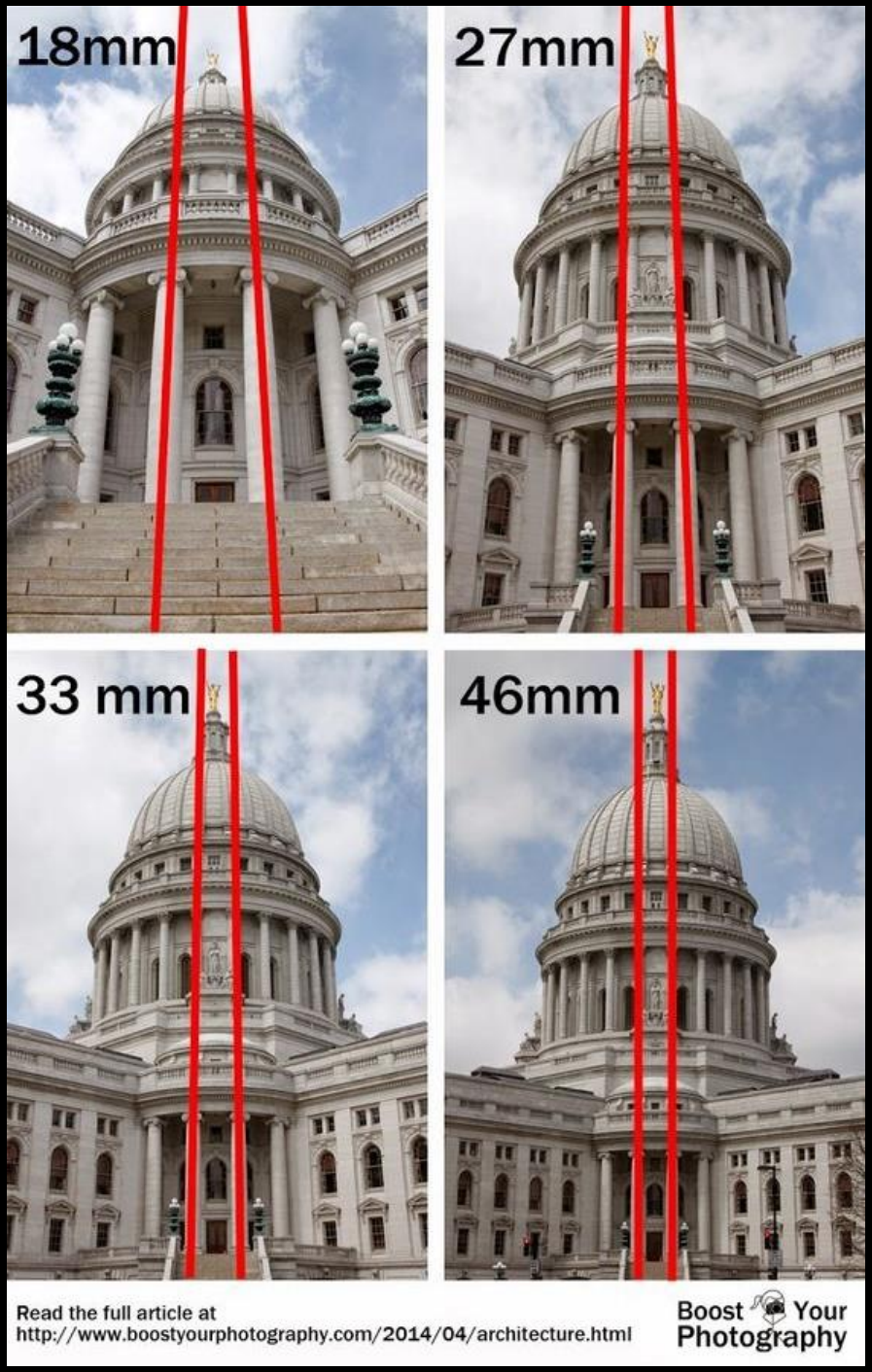
FOCAL LENGTH: 300mm
ANGLE OF VIEW: 8.2°



FOCAL LENGTH: 500mm
ANGLE OF VIEW: 5°

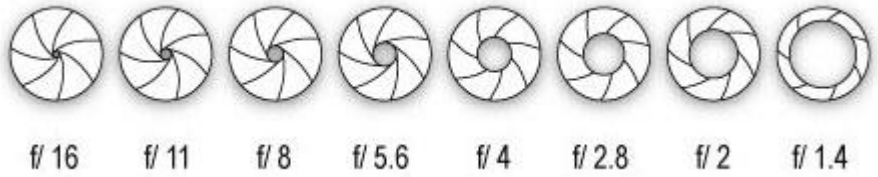


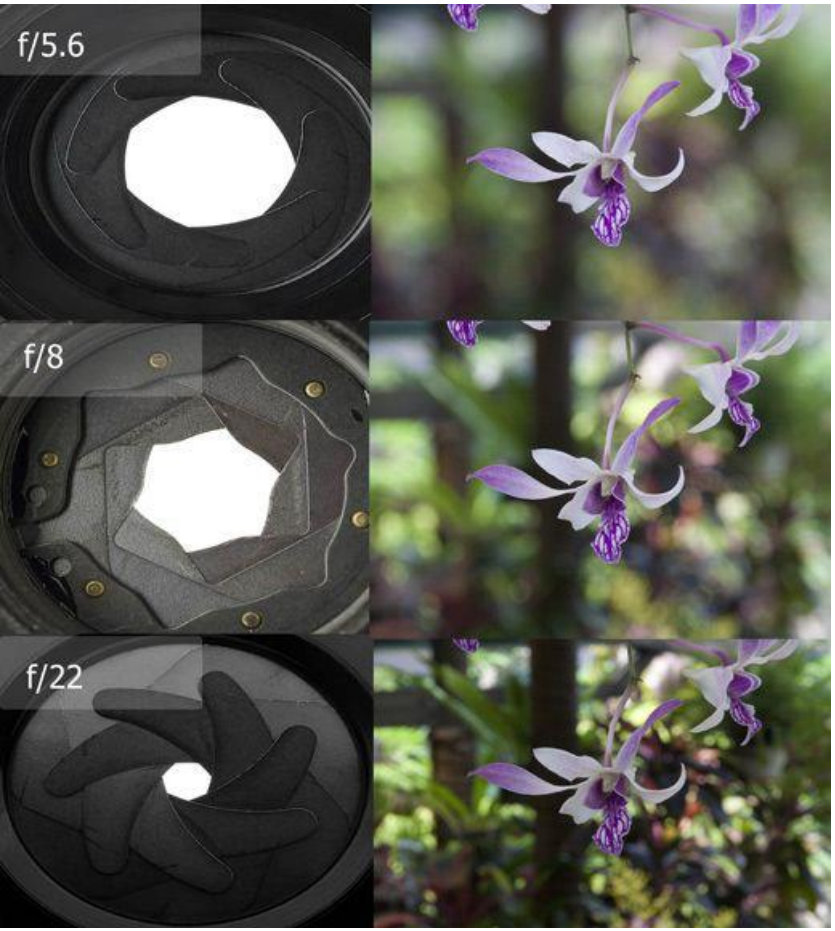
FOCAL LENGTH: 800mm
ANGLE OF VIEW: 3.1°


18mm
27mm
33 mm
46mm
Read the full article at
http://www.boostyourphotography.com/2014/04/architecture.html
Boost Your Photography


20 mm
35 mm
50 mm
70 mm
100 mm
120 mm
150 mm
175 mm
200 mm

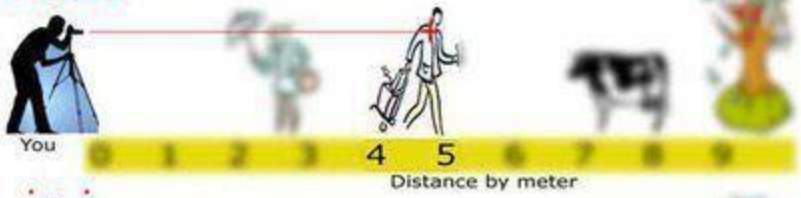
ABERTURA





All photos shot at ISO 1000 and 1/50 shutter speed

F-2.8



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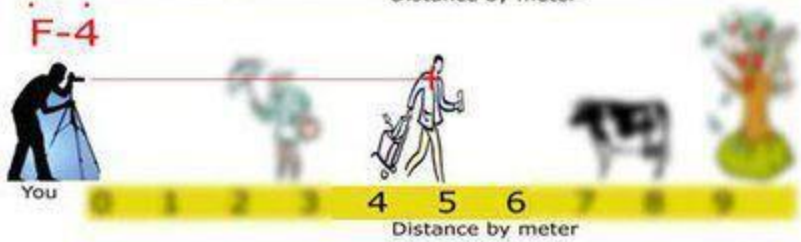
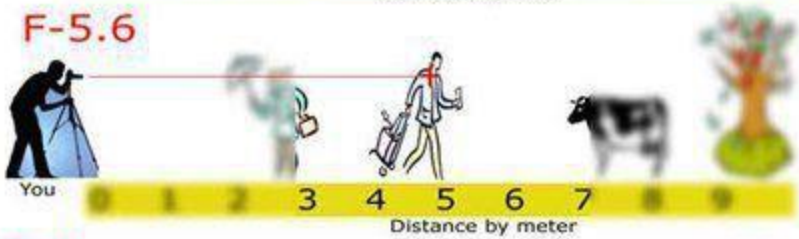


