

9 – analogue photography - 35mm

Table of contents

February 15th	2
Activities	2
Target audience	3
References	4
Links	4
Database examples	4
Website inspo	4
Personas	4
PERSON 1	5
PERSON 2	5
PERSON 3	6
Content	6
Design	6
INSPO	7
COLOUR INSPO	10
FONT INSPO	10
February 16th	11
Activities	11
February 17th	13
Activities	13
February 18th	14
Activities	14
February 19th	15
Activities	15
Info for database	15
Content for Guides page	28
A guide to film photography	28
First things first: understanding analogue photography	28
Analogue photoglossary	28
Film formats	30

Types of camera	30
Buying	32
Tips & tricks	33
February 22nd	33
Activities	33
February 23rd	34
Activities	34
February 24th	34
Activities	34
BERT test results:	34
Trunk test results:	34
THINK ALOUD TEST:	35
BUSINESS MODEL CANVAS	36
Trello board	38

February 15th

Activities

- Start making research, e.g.
- Collect info about your common interest, look for other sites dealing with your interest.
- Research design and visual language, representing your common interest.
- Start considering your target audience
- Start wireframing (sketches)

Target audience

People of ages under 24 are more likely to belong to one of the Newcomers-associated segments. There is less than 25% of Newcomers in the age groups above 41 years old.

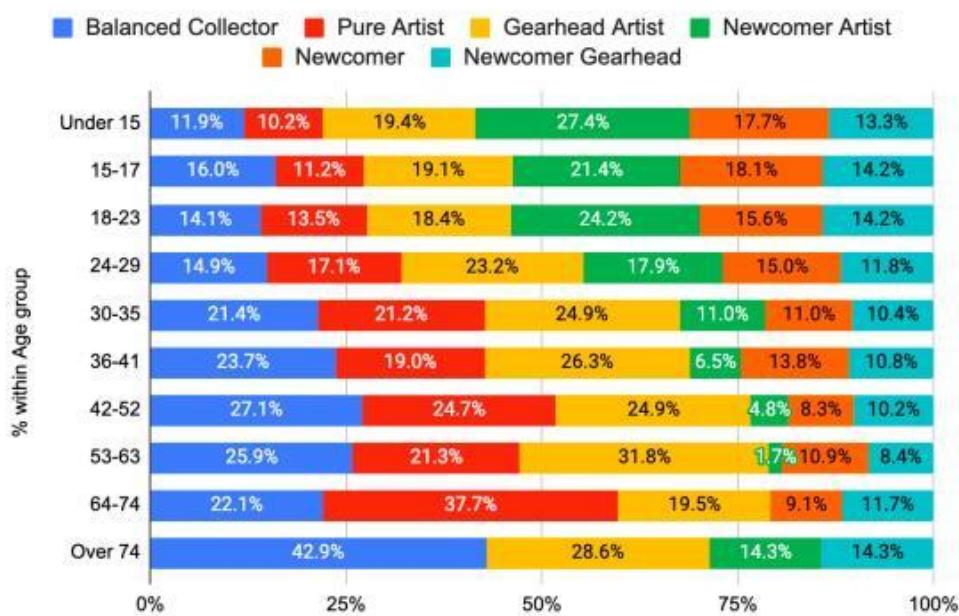


Figure 10. Distribution of different segments in age groups (n=3233).

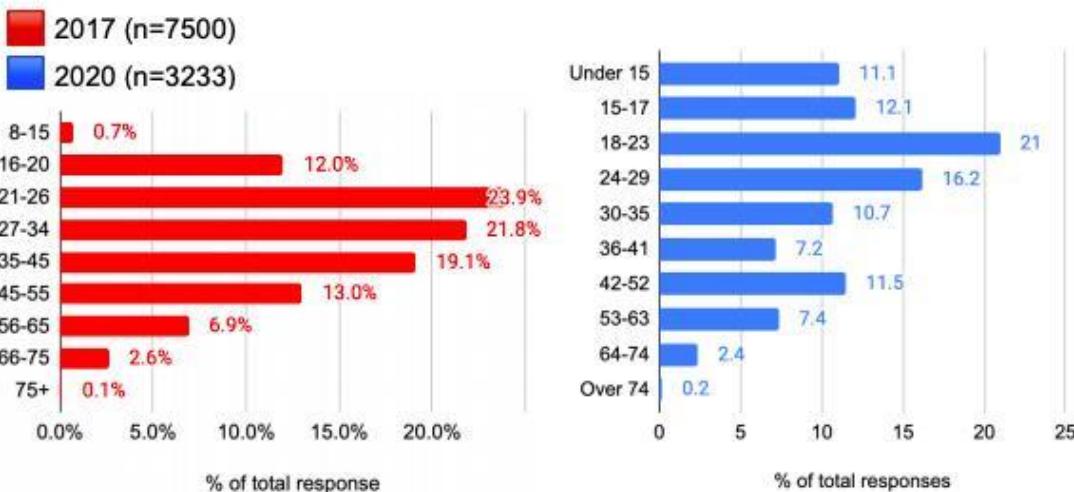


Figure 9. Age groups in 2017 and 2020.

15-30y/o

References

Links

- https://www.ilfordphoto.com/ilford-photo-global-film-users-survey-the-results-are-in/?__store=ilford_brochure&__from_store=ilford_uk
- <https://www.theedgemarkets.com/article/industry-overview-film-photography-revival>
- https://www.theseus.fi/bitstream/handle/10024/354222/NgocNguyen_Theseis_FinalVersion.pdf?sequence=2&isAllowed=y
- <https://www.format.com/magazine/galleries/photography/best-35mm-analog-photography-portfolios>

Database examples

- <https://www.kameradatenbank.de/index.php//Browse/Index>
- <http://industrieplus.net/dxdatabase/help.html>
- <https://istillshootfilm.org/resources>
- https://en.wikipedia.org/wiki/Category:135_film_cameras

Website inspo

- <https://www.badass35.com/en/home>
- <https://takeagency.com/>
- <https://talent.foam.org>

Personas

- Nostalgia (older gen), has used digital photography for some years, but sees the appeal of film photography and wants to pick up the hobby again.
- Instagram-cool-kids-interest (new gen) Wants to know what the fuss is about film photography. Want to keep up with the influencers.
- Continuous interest. Maybe want to expand (or share) their knowledge or have a platform to share their work. Never really put the film camera down.

PERSON 1

Name: Elias Nielsen

Age: 32y/o

Location: Aarhus

Job title: Content creator

Family status: Married, no kids

Descriptor: Still doesn't have a family, so is looking for a hobby

Quote: "Those cameras are like the ones my parents had back in the day, it brings so many memories"

Who is it?: He is a creative guy, artistic, he wants to indulge the world and wants to capture his life with different artsy tools. Busy with work, adventurous.

What goals?: Wants to have a kid in couple years but for now he focuses on self-development and enjoying his fresh marriage

What attitude?: Positive, laid-back, ambitious, open-minded

What behaviours?:

Positive - negative (realist - he is in the middle)

Analytical - creative (more creative)

Decision based on:

Facts - emotions (more on emotions as he's drawn to nostalgia)

PERSON 2

Name: Stine Hansen

Age: 16y/o

Location: Køge

Job title: Highschool student

Family status: single

Descriptor: She is growing up and she is following all the trends on social media and she wants to be like those influencers she follows

Quote: "Ohhh i love this vintage filter, I want it too!"

