Learn the best ways to compose your pictures!

Canon EOS Rebel T4i / 650D From Snapshots to Great Shots



Get great detail in your subjects!

Jeff Revell

Canon EOS Rebel T4i/650D: From Snapshots to Great Shots

Jeff Revell



Canon EOS Rebel T4i / 650D: From Snapshots to Great Shots Jeff Revell

Peachpit Press www.peachpit.com

To report errors, please send a note to errata@peachpit.com Peachpit Press is a division of Pearson Education.

Copyright © 2013 by Peachpit Press

Project Editor: Valerie Witte Production Editor: Lisa Brazieal Copyeditor: Scout Festa Proofreader: Patricia Pane Composition: WolfsonDesign Indexer: Valerie Haynes Perry Cover Image: Jeff Revell Cover Design: Aren Straiger Interior Design: Riezebos Holzbaur Design Group Back Cover Author Photo: Scott Kelby

Notice of Rights

All rights reserved. No part of this book may be reproduced or transmitted in any form by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. For information on getting permission for reprints and excerpts, contact permissions@ peachpit.com.

Notice of Liability

The information in this book is distributed on an "As Is" basis, without warranty. While every precaution has been taken in the preparation of the book, neither the author nor Peachpit shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the instructions contained in this book or by the computer software and hardware products described in it.

Trademarks

All Canon products are trademarks or registered trademarks of Canon Inc.

Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and Peachpit was aware of a trademark claim, the designations appear as requested by the owner of the trademark. All other product names and services identified throughout this book are used in editorial fashion only and for the benefit of such companies with no intention of infringement of the trademark. No such use, or the use of any trade name, is intended to convey endorsement or other affiliation with this book.

ISBN-13: 978-0-321-88691-0 ISBN-10: 0-321-88691-7

987654321

Printed and bound in the United States of America

DEDICATION

For all the great folks at Peachpit for putting up with my special brand of insanity—you guys are great!



Contents

INTRODUCTION	viii
CHAPTER 1: THE T4I TOP TEN LIST	1
Ten Tips to Make Your Shooting More Productive	
Right Out of the Box	1
Poring Over the Camera	2
Poring Over the Camera	4
1. Charge Your Battery	5
2. Turn Off the Release Shutter Without Card Setting	6
3. Set Your JPEG Image Quality	7
4. Turn Off the Auto ISO Setting	9
5. Set Your Focus Point and Mode	10
6. Set the Correct White Balance	12
7. Adjust the Viewfinder Diopter	15
8. Turn Off the Touchscreen	15
9. Review Your Shots	16
10. Hold Your Camera for Proper Shooting	22
Chapter 1 Assignments	23
CHAPTER 2: FIRST THINGS FIRST	25
A Few Things to Know and Do Before You Begin Taking Pictures	25
Poring Over the Picture	26
Poring Over the Picture	28
Choosing the Right Memory Card	30
Formatting Your Memory Card	31
Updating the T4i's Firmware	33
Cleaning the Sensor	36
Using the Right Format: RAW vs. JPEG	38
Lenses and Focal Lengths	40
What Is Exposure?	46
Motion and Depth of Field	49
Video and the T4i	52
Chapter 2 Assignments	59
CHAPTER 3: THE BASIC ZONE	61
Get Shooting with the Automatic Camera Modes	61
Poring Over the Picture	62
Poring Over the Picture	64

Scene Intelligent Auto Mode	66
Portrait Mode	67
Landscape Mode	69
Close-up Mode	70
Sports Mode	71
Night Portrait Mode	72
Flash Off Mode	73
Creative Auto Mode	75
Why You May Never Want to Use the Basic Zone Again	78
Chapter 3 Assignments	79
CHAPTER 4: THE CREATIVE ZONE	83
Taking Your Photography to the Next Level	83
Poring Over the Picture	84
Poring Over the Picture	86
P: Program Mode	88
Tv: Shutter Priority Mode	91
Av: Aperture Priority Mode	95
M: Manual Mode	99
How I Shoot: A Closer Look at the Camera Settings I Use	102
Chapter 4 Assignments	104
CHAPTER 5: MOVING TARGET	107
The Tricks to Shooting Sports and More	107
Poring Over the Picture	108
Poring Over the Picture	110
Stop Right There!	112
Using Shutter Priority (Tv) Mode to Stop Motion	117
Using Aperture Priority (Av) Mode to Isolate Your Subject	119
Keep Them in Focus with AI Servo and Auto AF Point Selection	120
Stop and Go with AI Focus	122
Manual Focus for Anticipated Action	123
Keeping Up with Continuous Shooting Mode	125
A Sense of Motion	126
Tips for Shooting Action	128
Chapter 5 Assignments	130
CHAPTER 6: SAY CHEESE!	133
Settings and Features to Make Great Portraits	133
Poring Over the Picture	134
Poring Over the Picture	136
Automatic Portrait Mode	138