F-5.6



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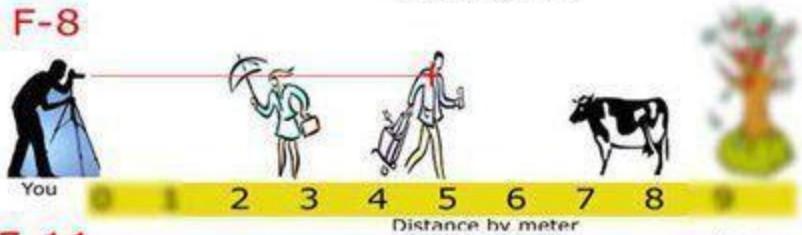

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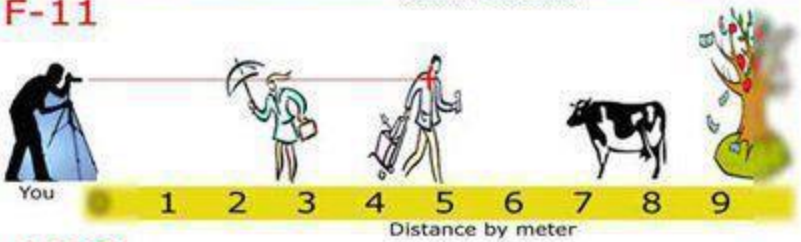

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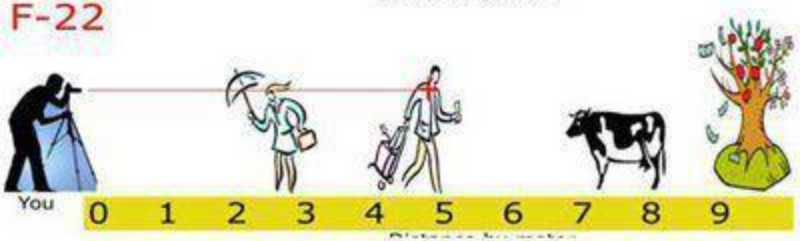
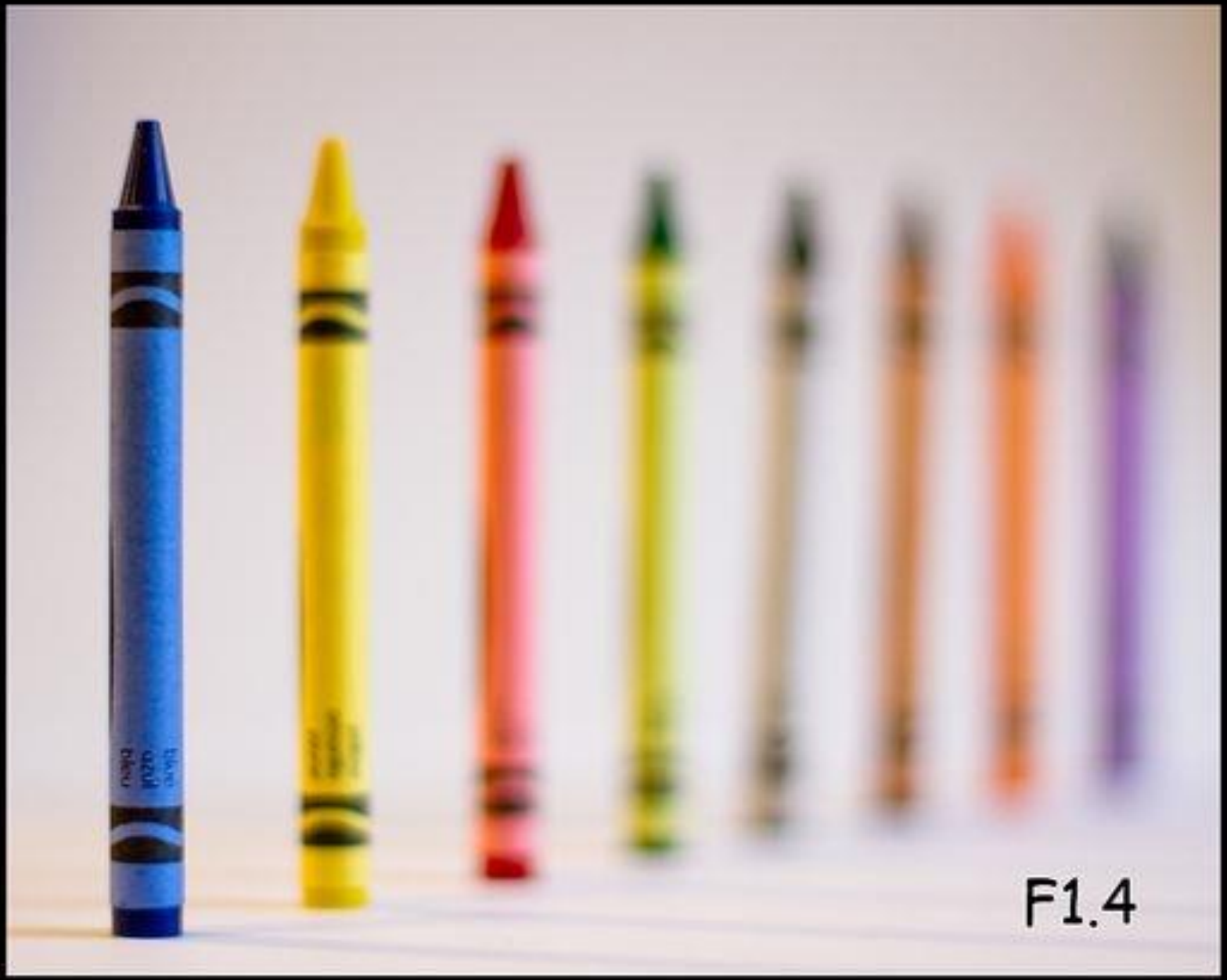



BOTTLED AT THE SOURCE, SAN PELLEGRI
S. PELLEGRI
SPARKLING NATURAL
NATURAL MINERAL WATER WITH
DISTRIBUTED IN THE USA BY
NESTLE WATERS NORTH AMERICA INC.
NET 8.45 fl. oz. 250 ml