Who is it?: She is all about the aesthetics and fashion - she is into the typical Danish style and wants to replicate that. Since she lives in a smaller city, she needs to spend a lot of time online shopping to catch up with trends.

What goals?: She wants to pursue fashion, be a cool kid and move to Copenhagen and go travelling

What attitude?: Self-conscious, overthinker, phone-addicted

What behaviours?:

Positive - negative (more negative)

Analytical - creative (more analytical)

Decision based on:

Facts - emotions (more on facts)

PERSON 3

Name: Line Sørensen

Age: 25y/o

Location: Copenhagen

Job title: Uni Student with a part-time job

Family status: waiting for her partner to propose

Descriptor: She has always had photography in her life and just been expanding her interest but has been feeling creative block recently so want to experiment with something new and different

Quote: "I feel like I have been taking same photos for many years, I need some fresh inspiration"

Who is it?: She enjoys the beauty of simple things and wants to express that through photography. She also needs to compromise many things in her life – uni life, work and relationship.

What goals?: She wants to renew her love for photography but she's been busy with her responsibilities and have not had a chance to explore new photo opportunities or ideas

What attitude?: Art-focused, free spirit, takes a lot of work on her shoulders

What behaviours?:

Positive – negative (more positive)

Analytical - creative (more creative)

Decision based on:

Facts – emotions (more on emotions)

Content

MENU:

- About us
- Find your camera
- Film photography basis
- Contact
- Portfolio
- Tips & tricks

Design

Font: Kayak – display

Color:



Style: vintage with modern touches

Our moodboards:



INSPO

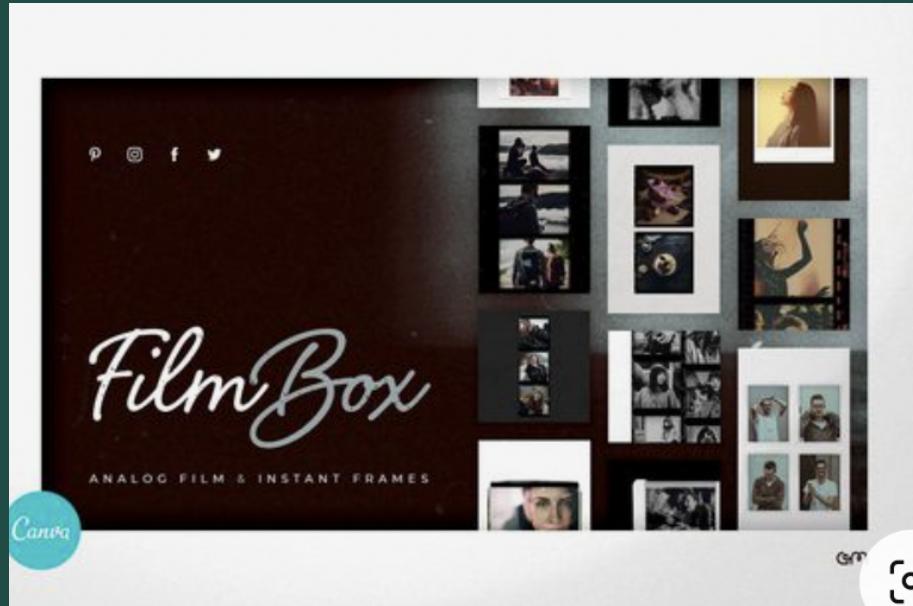
Wireframes:

MENU	
BIG PHOTO	FILM PHOTOGRAPHY A collective of photographers sharing their knowledge with others. Immerse in our vintage world

Loose Joints Publishing

EGSTAD

Hello world! I'm Jordan Egstad. I'm a graphic designer and we're creating expressive and enduring brand identities, websites, typefaces, and more.



THE GIRLGAZE NETWORK IS HERE! Where our global community of womxn and non-binary creatives come together to share their work, connect, and inspire each other.

Creatives

Apply and build your portfolio

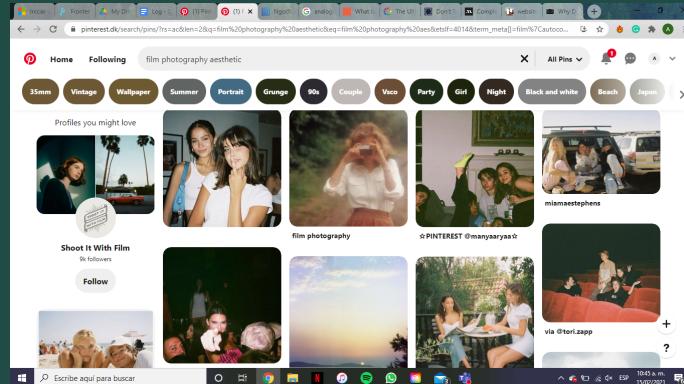
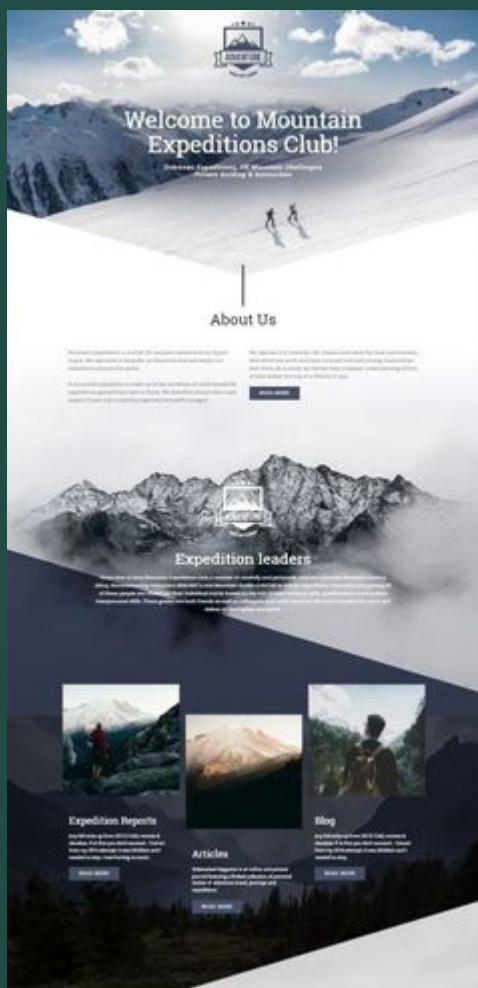
Companies

Subscribe to source world-class creative talent

PHOTO ANNANCY

PHOTO ROCHELLE

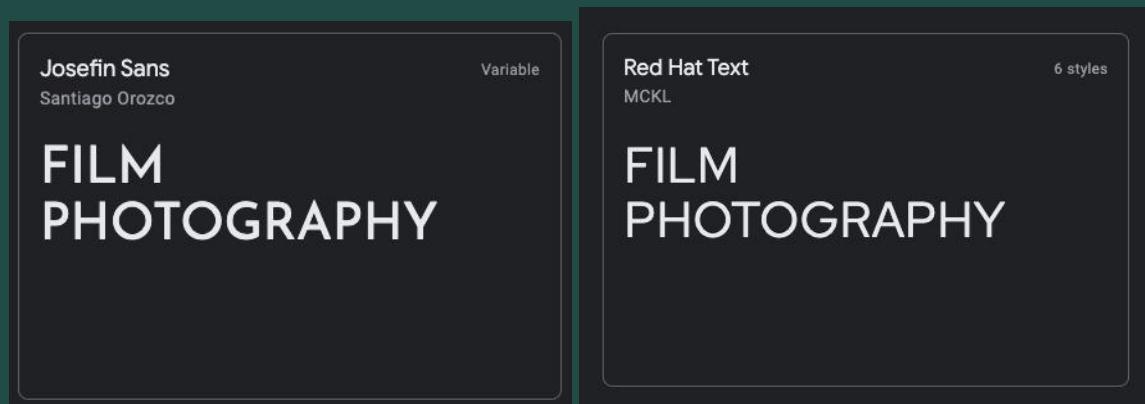
LOGIN SIGN UP



COLOUR INSPO



FONT INSPO



*Future
Father.*

Kayak Sans Typeface

kayak.
SANS

time
to get
wavy.

