



golf industry show

See your *future* in a new light



GCSAA 

GCSAA Education Conference  
& the Golf Industry Show

Feb 27 - Mar 2 • Las Vegas

2012

# USES FOR PHOTOGRAPHY

- Document projects (before, during and after)
- Communicate with members: Facebook, newsletter, blog, website, PR for your course and the local media
- Fun things for employee morale builder, document problems to show to greens committee, store things perfectly and take a photo to show to employees



# INTRODUCTION TO EXPOSURE

- Introduction to Exposure
- Use of bracketing
- Light Meters are not always accurate into when shooting into the sun
- Introduction to Focus



# INTRODUCTION TO EXPOSURE



Bad Focus





# INTRODUCTION TO EXPOSURE



Good Focus



# INTRODUCTION TO EXPOSURE



Good Focus



# INTRODUCTION TO EXPOSURE



Good Focus





# INTRODUCTION TO COMPOSITION



The Rule of 1/3rds





# INTRODUCTION TO COMPOSITION



The Rule of 1/3rds



# INTRODUCTION TO COMPOSITION



The Rule of 1/3rds



# INTRODUCTION TO COMPOSITION



Be Aware of What is in the Foreground





# INTRODUCTION TO COMPOSITION



Be Aware of What is in the Foreground



# INTRODUCTION TO COMPOSITION



Be Aware of What is in the Foreground



# INTRODUCTION TO COMPOSITION



Get Low





# INTRODUCTION TO COMPOSITION



Get Low



# INTRODUCTION TO COMPOSITION



Get Low



# INTRODUCTION TO COMPOSITION



Be Aware of What is in the Background





# INTRODUCTION TO COMPOSITION



Be Aware of What is in the Background



# INTRODUCTION TO COMPOSITION



Vertical vs. Horizontal



# INTRODUCTION TO COMPOSITION



Vertical vs. Horizontal





# INTRODUCTION TO COMPOSITION



Balance the Frame



# INTRODUCTION TO COMPOSITION



Balance the Frame



# INTRODUCTION TO COMPOSITION



Balance the Frame





# INTRODUCTION TO COMPOSITION



Balance the Frame



# INTRODUCTION TO COMPOSITION



Balance the Frame



# INTRODUCTION TO LIGHTING



Be Aware of the Sun Direction





# INTRODUCTION TO LIGHTING



Be Aware of the Sun Direction



# INTRODUCTION TO LIGHTING



Be Aware of the Sun Direction



# INTRODUCTION TO LIGHTING



Sun Directly Behind Camera





# INTRODUCTION TO LIGHTING



Overcast Lighting



# INTRODUCTION TO LIGHTING



Use of French Flags



# INTRODUCTION TO WARDROBE



No Hats or Sunglasses if possible





# INTRODUCTION TO WARDROBE



No Hats or Sunglasses if possible



# INTRODUCTION TO VIDEO

- The first rule of filmmaking: use a tripod
- Use short and steady shots
- Think about transitioning from one shot to the next
- No excessive zooming or panning. There is only one Blair Witch Project.
- Understand what a white balance
- Video Cameras: flip cams vs. HD Mike Geraci