f/22
f/16
f/11
f/9
f/6.3
f/5.6
f/4
f/2.8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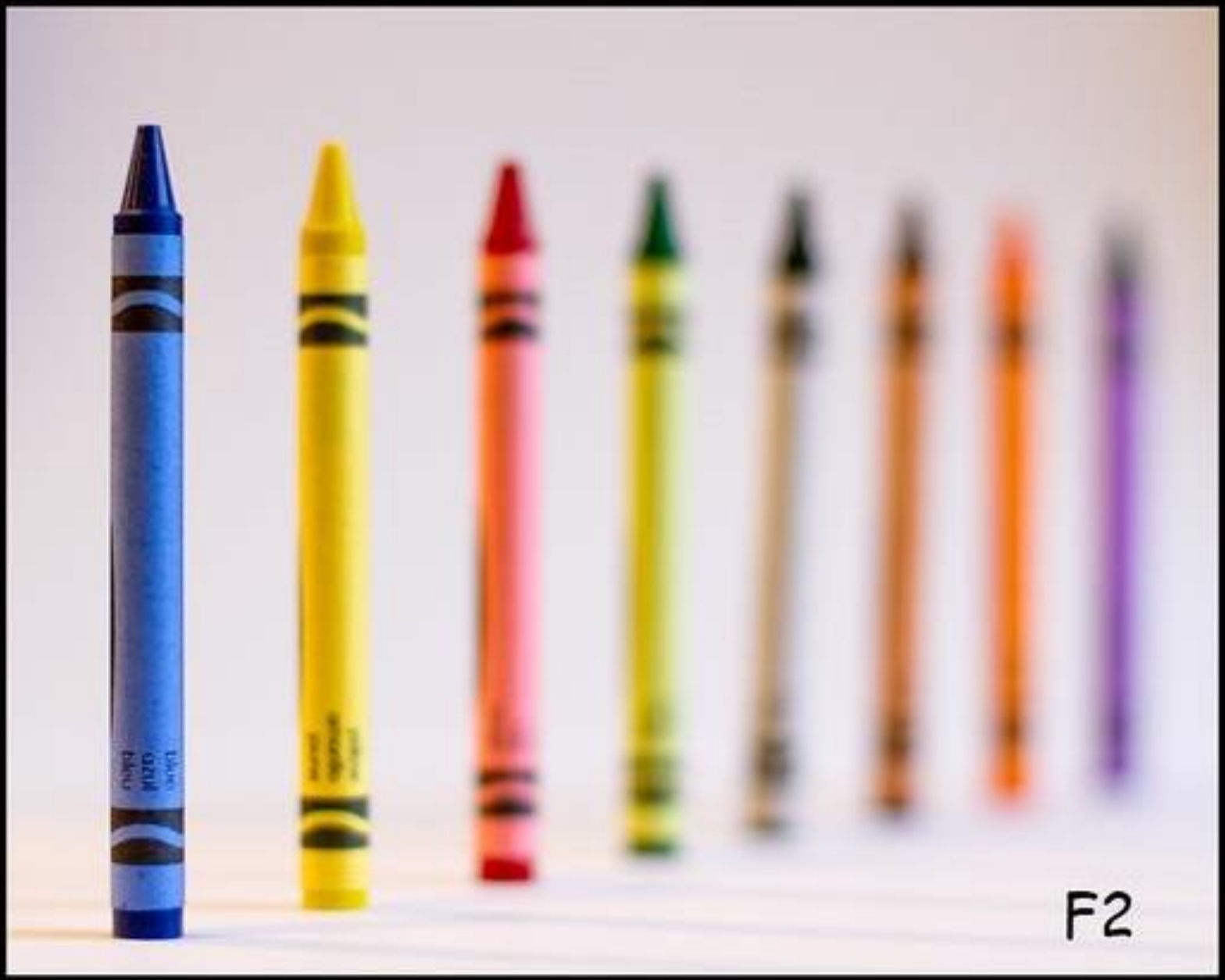
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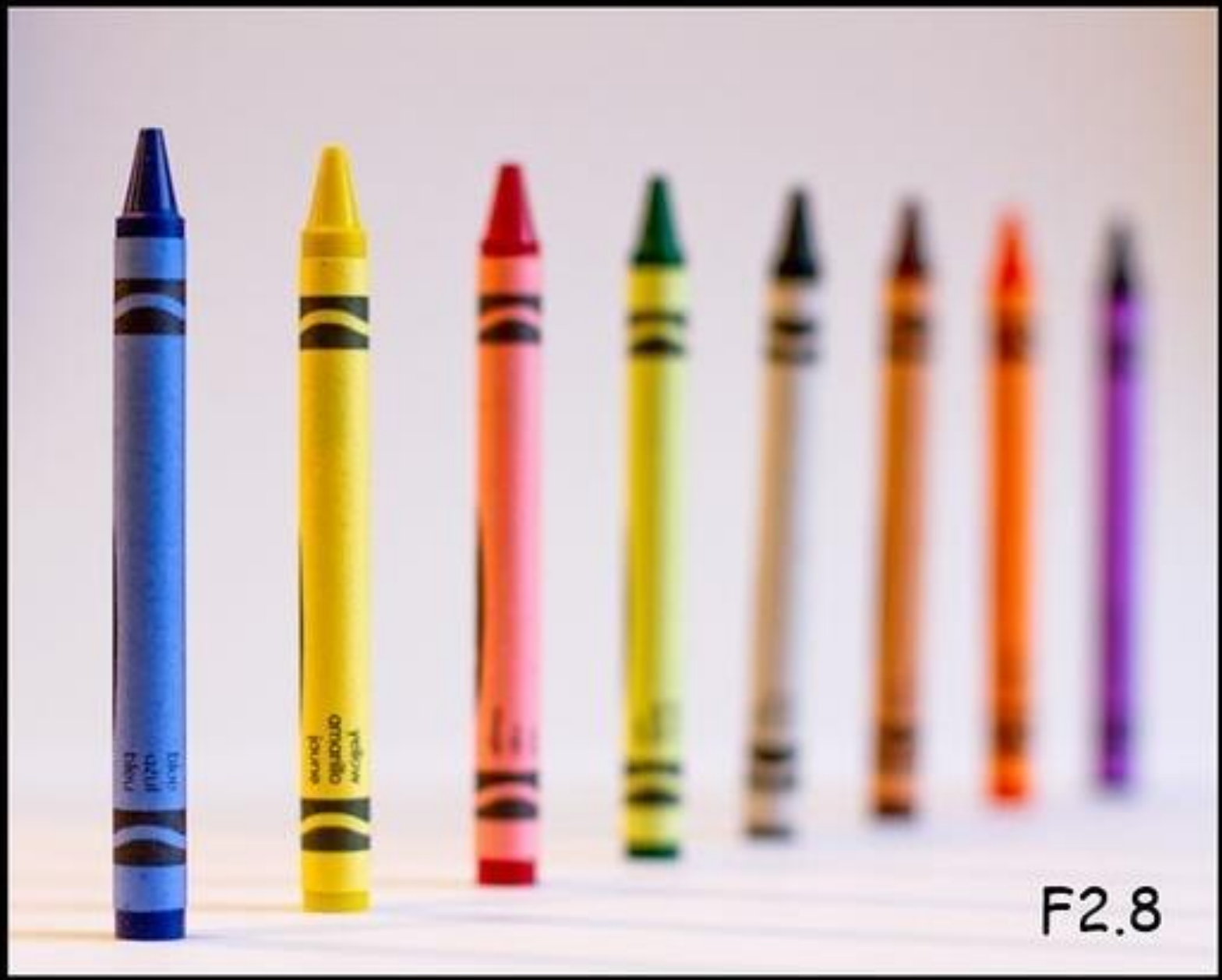
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