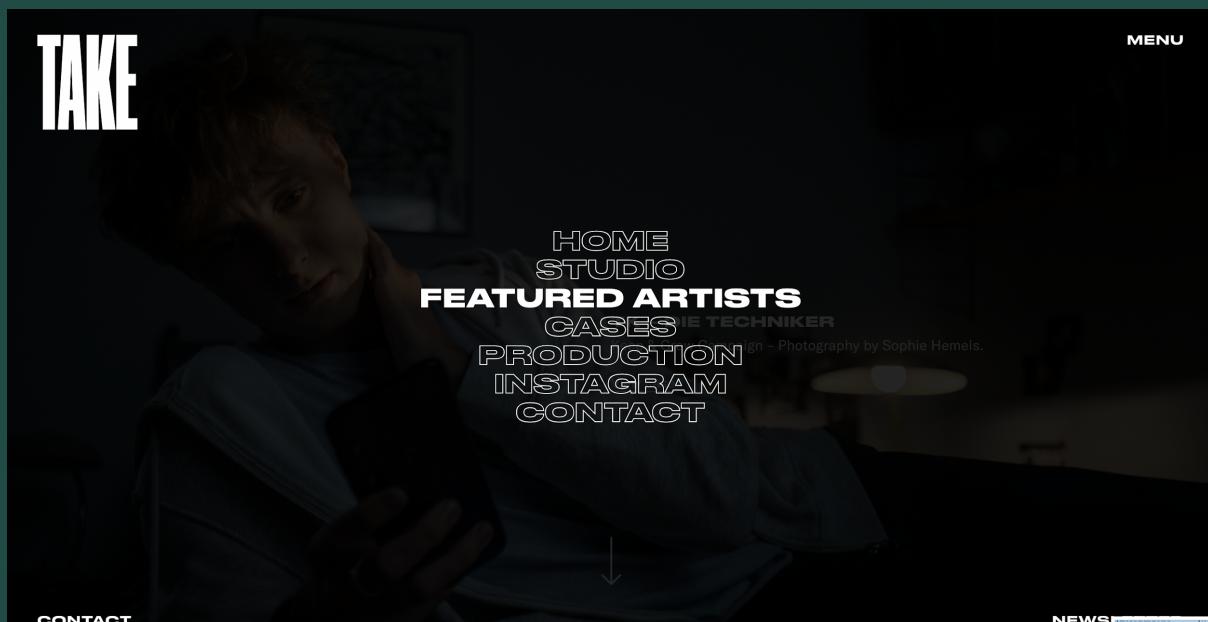
A modern sans-serif font with a playful, rounded character set and slanted lowercase letters. It's modern yet retains some traditional typeface elements.

February 16th

Activities

- Git in teams, merging branches
- Comparing sketches
- Deciding on the html skeleton structure of landing page after comparing different individual ideas
- Divided work between each other: Anna - menu / Ana Sofia - upper part of landing page with fading in images / Gosia - horizontal scroll gallery below

Menu inspo:



<https://takeagency.com/>

Code example:

https://www.w3schools.com/howto/tryit.asp?filename=tryhow_js_overlay

Sketches - crazy 8's

Desktop - 1

FIND YOUR MATCH

Looking for a film camera but don't know where to start?
Or maybe searching for an update? We got your back.
Explore your options with us.

ARE YOU:	LOOKING FOR FORMAT:	INTERESTED IN:
<input type="checkbox"/> BEGINNER	<input type="checkbox"/> 35MM (SMALL)	<input type="checkbox"/> POINT-AND-SHOOT
<input type="checkbox"/> INTERMEDIATE	<input type="checkbox"/> 120MM (MEDIUM)	<input type="checkbox"/> SLR
<input type="checkbox"/> ADVANCED	<input type="checkbox"/> LARGE	<input type="checkbox"/> RANGEFINDER

Nikon AF Beginner

Desktop - 2

GET YOUR (PHOTO) FACTS STRAIGHT

the simple guide how to choose your camera, what is 35mm and what film is a good choice for you

I want to shoot film, what happens now?

Main steps:

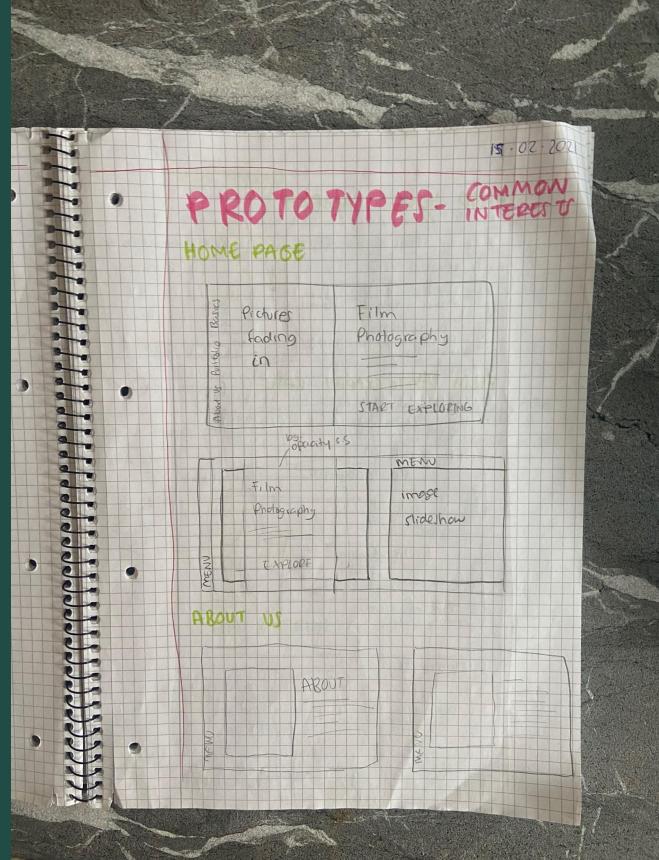
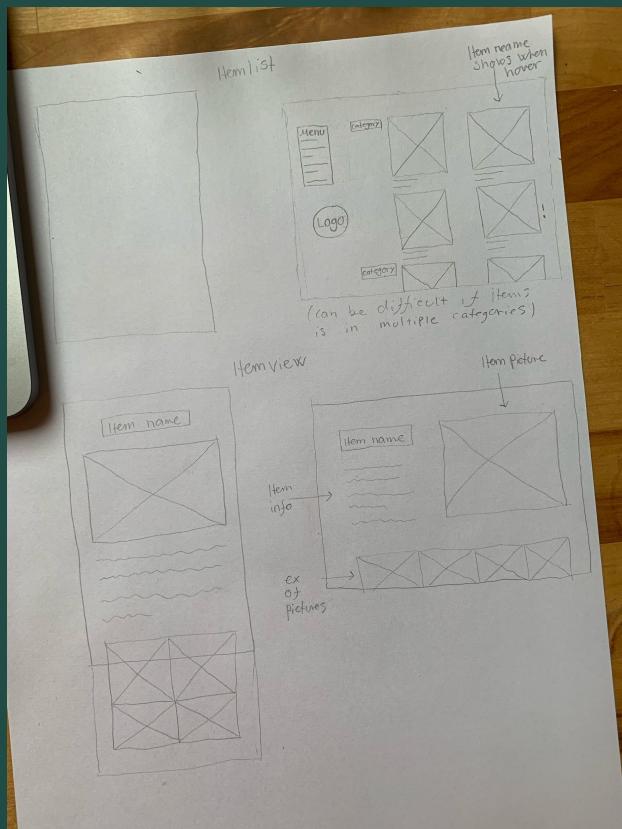
- 1.
- 2.
- 3.
- 4.
- 5.