# INTRODUCTION TO VIDEO





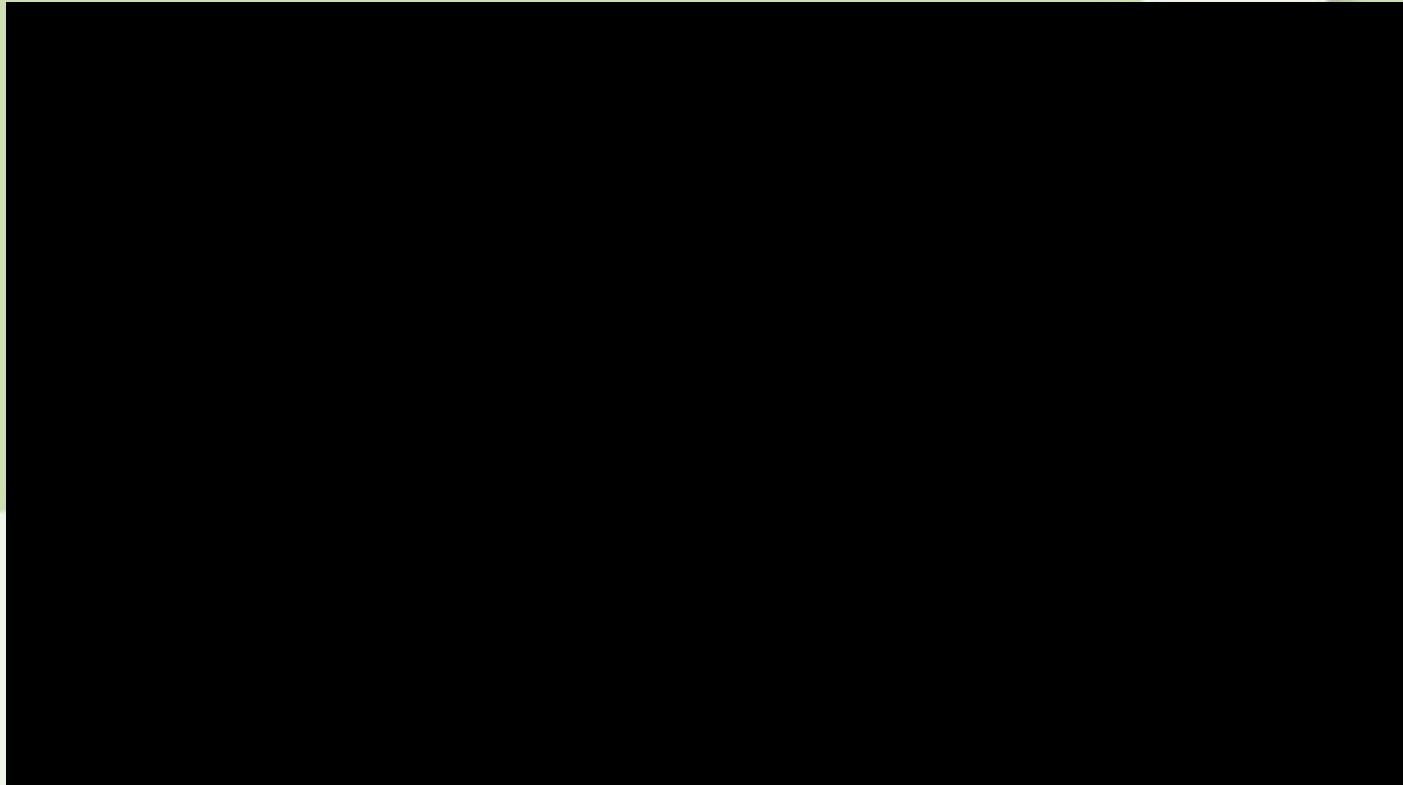
# INTRODUCTION TO VIDEO



# INTRODUCTION TO VIDEO

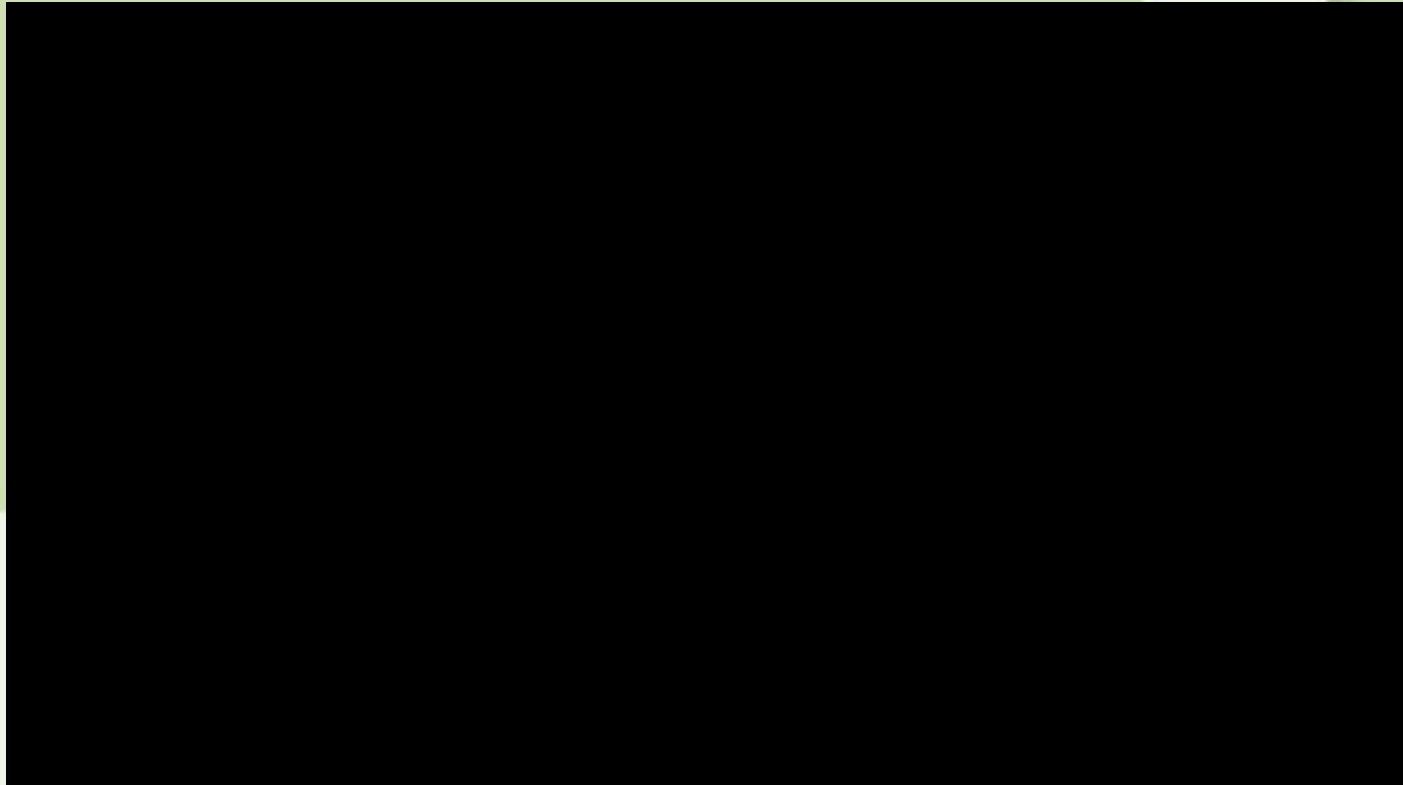


# INTRODUCTION TO VIDEO





# INTRODUCTION TO VIDEO





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# THANK YOU