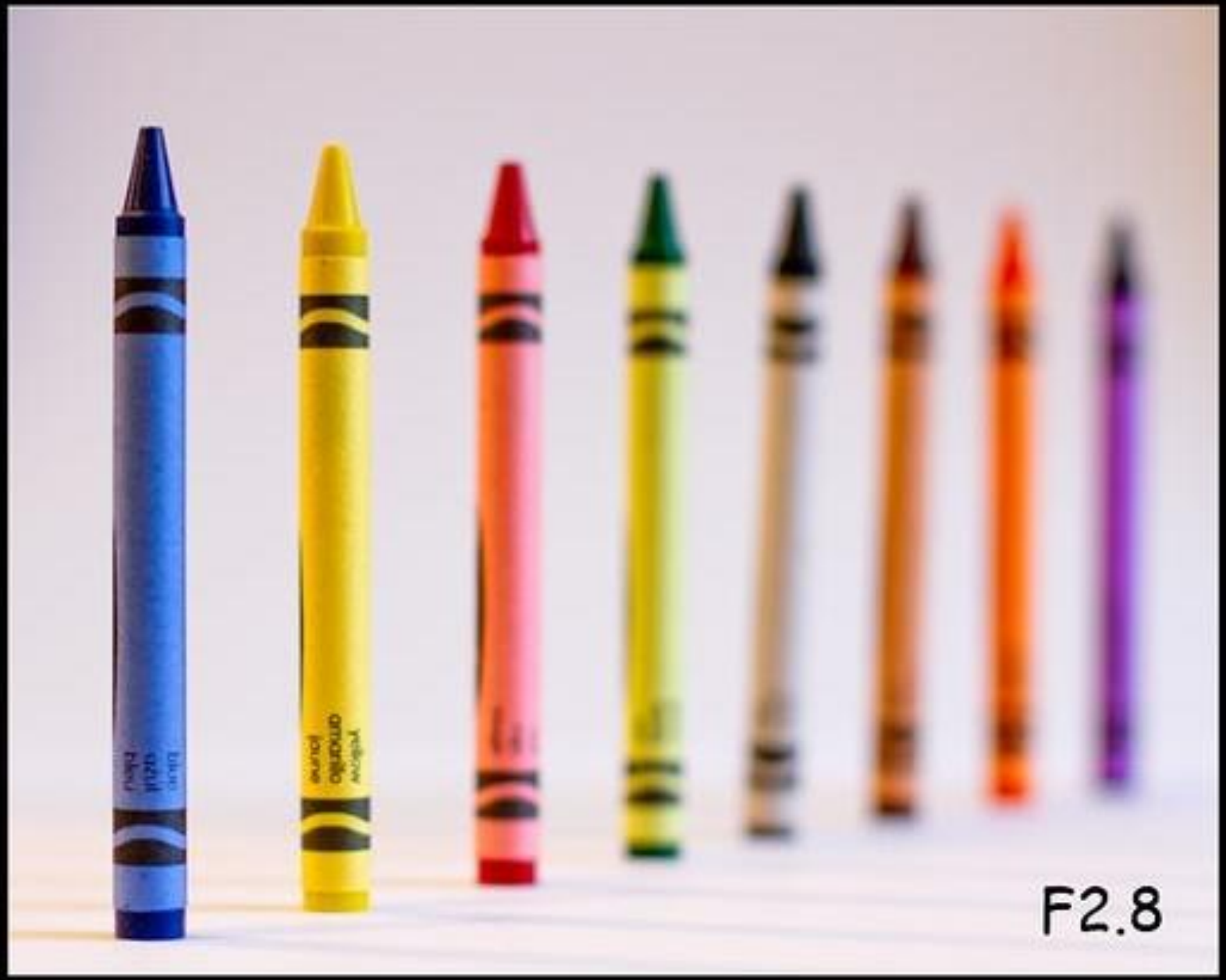
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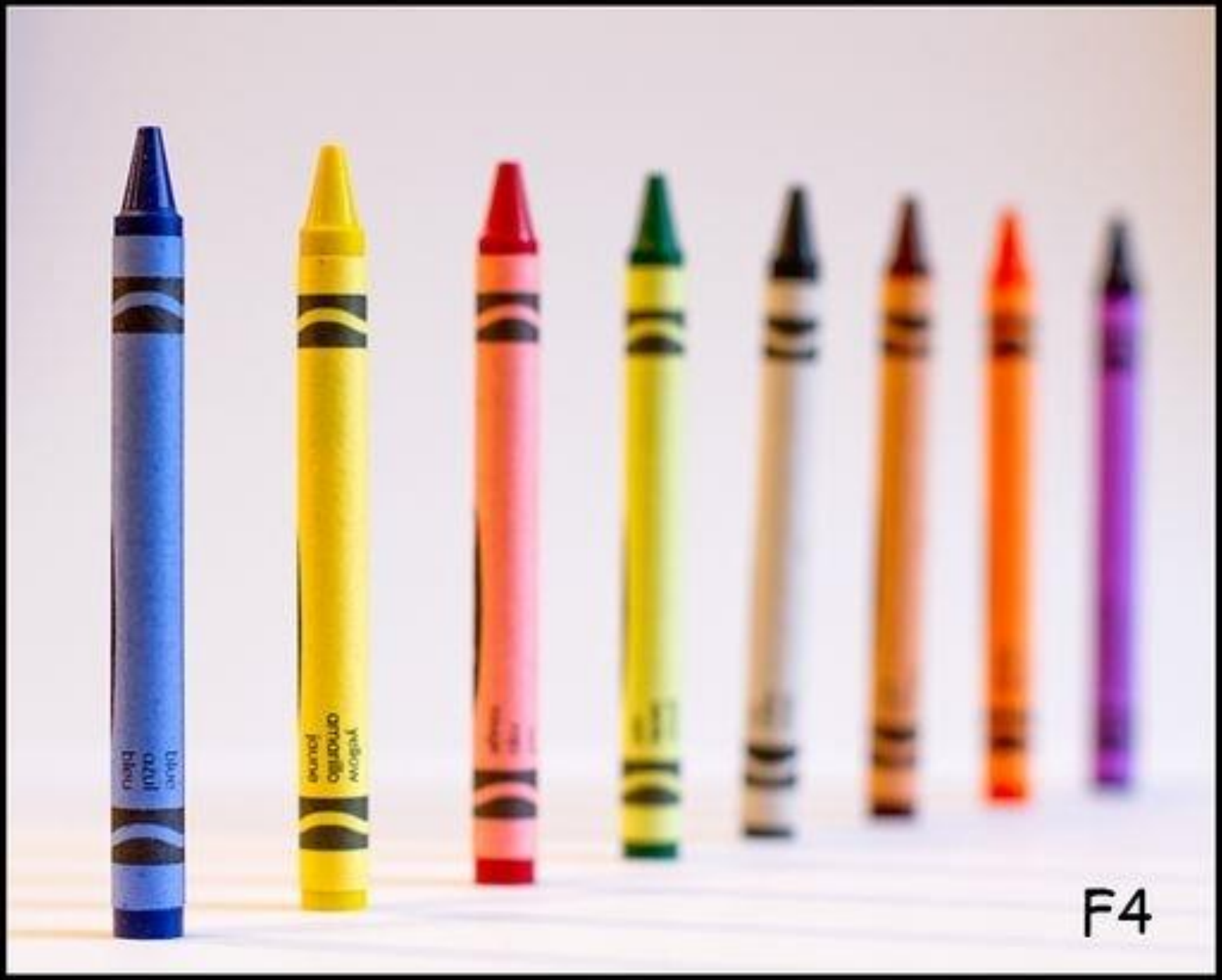
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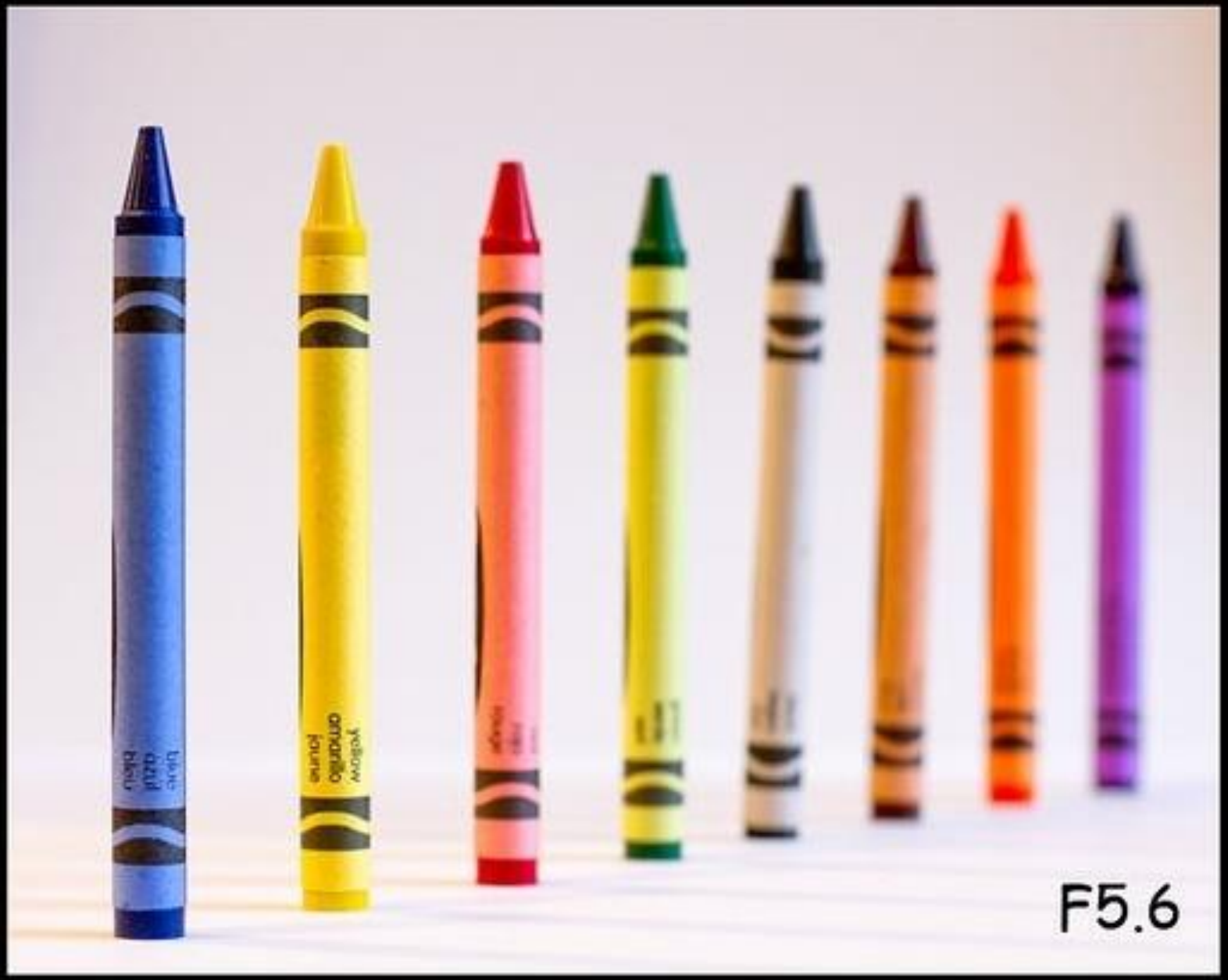
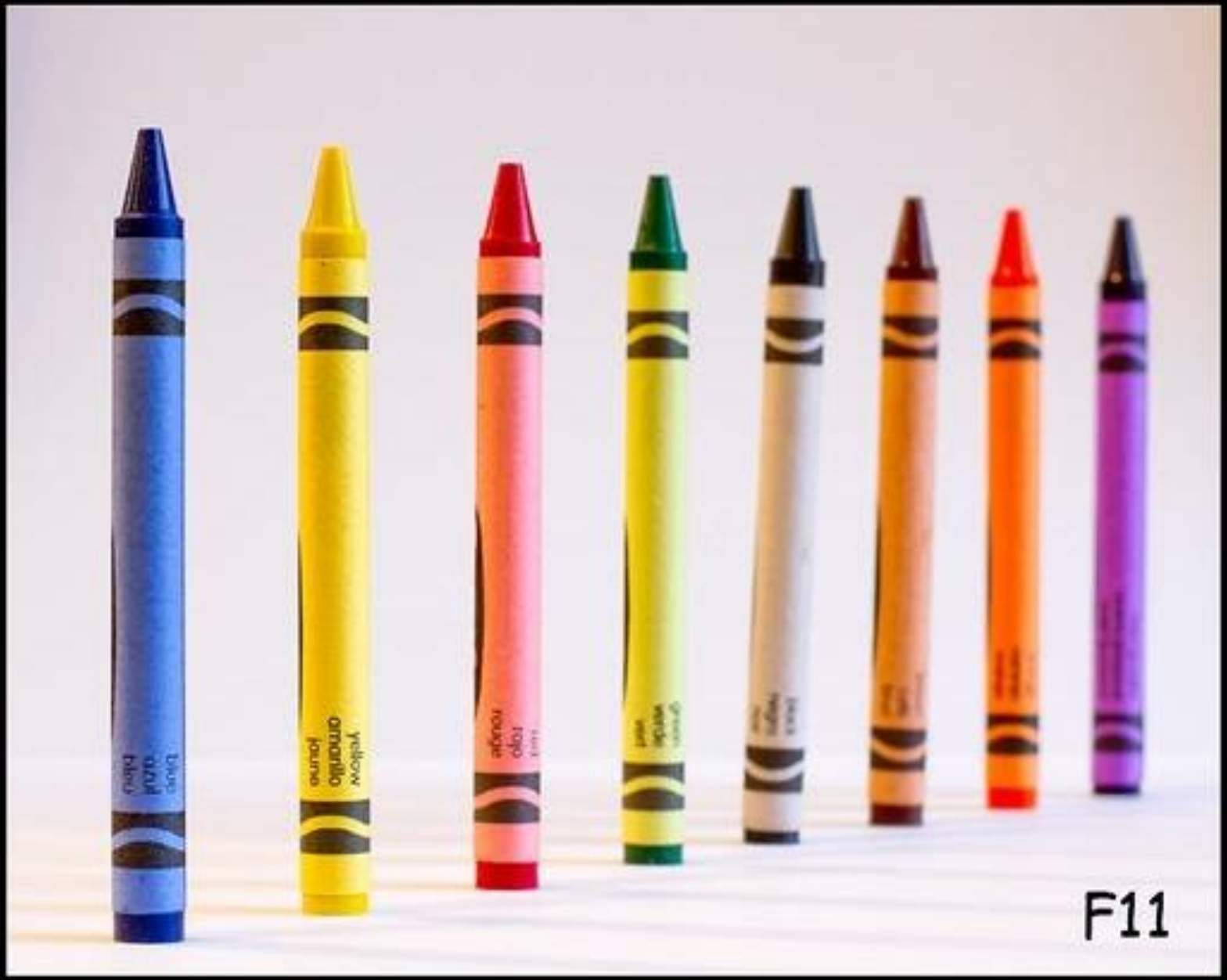