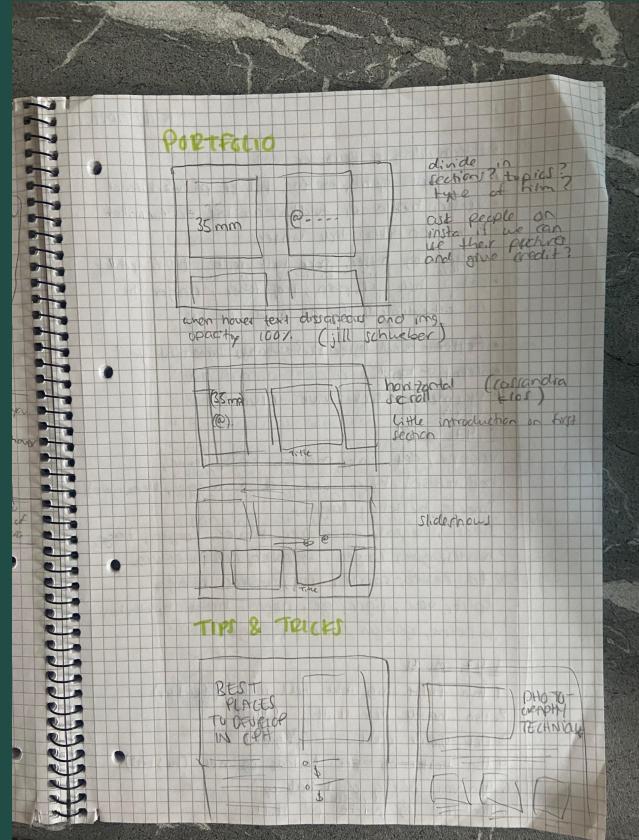
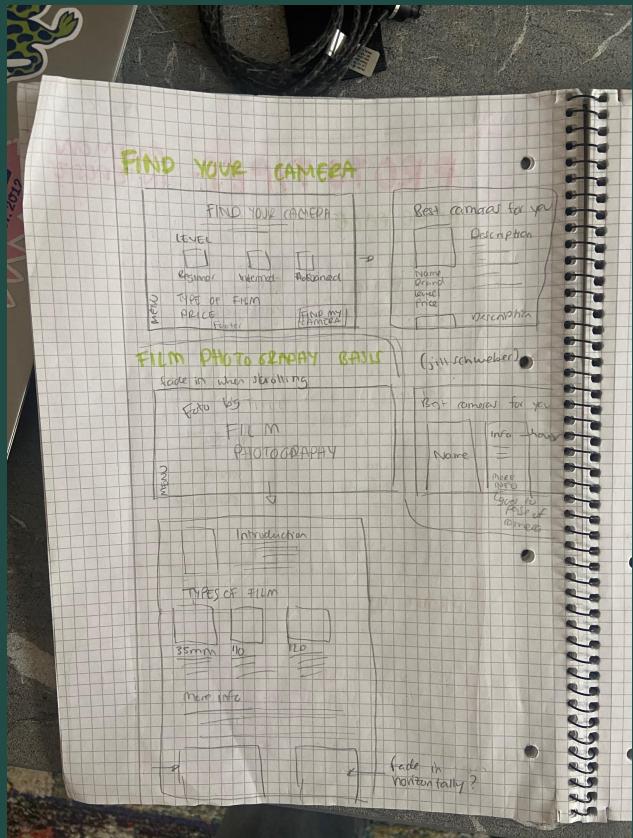
Or a tiny visualisation

CAMERA

Main steps:

- 1.
- 2.
- 3.
- 4.
- 5.





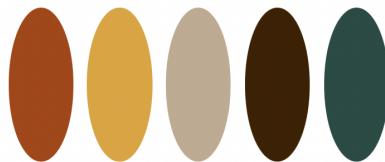
STYLE TILE TEMPLATE

Common Interest-based Website - Film Photography

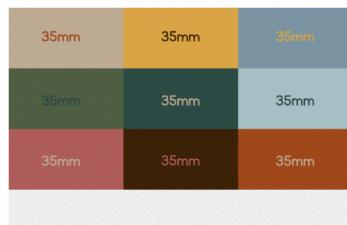
Style tile

Version 1

Color swatches



Color Combinations



Buttons



Typography

A sample header

Catamaran Regular, #204C45

An example of a sub header

Catamaran Regular, #402000

This sample paragraph has strong parts and emphasized parts . Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Pellentesque morbid inhabitant senectus and netus and malesuada fames ac turpis egestas.

Playfair Display, #402000

This is an example of a text link.

