

BRAVO!
**Summer Employee
Institute 2012**



**How to Buy a Digital
Camera**

What is a Digital Camera?

A digital camera is a camera that captures both still images and video as well. A digital camera is different from conventional film cameras because still images and videos are recorded onto an electronic image sensor. Both conventional and digital cameras operate in a similar manner, they differ because unlike film cameras, digital cameras can immediately produce an image that can be displayed on the device's screen. The images the digital cameras record can also be stored or deleted from memory. Digital cameras also possess the ability to record moving images or videos and also capture sound. The first digital camera was invented in 1975 at the Eastman Kodak company, by an engineer named Steve Sasson.

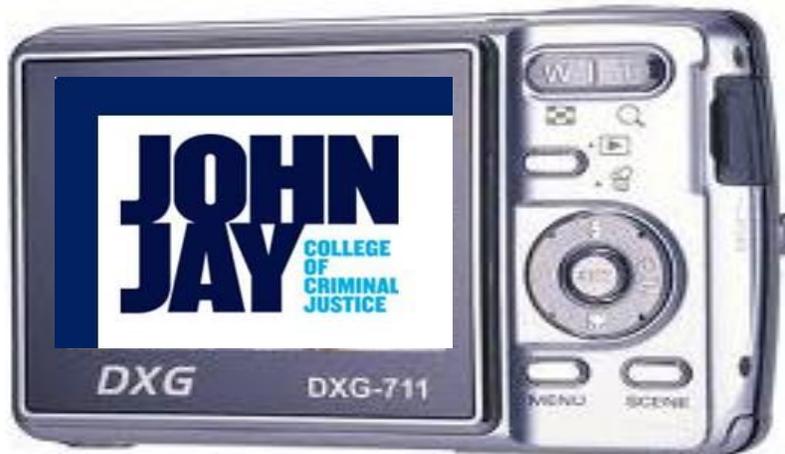
Steps to Buying a Digital Camera

- 1. What do you need from a Digital Camera:** Determine the main purpose you will be buying the digital camera for. If you are going on vacation and will be using it for family photos, then you do not need a \$2,000 digital camera.
- 2. Do you need a DSLR:** A Digital Single Lens Reflex camera is a more expensive digital camera. Used for more professional photography sessions that also gives the photographer more creative control of the shoots.
- 3. Shutter Speed:** The speed between captures is very important depending on the activity being captured. Some cameras lag in the time between captures, while others do not.
- 4. Image Stabilization:** Automatically stabilizes the capture from a person's shaky hands. Lower end digital may not have this feature, it is something the purchaser must look into.
- 5. Review Digital Cameras:** Research online about different digital cameras and their uses. Do not go unprepared into a Digital Camera store.
- 6. How many Megapixels will suffice?:** Currently digital cameras are equipped with a minimum of 10 megapixels. The higher the Megapixels, the better resolution the image captured will display on a computer screen. A higher number of megapixels will increase the price of the device.
- 7. HD Video Resolution:** Most digital cameras now include video capture. When purchasing a digital camera, make sure that the one being purchased has a Hi-Definition capture. 720p is more than enough for online video sharing.
- 8. Extra Purchases for a Digital Camera:** Always look for bundle deals when purchasing a digital camera. You will always need to make extra purchases when buying a digital camera. Extras may come in the way of a camera case, memory card, stand, battery recharger and more.
- 9. Optical Zoom:** When looking to buy zoom lenses, the better choice is an Optical Zoom lens as opposed to a Digital Zoom. Digital zoom only magnifies the pixels in the image, while at the same time distorting the clarity of it. Optical Zoom allows the photographer to capture images from a great distance.
- 10. Visit Different Retailers:** Once you have decided on buying a digital camera, visit different retailers to see the digital camera prices. Some retailers may have special prices, or bundle prices that may be better than others.

Types of Digital Cameras

There are different types of digital cameras available for every type of user.

Point and Shoot: Designed primarily for simple operation. At the press of the button, they will auto-focus, set the exposure setting and also activate the flash if needed. These types of cameras are often purchased by people who want something to take on vacations, parties, or other type of events that are personal.



Digital Single Lens Reflex Camera: Allows the photographer to see what is actually being captured with the camera. Uses a single lens a mirror and a prism. An SLR camera gives the photographer more control over focusing and adjusting any settings available. SLR cameras also have interchangeable lenses that can be purchased separately for capturing images from a long distance.



Digital Camera Terminology

It is always good to be prepared when going in to meet with a salesperson when purchasing your digital camera. If there are words you don't know the meaning too, look it up and arm yourself, this will make it easier for you to get a better deal. A salesperson may try to throw a lot of big words to increase the price of the sale. Being an informed consumer is the best policy.

- **Megapixel:** Digital Camera capture photographs in pixels. 1 million pixels equal 1 Megapixel. Number of pixels allowed to capture the photo.
- **Pixels:** Small tile picture elements. The tiles laid side by side to each other make up the entire digital photograph.

Before purchasing, keep the following in mind:

- Maximum print size of photograph.
- If the photograph will be cropped.
- A higher Megapixel camera does not necessarily mean it will take better photographs.
- **Zoom:** The ability to make images appear closer than they.
- **Digital Zoom:** Enlarges a portion of the image. Crops the desired portion of the photograph. Can reach the same effect using editing software.
- **Optical Zoom:** Uses the optics (Lens) of the camera to zoom. Can zoom in to one specific spot, or zoom out for a panoramic view.
- **CCD:** (Charge Coupled Device) All pixels are charged as a group and converted to an image.
- **CMOS:** (Complementary Metal Oxide Semiconductor) Every pixel is charged individually and converted into an image.

Two different technologies used for capturing images digitally. CCD digital cameras have been known to be the better option.