F5.6

yellow
amarillo
jaune
F8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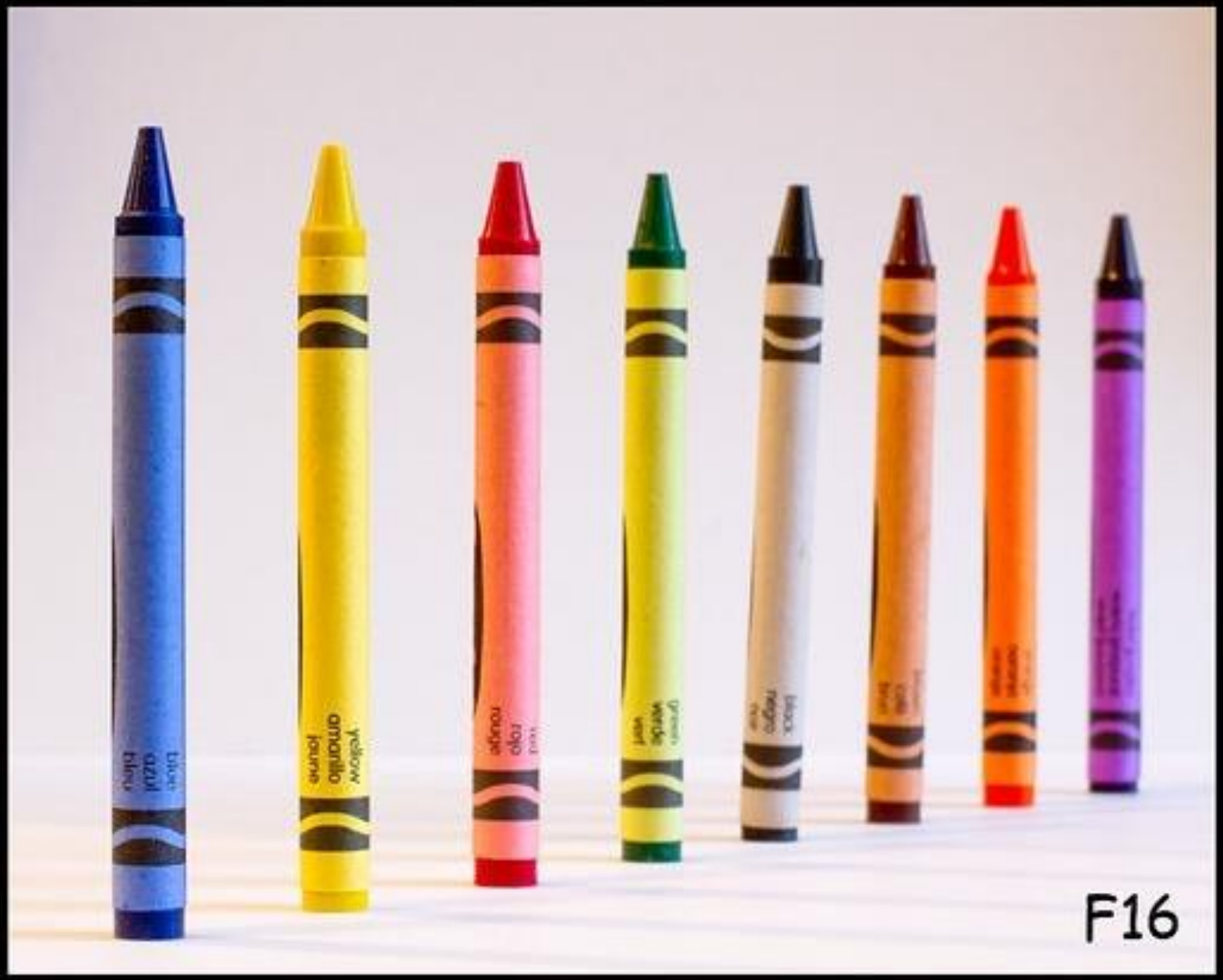
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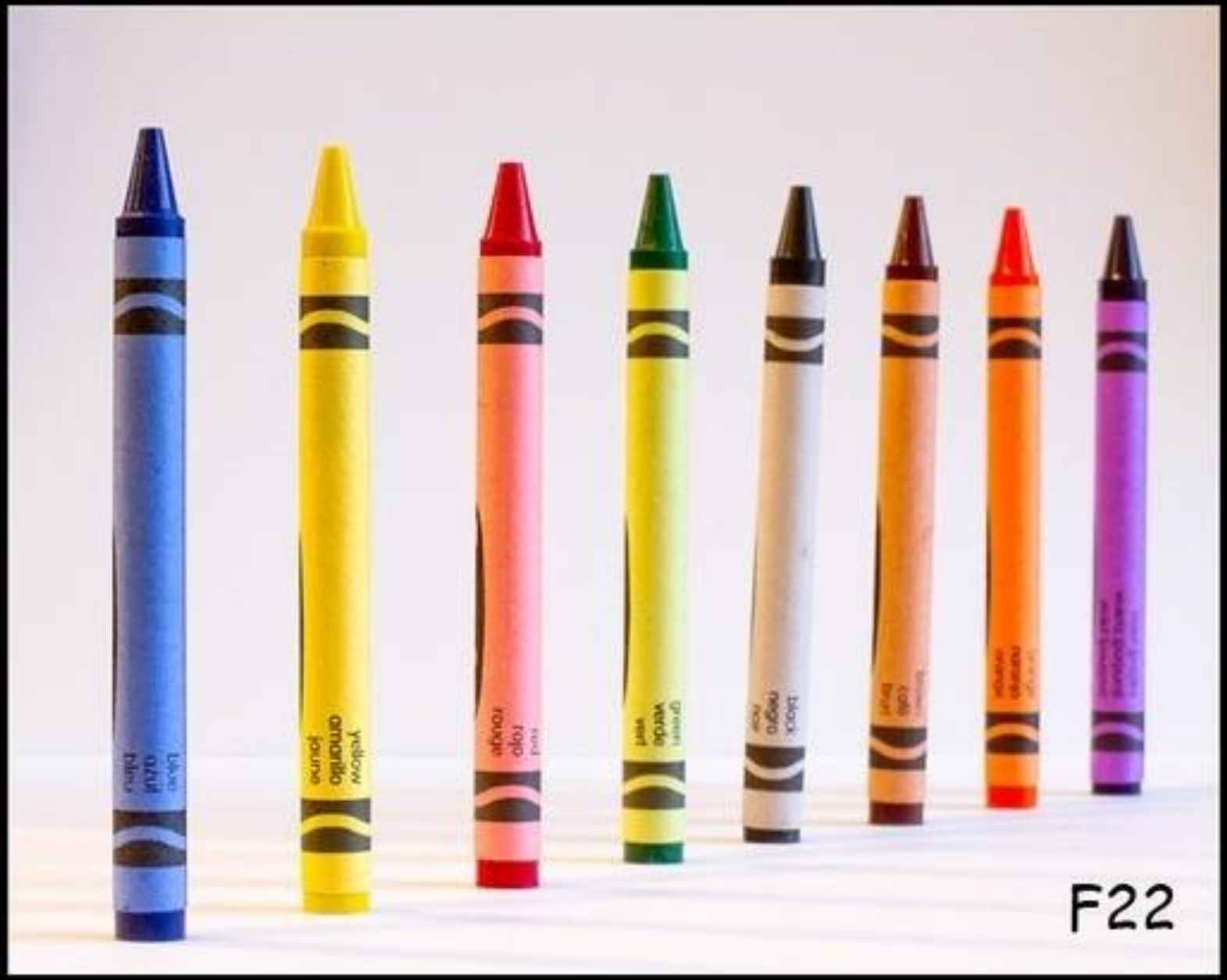
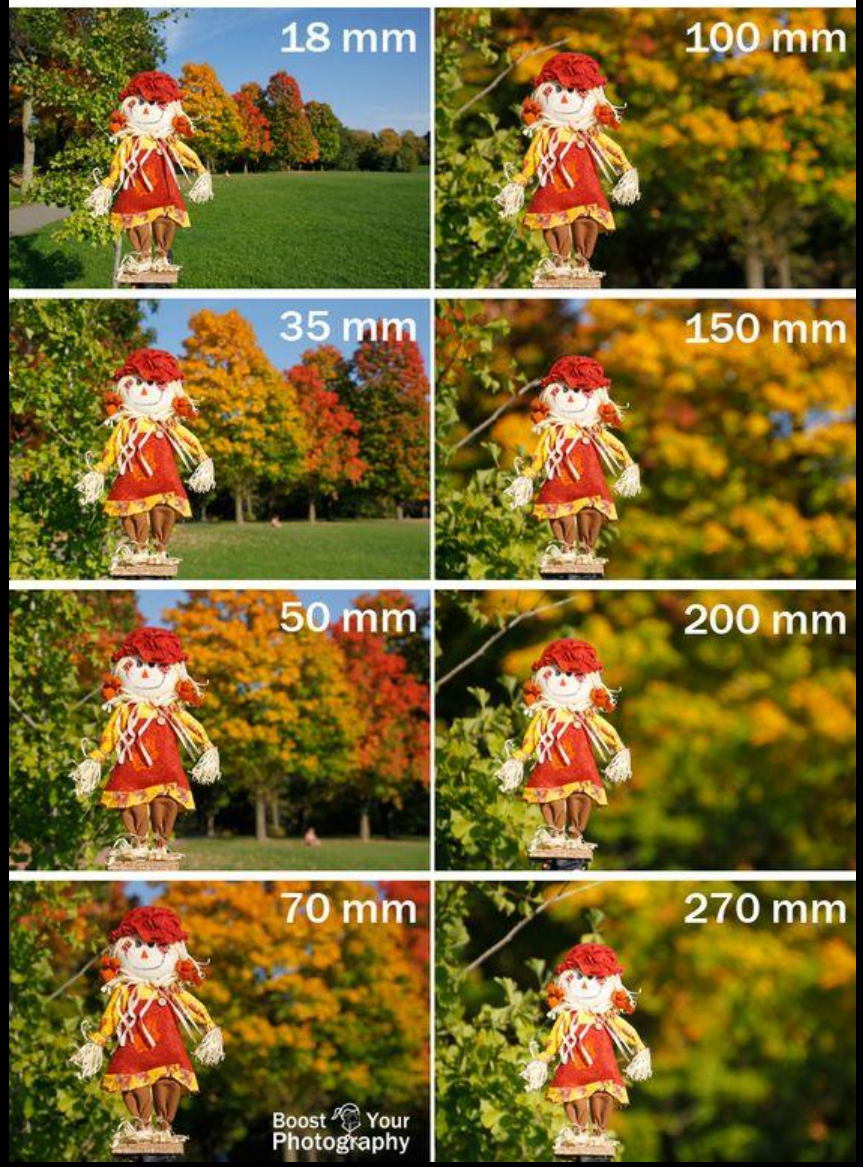
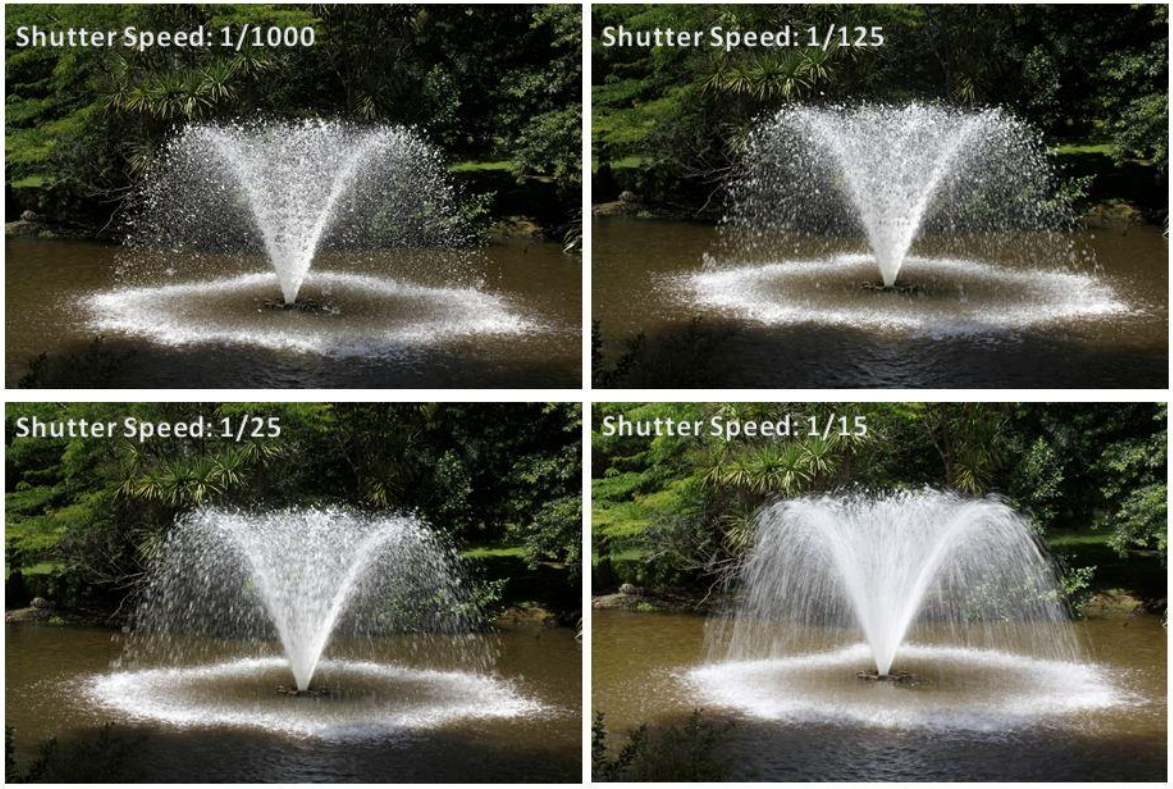