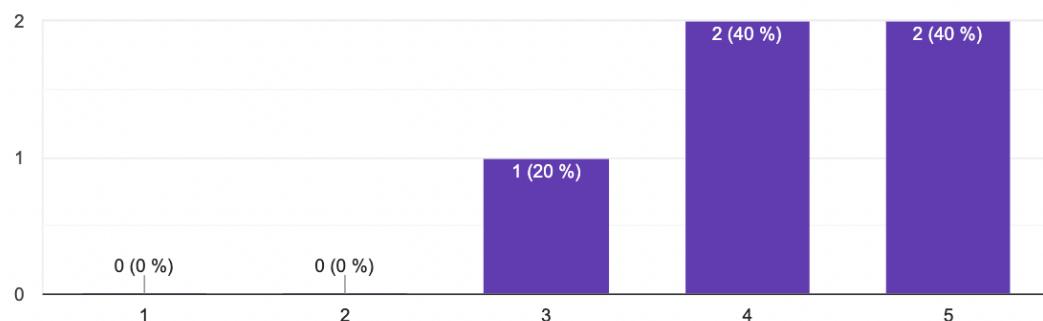
Catamaran Regular, #C3A22A

Another different list

Just at test list

The overall feeling of the design: Modern - Vintage

5 svar





STYLE TILE TEMPLATE

Project name
Style tile
Version 1

Colour swatches

Typography

A sample header
Font Name, #color value

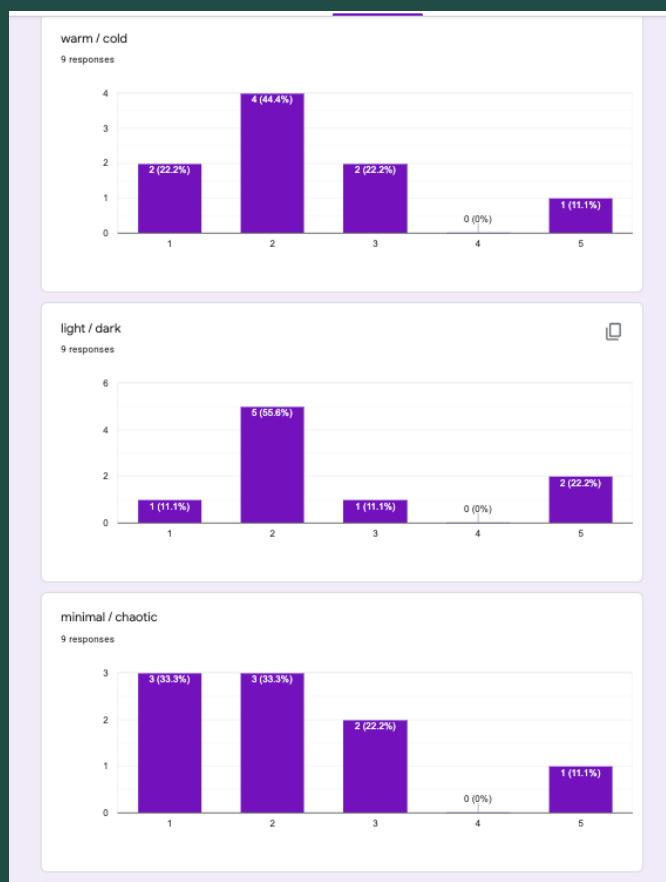
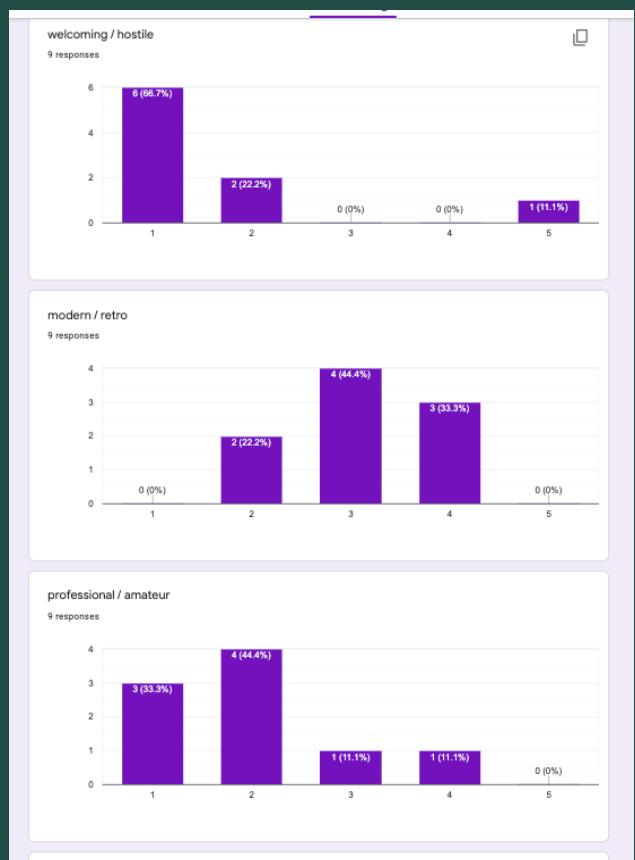
AN EXAMPLE OF A SUB HEADER
Font Name, #color value

This sample paragraph has strong parts and *emphasized parts*. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.
Font Name, #color value

This is an example of a text link.
Font Name, #color value

Another different list

Just a test list



Initial UX Design of the website after doing Crazy 8 exercise and voting

The image displays the initial UX design for a website, consisting of two main parts: a landing page sketch and a mobile view.

Landing Page Sketch: This section shows a desktop view of the website. It features a large image of palm trees and mountains at the top. Below it, the title "Film Photography Club" is displayed, followed by a description: "A collaborative collective of people excited about analogue photography - all ages, all interests, all backgrounds". A "JOIN US" button is located below the description. Two grey boxes with the text "FIND THE CHOSEN ONE step-by-step guide how to find the right camera" are positioned on either side of the main content area. At the bottom, there is a section titled "SEE OUR PICIKIS OF THE WEEK" with three small images of landscapes. A larger image of a greenhouse filled with various plants serves as the background for the "READ MORE ABOUT PHOTOGRAPHY" section, which includes links to "HOW TO BE A SUCCESSFUL PHOTOGRAPHER" and "FIND YOUR CAMERA". Finally, a section titled "THE PICIKIS OF THE WEEK" shows four images: a weathered building, a person sitting on a beach, a neon sign for "John's", and a close-up of cacti.

Mobile View (iPhone 8 - 1): This section shows a mobile phone displaying the "Menu" of the website. The menu items are "Film", "Photography", and "Club". Below the menu, the same collaborative collective description is shown. A large image of a palm tree against a blue sky is visible on the right side of the screen.

Coded version of UX Design – still needs improvement

February 19th

Activities

- Analyzed results from BERT test
- Expert review
- Created data structure
- Adjusted design

Info for database

Database:

Format

Camera name

Level of user

Type of camera (slr, point and shoot ect.)

Short description: (age it's was made)

Img

Camera Name (text)	Format (text)	Level of users (text)	Type of camera (text)	Short description (text)	Img (filelink)

Olympus Trip 35	35mm	Beginner	Point and Shoot	Olympus Trip 35 is a lovely compact camera that was firstly produced back in 1967. It was originally made as a handy camera - perfect for holidays and low in price.	https://commons.wikimedia.org/wiki/File:Olympus_trip_35_(4407647386).jpg#/media/File:Olympus_trip_35_(4407647386).jpg
Olympus om10	35mm	Intermediate	SLR	This model is part of Olympus OM system series that varied between manual and half-automated models. It is a reasonably priced, reliable and light weight camera	https://upload.wikimedia.org/wikipedia/commons/f/f5/Olympus_OM_10_and_50mm_Zuiko_lens.jpg

				that will provide you with great results. This camera is a great choice for anyone who wants to step up their film photography journey from using point-and-shoot only.	
Nikon FM2	35mm	intermediate	SLR	Well-known Nikon model manufactured in Japan between 1982–2001. It is a semi-professional camera that is widely recognised for its durability and	

				reliability. Due to its metal body, it is very resistant to damage and requires little maintenance as the models have self-lubricating parts.	
Rollei XF35	35mm	Beginner	Rangefinder	Amazingly compact and light camera, this Rollei model is a rangefinder that will do a great job especially in street photography. Despite its small size, it has a mighty lens.	https://upload.wikimedia.org/wikipedia/commons/c/c0/Rollei_XF_35.jpg
Cosina CX5F	35mm	Beginner	Point and Shoot	This model is a Japanese	

				camera released in the 80s. It is a compact camera with a built-in flash. A very good camera choice for beginners.	
Nikon AF	35mm	Beginner	Point and Shoot	<p>It was the first point and shoot camera produced by Nikon. It is very well known for its design and great specifications. This compact model was also called "Pikaichi" that could be translated as "top notch" in Japan. Despite its size and age, Nikon</p> <p>https://upload.wikimedia.org/wikipedia/commons/c/cb/Vintage_Nikon_L35AF-%28Auto_Focus%29_Camera%2C_35mm_f2.8_Lens%2C_Nikon%27s_First_Compact_Camera%2C_Made_In_Japan%2C_Released_In_1983_%2835789358031%29.jpg</p>	