yellow
amarillo
jaune
F22

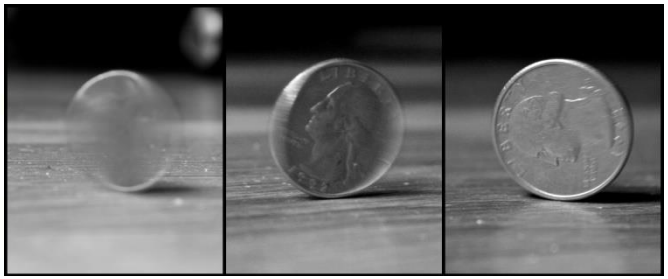
Compare How Depth of Field Changes with Focal Length (Zoom)

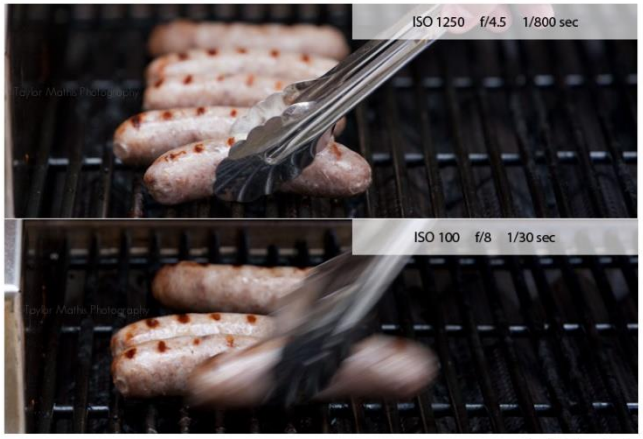
All photographs f/6.3

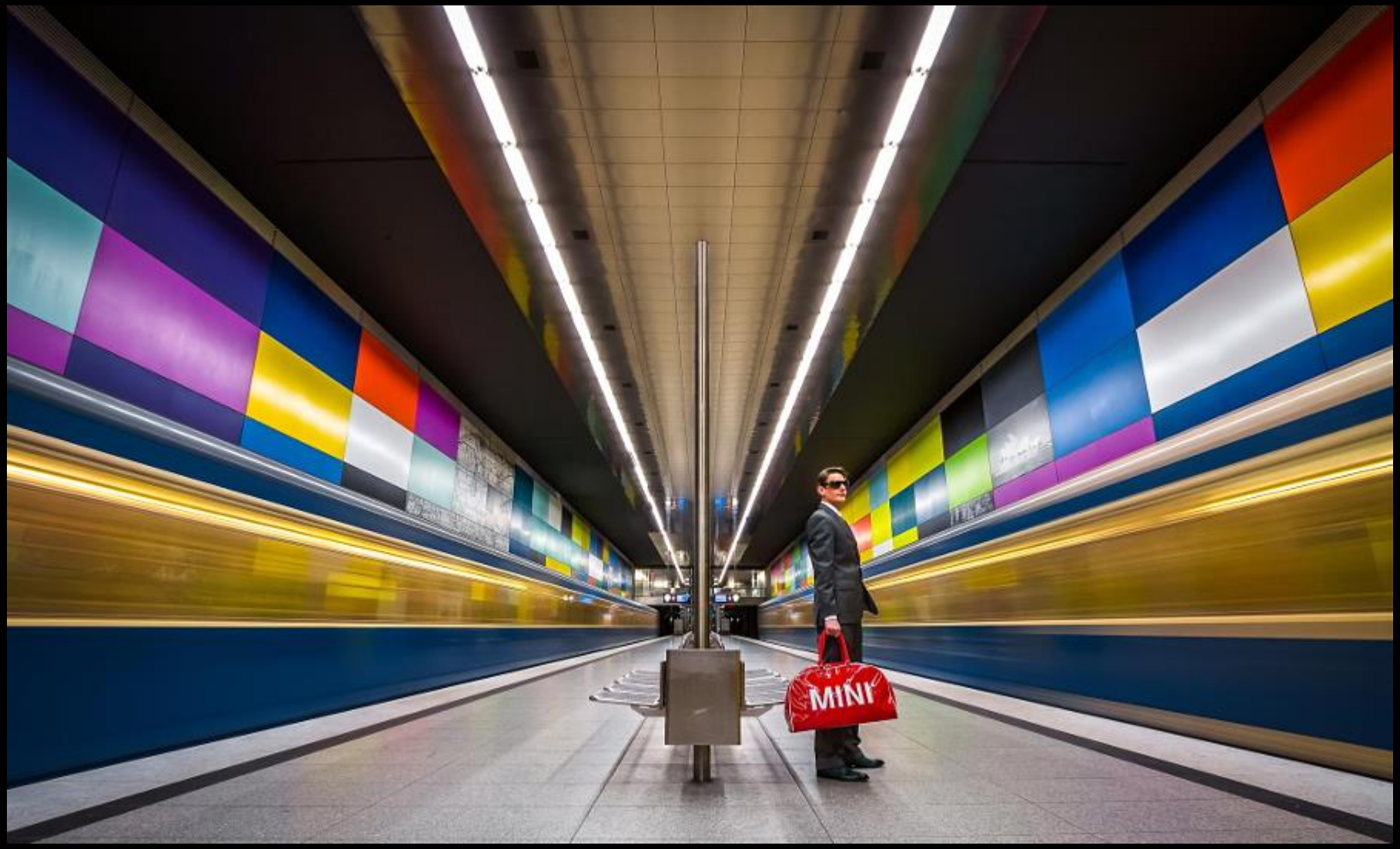


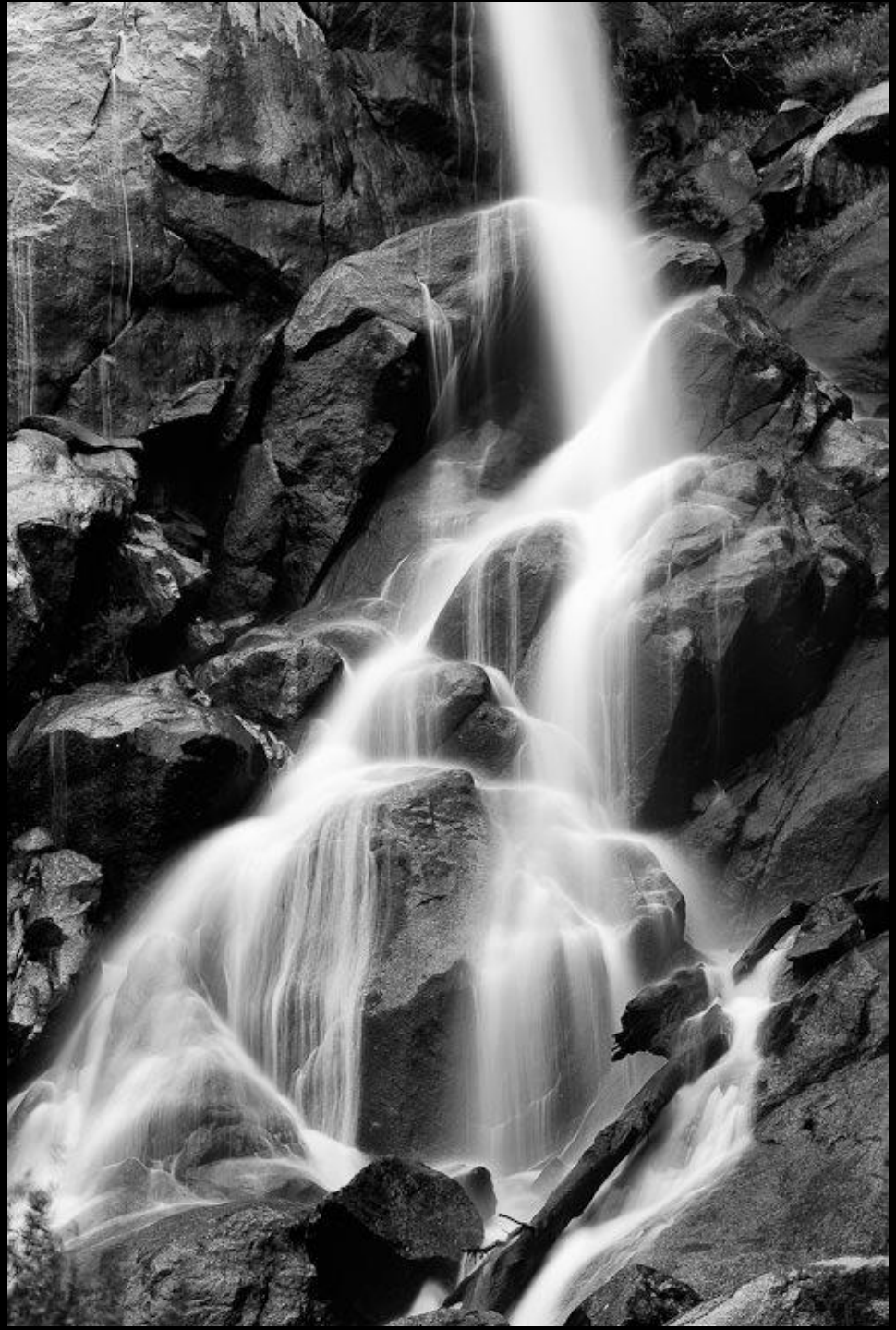
- Medido em segundos
- Velocidade preferencial = 1/60s
- Abaixo de 1/60s necessário tripé
- Quanto maior a velocidade, menor deverá ser a abertura








MINI



ISO

ISO Speed Example:
ISO 100 – 1 second
ISO 200 – 1/2 of a second
ISO 400 – 1/4 of a second
ISO 800 – 1/8 of a second
ISO 1600 – 1/16 of a second
ISO 3200 – 1/32 of a second


ISO 200
ISO 3200


ISO 100
ISO 3200
CLEAN IMAGE
NOISY IMAGE

ISO 100-200

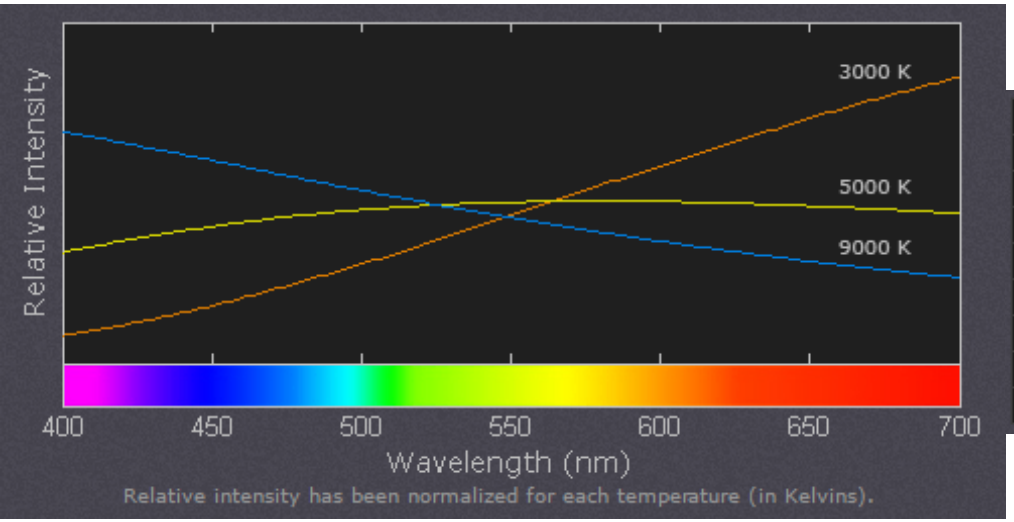
ISO 200-400

ISO 400-800

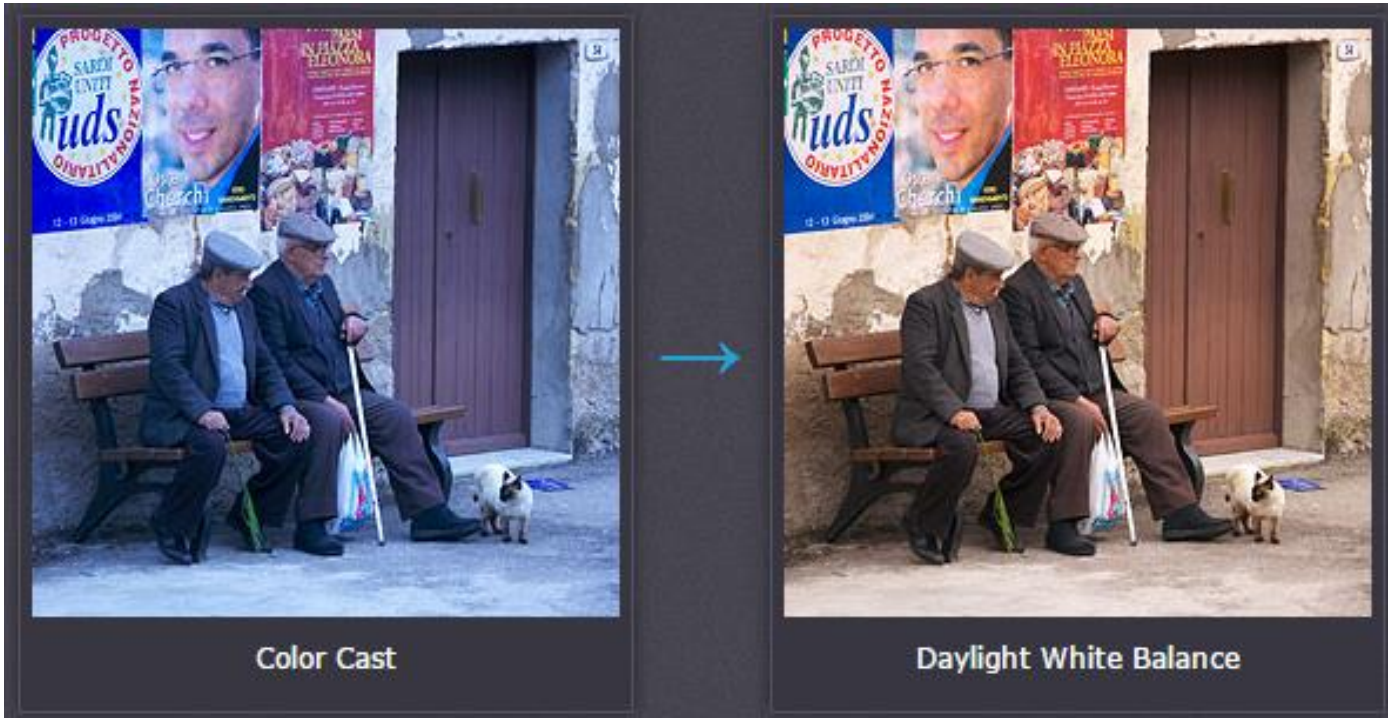
ISO 800-1600

ISO 1600-3200

ISO >3200



Color Temperature	Light Source
1000-2000 K	Candlelight
2500-3500 K	Tungsten Bulb (household variety)
3000-4000 K	Sunrise/Sunset (clear sky)
4000-5000 K	Fluorescent Lamps
5000-5500 K	Electronic Flash
5000-6500 K	Daylight with Clear Sky (sun overhead)
6500-8000 K	Moderately Overcast Sky
9000-10000 K	Shade or Heavily Overcast Sky



What the ... White Balance?