				AF offers extremely sharp photos, great autofocus and contrasty.	
Olympus mju / stylus	35mm	Beginner	Point and Shoot	Olympus mju (previously called "stylus" representing infinity) is an iconic point and shoot camera. Fully automated with various models being produced over the years. It is a super handy camera with a bright flash that gives you beautifully sharp images. If that's not	

				enough, it has won many awards for design and functionality over the years. Available both with zoom or fixed lenses.	
Zenit	35mm	intermediate	SLR	Zenit is a Russian camera from the 60s that was based on the Zorki rangefinder. It is rather heavy but a very affordable camera choice. It allows the user to have a total control over settings and as a result it provides a	https://upload.wikimedia.org/wikipedia/commons/d/db/Zenit_TTL_%28front_top_angle%29.jpg

				deep focus and a vintage haziness.	
Canon EOS 300	35mm	Intermediate	SLR	This Canon model is one of the late XX century productions -firstly manufactured in Japan. Light in weight and easy to operate is a great companion to any adventure .	
Yashica Mat 124G	120 (medium format)	Advanced	TLR	This Yashica model is a heavy duty medium format camera. It has a viewfinder placed on the top that allows the user to see the	https://upload.wikimedia.org/wikipedia/commons/4/4a/Yashica_mat_124G_-_ouvert.JPG

				<p>frame before taking the photo.</p> <p>Originally designed as a Rolleiflex copy, this camera allows you to take amazing landscape or portrait photos with a great depth and colours.</p>	
Petri FA-1	35mm	Intermediate	SLR	<p>The Petri FA-1 is a shutter priority 35mm SLR made by Japanese company Kuribayashi.</p> <p>It has a shutter with speeds of 1 to 1/1000 of a sec. along with bulb and self-timer</p>	https://farm7.staticflickr.com/6090/6086001092_679f194ff7.jpg

					<p>modes. It uses a twin cell TTL cds exposure meter adjustable for film speeds of 25 to 1600 ASA. The view finder has a fresnel screen with a microp Prism focusing aid, with a needle to the right, pointing to the aperture markings, over/under exposure.</p>	
Mamiya 645	120mm	Advanced	SLR		<p>This series are medium-format SLR cameras made in Japan by Mamiya from the mid-1980's. They</p>	https://explore.myglobe.com/wp-content/uploads/2020/03/10.Best_Film_Cameras.jpg

				make fifteen 6×4.5 cm images on a 120 roll film. They do not have bellows, but rely on helical focusing in the lenses. The lens mount is the same bayonet mount as that in those earlier cameras, and film inserts are also interchangeable between them.	
Fuji GW690	120/220 (medium format/large format)	Advanced	Rangefinder	The Fuji GW690 is a leaf-shutter fixed-lens rangefinder camera for 120/220 film that Fuji brought	https://upload.wikimedia.org/wikipedia/commons/7/71/0465_Fuji_GW690III_%28287159437584%29.jpg

				<p>out. It shots extra-wide images. You got fewer exposures on a roll, but extra-large negatives and transparencies. The GW690 is a no-frills fixed-lens manual exposure camera that offers huge images in a comparatively portable package.</p>	
Nikon F6	35mm	Advanced	SLR	<p>The Nikon F6 replaced the Nikon F5 as the company's top professional-grade film SLR in 2004. The</p>	https://www.google.com/url?sa=i&url=https%3A%2F%2Fcommons.wikimedia.org%2Fwiki%2FFile%3ANikon-F6_.jpg

				Nikon F6 is like the missing link between old-school 35mm SLRs and modern digital SLR cameras. Many of its specs will seem quite familiar to modern digital users, including its full program AE, aperture-priority, shutter-priority and manual modes, powered film advance at up to 5.5fps and an 11-point AF system backed up by Nikons 3D Color	MG_2034.jpg&psig=AOvVawlz5Y0ijskwPkE73ebOJYk&ust=1614108679882000&source=images&cd=volume&ved=0CAIQjRxqFwoTCNjThMmd_u4CFQAAAAAdAAAAABAD
--	--	--	--	---	---

				Matrix metering system.	
Linhof Technora ma 617s III	120/220 (medium format / large format)	Advanced	SLR	The Linhof Technora ma series of viewfinder cameras take panoramic images on 120 film via a fixed lens. It features interchangeable lenses, each lens with its own helical focusing mount / shutter release as well as detachable viewfinder. It's a camera for experts, not just because of its manual exposure	https://cdn.mos.cms.futurecdn.net/ZssJWPZTUix9R3fxUFDj4-970-80.jpg.webp

but because of the need for precise manual focus (it doesn't have a through-the-lens camera) and the need to keep the camera absolutely level for those ultra-wide 17:6 ratio images. The Technorama is designed for high-quality technical photography and shows the flexibility still offered by the analog film format.

Lomography Diana F+	120 medium format	Beginner	SLR	The Diana camera is a so-called "toy camera" that originated in the 1960s, produced by the Great Wall Plastic Co. in Hong Kong. Most Dianas use 120 film but some versions of the camera take 620 film. It has three-position zone focussing, only one shutter speed (1/60sec) plus b, and apertures linked to the lighting conditions (pinhole,	https://upload.wikimedia.org/wikipedia/commons/5/5b/Diana_F%2B.jpg
---------------------	-------------------	----------	-----	--	---

				f/8, f/11, f/16).	
Fujifilm Quicksnap Superia	35mm	Beginner	Point and shoot	<p>The QuickSnap Superia is a 35mm single-use, disposable camera from Fujifilm.</p> <p>This version has a flash that can be turned on and off. It holds a Superia 800iso film with 27 exposures.</p>	https://images.classohmson.com/medias/sys_master/h7b/h03/967604360222.jpg
Fujifilm Quicksnap Marine 35mm	35mm	Beginner	Point and shoot	<p>The Fujifilm Quicksnap Marine comes loaded with 24 exposures of Fujifilm ISO 800 Superia colour negative film. The</p>	https://cdn.mos.cms.futurecdn.net/RSSFnr9Sqw5tVCQtVK5MRe-970-80.jpg

				exposure is fixed at 1/125sec at f/10 which means outdoor light is needed for good results. Its plastic case is water-resi stant to a depth of 10m.	
--	--	--	--	---	--

Content for Guides page

A guide to film photography

Film photography has been a big passion of many for many years. Since it was created in the 1800s, its uniqueness, imperfections, latitude and richness has photographers young and old continuing to fall in love with analogue photography. Although it is harder nowadays to get a film camera in your hands since many companies stopped manufacturing them, recently there's been a resurgence of film photographers of different ages and backgrounds. The interest is there and that's all the spark you need to get things going.