Auto White Balance


LR Tweak with Gray Card


Custom WB Gray Card


Expodisc


Shade Preset

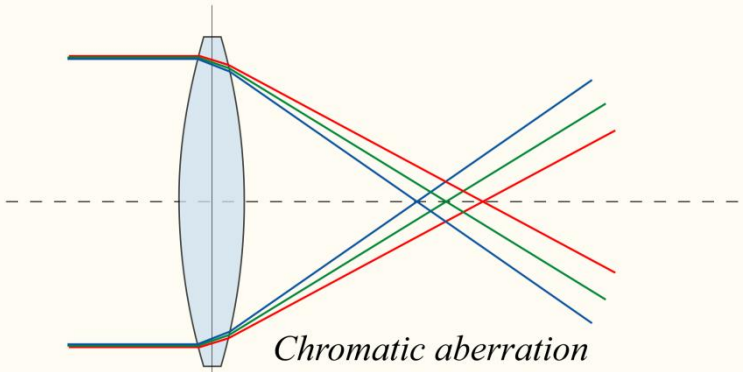

Cloudy Preset

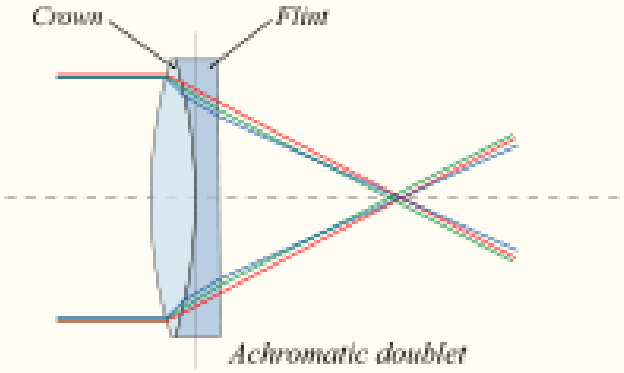

Daylight Preset


Kelvin


1/125
F5.6
ISO 400
D+
Tv
-2..1..0..1..+2
-2/3
AWB
S
L
ONE SHOT
Q
WB +/-
78
[263]
KenRockwell.com

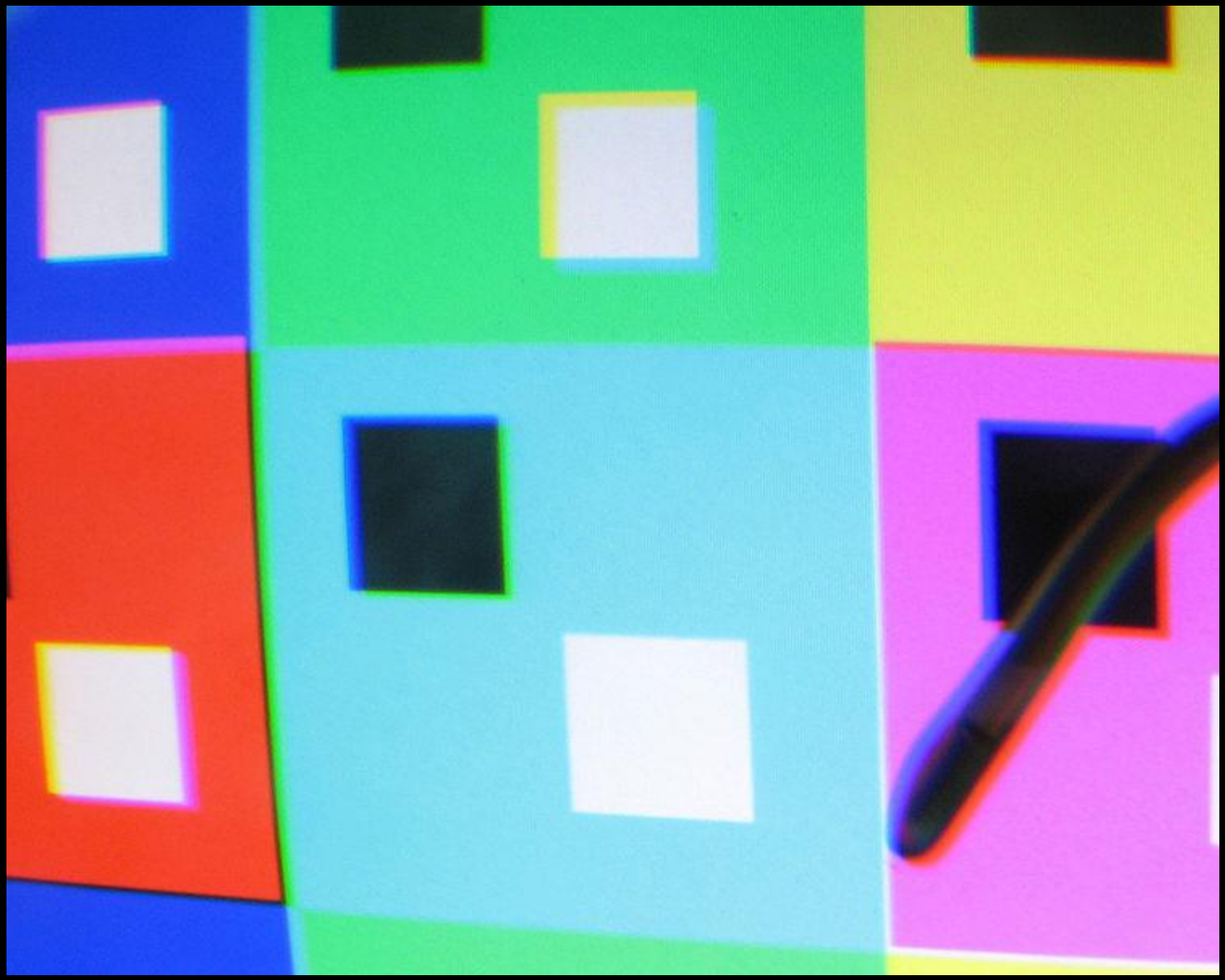

P
DATE
ISO-A
SD
10s
GPS
QUAL NORM
WB AUTO
ISO AUTO
AF-A
1/4000 F5.6
AUTO
ADL ON
AUTO
+5.0
+5.0
1080 24
?
Set
[125]K



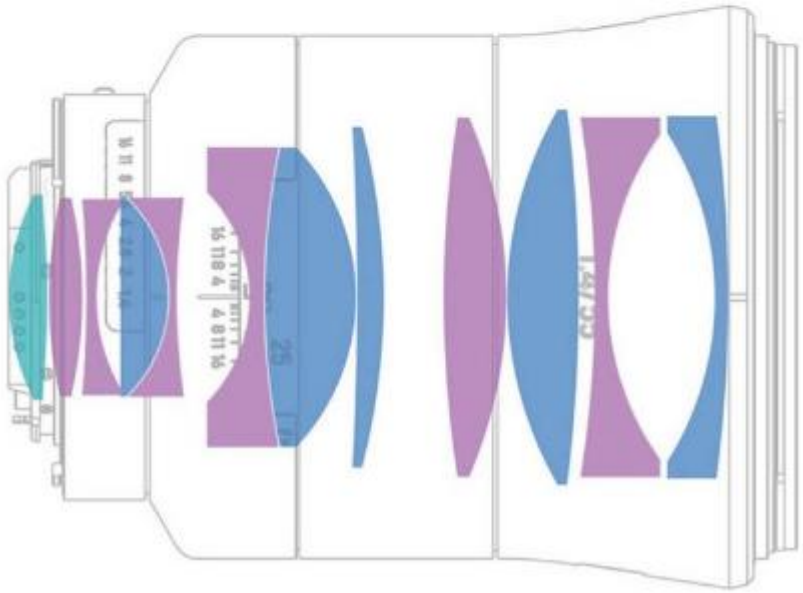


EXEMPLO DE IMAGEM COM PROBLEMAS DE ABERRAÇÃO CROMÁTICA

DETALHE DA IMAGEM COM ABERRAÇÃO CROMÁTICA




Otus
1.4/55



O que escolher

Qual a configuração para tirar essa foto?

Qual a configuração
para tirar essa foto?

Capturar:

1) Diferentes profundidade de campo (landscape – portrait)
2) Diferentes velocidades (high speed – low speed)
3) Diferente Exposições (under exposition – Over exposition)
4) Diferente ISO (high ISO, low ISO)

Obrigatório:

Colocar em formato PPT, fundo Preto