However, getting started on film photography can be a hard and tedious process; many new things to learn, techniques, words you don't understand... But no need to worry! We have created a number of guides that can be helpful for any, beginners or experts, who want to indulge into the wonderful world of film photography.

First things first: understanding analogue photography

Before we get started, here are some words that are good to know in order to understand how film photography and cameras work.

Analogue photoglossary

- 135 – Also called 35mm; the most common film format.
- 120 – A type of paper-backed film used in various medium format cameras like the Diana+ and Lubitel 166+.
- Analogue – is the opposite of digital. Any technology, such as vinyl records or clocks with hands and faces, that doesn't break everything down into binary code to work is analogue. Analogue, you might say, is strictly old school.
- Aperture – A hole or opening through which light travels. On a camera, the aperture is adjustable so you can control the amount of light reaching the film.
- Auto Exposure – Found in a number of modern cameras, this is an exposure system that exposes the film correctly every time, without the adjustment of manual settings.
- Darkroom – Literally, a dark room in which you can chemically process film or print from negatives without exposing the photo-sensitive film and paper to light.
- Double Exposure – A technique in which a piece of film is exposed twice. Double exposures can result in a dreamy, layered effect, or an upside-down, mish-mash world of your choosing!
- Exposure – The amount of light which reaches your film when taking a photograph.
- Exposure Time – The amount of time your shutter is open and your film is exposed to light. If you choose to expose your film for a long amount of time, your aperture will need to be smaller, and vice versa.
- Film – A sheet of plastic coated with a photo-sensitive emulsion. When used in a camera, the emulsion captures light which creates latent images, viewable when the film is chemically treated.
- Focus – Bringing a subject into sharp view using a camera's lens.

- Grain – The sand-like, granular appearance of silver halides on film. High ISO films have larger (and therefore more visible) grain.
- Instant Film – Film which develops into a photographic print instantly, usually in 90 seconds or less.
- ISO – the term that we use when we are referring to how light-sensitive your film is. Each type of film has an ISO rating. Can also be referred to as **ASA**, **film rating** or **film speed**.
- Lens – A glass or plastic element attached to a camera which allows images to be captured on film.
- Light Leaks – White or red streaks on film created by stray light that enters a camera body. While originally accidental, creating light leaks on images is now a well-known technique used by plastic camera photographers.
- Long exposure – This is an effect achieved by setting a long-duration shutter speed so that stationary objects in the field of view appear sharp while moving elements will be blurred.
- Overexposure – When too much light reaches the film, causing a printed image to lack detail or look too light or “washed out” or “blown out.”
- Point and Shoot – A camera with fully automatic settings, allowing the user to create photographs without setting a shutter speed or aperture.
- Shutter speed – How long your camera’s shutter stays open; usually measured in fractions of a second. You can adjust your camera’s shutter speed via a dial on the camera body in order to achieve light-streaked photos, correctly expose a scene, or sharply capture a fast-moving object.
- Underexposure – When insufficient light reaches the film. Underexposing is also a technique employed when exposing one frame of film multiple times, in order to prevent overexposure.
- Viewfinder – the eyepiece on a camera that you hold close to your eye, to allow you to see what’s being photographed.
- Vignetting – Dark corners present on photographic prints which emphasize the photo’s subject and create depth in a photograph.

The term ‘Analogue Photography’ refers to photography using an analogue camera and film. A roll of film is loaded into the camera and the magic begins once you start clicking: light interacts with the chemicals in the film and an image is recorded. The pictures collected in your film roll come to life when the film is processed in a photo lab.

Film formats

When it comes to choosing a film camera, it's important to remember that different cameras shoot different kinds of film. Some cameras use 35mm film, some require 110 format film, some shoot 120 (aka 'medium-format') film and some use Instant film.

35mm – is the most common film format, which can be processed in your local photo lab, drugstore or supermarket. 35mm film comes in canisters and is characterized by its sprocket holes – little perforations which run along the edge of the film strip.

120 – Once you've mastered the 35mm format, you may want to explore the more advanced medium-format territory. 120 film, on the other hand, is larger and delivers square photos; this film doesn't have sprocket holes.

110 – 110 Cameras are super easy to use and they're so small, they fit right into your pocket. There are no settings to fuss; you just need to point and click the shutter.

Instant – Instant photos do not require photo lab processing; they magically develop within a few seconds. It's a great choice for spontaneous moments; once you click the shutter, the camera ejects the photo which develops in less than a minute.

There are various kinds of film under these different formats (with the exception of Instant Film): Color Negative, Black & White, Redscale and Slide.

Color Negative film produces natural, true-to-life colors and smooth grain. They go through standard processing using C-41 chemicals.

Black & White film, as the name suggests, delivers monochromatic photographs.

Redscale film yields warm hues, ranging from radiant reds to honey hues. You can either do the redscale technique yourself (using a Color Negative film) or get one that is ready-to-shoot

Types of camera

Single-Lens Reflex (SLR) Cameras

These cameras are the analog equivalent of the DSLR. It has the same internal mirror mechanism that allows you to look straight through the lens and see a near-exact approximation of what the image will look like once it's captured. SLR cameras also allow you to swap lenses, enabling you to exert greater control over your shots.

Twin-Lens Reflex (TLR) Cameras

Equipped with double objective lenses of identical focal lengths, twin-lens reflex or TLR cameras are able to continuously display the scene you are trying to shoot on the viewfinder screen—they do not “black out” during exposure like SLRs do. One lens is used for viewing while the other lens exposes the film, and thanks to these separate lenses, you can examine the scene as the camera takes the shot, which can be helpful for certain applications that require longer shutter speeds.

Rangefinder Cameras

The most distinguishing feature of a rangefinder camera is that it calculates distance through triangulation for accurate focusing. It uses a somewhat similar mechanism as the SLR, except that this mechanism, which involves a compact revolving mirror and two windows, is used for focusing—not for viewing the scene to be captured. Also, unlike the SLR, a rangefinder does not allow you to look through the lens, but through a small window on the upper right side (in the same way you would with a point-and-shoot camera).

Point-and-Shoot Cameras

Without mirrors or any of the other complex mechanisms found in more sophisticated cameras, point-and-shoots are generally very compact and lightweight. These are what people call “disposable” or one-time-use cameras, as they cannot be reloaded with a new roll of film. As the name suggests, point-and-shoot cameras don't allow you to do anything other than point and shoot. The camera controls focus and exposure settings automatically, plus it has a fixed focal length lens so you won't be able to zoom in or out.

Instant Cameras

One of the most popular film cameras today, the instant camera is essentially a point-and-shoot camera that prints images instantaneously on self-developing film. Some models even allow you to choose from several shooting modes or adjust the brightness of the image for better results. The appeal of this camera lies in its ability to satisfy our desire for instant gratification—you'll be able to see your photos immediately after capturing them, much like with a digital camera. And unlike most of the film cameras on this list, this type of camera is still being manufactured today.

Stereo Cameras

Stereo cameras can reproduce human binocular vision and shoot images with 3D effects, all thanks to its multiple lenses and their respective image sensors or film frames. There are a number of possible uses for stereo cameras, including range imaging and the creation of stereoviews and 3D pictures for movies.

Panoramic Cameras

Panoramic cameras have been around since the 1800s. The first successful model, the Megaskop, was created by German-born photographer Friedrich von Martens in 1844 or 1845. Various photographers and inventors created their own version of the panoramic camera over the last two centuries, each with different mechanisms and components. What all of them had in common, however, is that they were able to compose large, highly detailed images by fully utilizing the entire film frame.

Folding Cameras

One distinct feature of the folding camera is its bellows—which looks like what you see on an accordion instrument—situated between the lens and the camera body. This part can alter both image focus and in-camera effects, as well as fix distortion in certain cases. You can also achieve different effects for your image by adjusting the lens angle and position at the bellows' edge and the film back.

Large Format Cameras

A large format camera is technically any camera with an imaging format of at least 4×5 inches (102×127 mm) or bigger. Unlike other cameras on this list, large format cameras are not limited to a specific camera design or mechanism. It can be a rangefinder, an SLR, a twin-lens reflex, or even a pinhole camera.

Box Cameras

As the name suggests, box cameras come in the form of a cardboard or plastic box, with a lens on one end and film on the other end. In order to create images, these simplistic cameras have an aperture that captures light, which is then burned onto the negative.

Pinhole Cameras

A pinhole camera (or “camera obscura”) is a sealed box or chamber with a tiny hole or aperture on one side. It creates images by allowing light to pass through the pinhole and projecting an inverted image on the opposite side of the chamber and onto the film or photographic paper.

Pinhole cameras are characterized by an immense depth of field and a very wide camera angle.

Toy Cameras

Toy cameras are normally made of plastic and are very easy to use, making them suitable for children. They’re also capable of shooting decent images regardless of the various defects in their lenses. Some lomography cameras, like the Diana F+ Medium Format Camera (), can be categorized under this film camera type.

Buying

There’s bags of stuff on eBay, and that’s probably the first place to start. A 35mm single-lens reflex (SLR) camera would be your best bet.

Opt for a model from one of the big five brands from back in the seventies: Canon, Minolta, Nikon, Olympus or Pentax. They're all basic, hardwearing, top quality and shouldn't come at too much cost. 35mm film cassettes can also be bought cheaply on Amazon.

You can pick a classic, pre-owned Canon A1 up for around £80, or an AE-1 Program for slightly more, and they can do everything. But any camera with a program mode is good for a beginner. Program is an exposure function that does all the hard work for you, until you feel ready to manually alter your shots.

Famed for bridging the gap between photographers and hobbyists in the seventies, both Canon cameras come fitted with 'shutter priority', which means you can choose your shutter speed, and your camera will automatically choose an aperture. Other great options include the (almost) indestructible Pentax K1000 and the Olympus OM-1.

If you want to get your hands on the camera before you buy, then check out vintage markets – but without the safety net of eBay or Amazon, you have to know what to look out for. As you pick them up, go through all the shutter speeds and make sure they're not sticking – that is, opening but not closing. That's your first port of call.

It's also worth checking if replacement batteries are still available for your chosen camera. Mercury sales were deemed a bit dangerous in the late eighties, so many batteries have been discontinued. Give it a Google before you buy, just in case.

Tips & tricks

- As you increase the ISO you get more grain in your image, which means lower ISO is great for bright/outdoor situations, and higher ISO is great for more indoor/darker situations.
- Different shots require different combinations of aperture and shutter speed. If you're interested in photographing sport, for example, you'd want a fast shutter speed to capture the action – and that means you need a wide aperture. If you're photographing landscape, you'll rely on the

aperture, and then compensate with a light shutter speed. Fast shutter speeds freeze the action, while slow speeds can be used to blur movement.

- Generally speaking, it's always better to overexpose than underexposure your film, whether it's black & white or colour.
- If it all sounds a bit confusing, don't worry. The best results will come from experimenting with your camera, and finding what settings work for you. Learn what the camera's doing and start to do it yourself. You'll have more fun.
-

February 22nd

Activities

- Went over projects that each member had worked on during the weekend
- Once we were all happy we merged the new additions
- Worked on making the website dynamic

February 23rd

Activities

- We finished making the camera page dynamic
- Adjusted some style things
- Added a loader to the camera list page to apply the heuristics learned in class
- Give each other a task to work on for finishing the website and make everything look crisp
- Prepare questions for conducting the Think Aloud Test
- Conducted the Think Aloud Test on different test persons

February 24th

Activities

- Worked on the Business Canvas
- Went over the results from the Think Aloud and Trunk tests in order to decide what things we were going to change in the website to improve the UX and make it more user friendly as well as making an easy user journey.

BUSINESS MODEL CANVAS

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?



CHANNEL PHASES:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

1. Awareness - social media ads / WoM as our target audience primarily uses SoMe platforms to reach out to others and find out about different businesses
2. Evaluation - we provide our contact details for the members to reach out and share their insights about the website
3. Purchase - after joining the community, there would be a dedicated page to pay for any paid services such as photo trips

Our community would involve Facebook page where people could share their insights and we could target any issues arising.

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Convenience
"Getting the Job Done"
Design
Brand/Status
Price
Risk Reduction
Risk Reduction
Accessibility
Convenience/Usability

We deliver customization of consumers needs in regards to the film cameras and provide them with our knowledge as well as community. Thanks to our filtering tool, we help the users to find the right camera at the start of their film photography journey. We are also providing the guides for the customer to find their way around the film photography. In addition to that, they can share their work and insights with other members.

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Services
Automated Services
Communities
Co-creation

The relationship with the customers is built on trust and communication. We are expected to provide the knowledge as well as other resources to the users. Furthermore, we promise to constantly update our website to provide the members with new information and assist with any camera-related issues. The membership itself is free of charge yet some of the features e.g. photo trips would require a fee.

Customer Segments



For whom are we creating value?
Who are our most important customers?

*Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform*

Film photography would be classified as niche market. We put our loyal customers at heart of the business since they are the building block of the community. Our business bases on the collaboration therefore, the members are the crucial part of the community.|

Trello board

To-do

+ Add a card

In progress

moodboard

first commits; landing page

styletiles

Enter a title for this card...

Add Card

Done

Personas

+ Add another card

Resources

Data & inspiration

Tutorials

+ Add another card

website

35min Free Team Visible Join Board

Butler Show Menu

To-do

do the research / try out filtering

improve margins / spacing on the main page

add logo / come back home button?

+ Add another card

In progress

Creating the database(s)

make it responsive (menu)

READ MORE ABOUT PHOTOGRAPHY
HOW TO BE A SUCCESSFUL PHOTOGRAPHER
FIND YOUR CAMERA

THE PICKS OF THE WEEK

find a subheading font

Content

FCP

Icon (that references back to home)

+ Add another card

Done

Personas

first commits; landing page

styletiles

website skeleton

moodboard

+ Add another card

Resources

Data & inspiration

Tutorials

+ Add another card

website

35min Free Team Visible Join Board

Butler Show Menu



Find Your Match

Looking for a film camera but don't know where to start? Or maybe searching for an update? We got your back. Explore your options with us.

ARE YOU [Show all](#) ▾

FORMAT NEEDED [Show all](#) ▾

CAMERA NEEDED [Show all](#) ▾



Cosina CX5F
35mm
Beginner
[Read More](#)



Canon EOS 300
35mm
Intermediate
[Read More](#)



Olympus Trip 35
35mm
Beginner
[Read More](#)









Name

E-mail

Password

Confirm Password

SUBMIT

Parts of website before feedback and adjustments