Using Aperture Priority Mode	139
Metering Modes for Portraits	141
Using the AE Lock Feature	143
Focusing: The Eyes Have It	144
Classic Black and White Portraits	146
The Portrait Picture Style for Better Skin Tones	149
Detect Faces with Live View	149
Use Fill Flash for Reducing Shadows	152
People on the Move	154
Tips for Shooting Better Portraits	155
Chapter 6 Assignments	163
CHAPTER 7: LANDSCAPE PHOTOGRAPHY	165
Tips, Tools, and Techniques to Get the Most Out of Your	
Landscape Photography	165
Poring Over the Picture	166
Poring Over the Picture	168
Sharp and In Focus: Using Tripods	170
Selecting the Proper ISO	172
Using Noise Reduction	173
Selecting a White Balance	174
Using the Landscape Picture Style	176
Taming Bright Skies with Exposure Compensation	178
Shooting Beautiful Black and White Landscapes	180
The Golden Light	182
Where to Focus	183
Easier Focusing	185
Making Water Fluid	187
Directing the Viewer: A Word about Composition	188
Advanced Techniques to Explore	193
Chapter 7 Assignments	201
CHAPTER 8: MOOD LIGHTING	203
Shooting When the Lights Get Low	203
Poring Over the Picture	204
Poring Over the Picture	206
Raising the ISO: The Simple Solution	208
Using Very High ISOs	210
Stabilizing the Situation	211
Focusing in Low Light	215

Shooting Long Exposures	217
Using the Built-In Flash	218
Compensating for the Flash Exposure	222
Reducing Red-Eye	224
2nd Curtain Sync	226
Using an External Speedlite	229
Flash and Glass	233
Chapter 8 Assignments	234
CHAPTER 9: CREATIVE COMPOSITIONS	237
Improve Your Pictures with Sound Compositional Elements	237
Poring Over the Picture	238
Poring Over the Picture	240
Depth of Field	242
Angles	244
Point of View	244
Patterns	244
Color	246
Contrast	247
Leading Lines	248
Splitting the Frame	249
Chapter 9 Assignments	251
CHAPTER 10: ADVANCED TECHNIQUES	253
Impress Your Family and Friends	253
Poring Over the Picture	254
Spot Meter for More Exposure Control	256
Manual Mode	259
Avoiding Lens Flare	262
Using the Sun Creatively	263
Bracketing Exposures	264
HDR Backlight Control	266
Auto Lighting Optimizer	267
Handheld Night Scene	269
The My Menu setting	270
Customize Your White Balance	271
Conclusion	272
Chapter 10 Assignments	273
INDEX	274

Introduction

Walk into any bookseller and you will see countless books on the subject of photography. Look a little further and you will locate the camera-specific books. It is this divide between the cameraspecific and instructional photography books that inspired me to write this book. I was seeing a lot of books that were just sort of missing the mark—especially when it came to combining actual photographic instruction with the use of a specific brand and model of camera. So with that, I set about to write this book on the Canon T4i, not as a rehash of the owner's manual but as a resource to teach photography with the wonderful technology present in the T4i. I have put together a short Q&A to help you get a better understanding of just what it is that you can expect from this book.

Q: IS EVERY CAMERA FEATURE GOING TO BE COVERED?

A: Nope, just the ones I felt you need to know about in order to start taking great photos. Believe it or not, you already own a great resource that covers every feature of your camera: the owner's manual. Writing a book that just repeats this information would have been a waste of my time and your money. What I did want to write about was how to harness certain camera features to the benefit of your photography. As you read through the book, you will also see callouts that point you to specific pages in your owner's manual that are related to the topic being discussed. For example, in Chapter 6 I discuss the use of the AE Lock feature, but there is more information available on this feature in the manual. I cover the function as it applies to our specific needs, but I also give you the page numbers in the manual so you can explore it even further.

Q: SO IF I ALREADY OWN THE MANUAL, WHY DO I NEED THIS BOOK?

A: The manual does a pretty good job of telling you how to use a feature or turn it on in the menus, but it doesn't necessarily tell you *why* and *when* you should use it. If you really want to improve your photography, you need to know the whys and whens to put all of those great camera features to use at the right time. To that extent, the manual just isn't going to cut it. It is, however, a great resource on the camera's features, and it is for that reason that I treat it like a companion to this book. You already own it, so why not get something of value from it?

Q: WHAT CAN I EXPECT TO LEARN FROM THIS BOOK?

A: Hopefully, you will learn how to take great photographs. My goal, and the reason the book is laid out the way it is, is to guide you through the basics of photography as they relate to different situations and scenarios. By using the features of your T4i and this book, you will learn about aperture, shutter speed, ISO, lens selection, depth of field, and many other photographic concepts. You will also find plenty of full-page photos that include captions, shooting data, and callouts so you can see how all of the photography fundamentals come together to make great images. All the while, you will be learning how your camera works and how to apply its functions and features to your photography.

Q: WHAT ARE THE ASSIGNMENTS ALL ABOUT?

A: At the end of most of the chapters, you will find shooting assignments, where I give you some suggestions as to how you can apply the lessons of the chapter to help reinforce every-thing you just learned. Let's face it—using the camera is much more fun than reading about it, so the assignments are a way of taking a little break after each chapter and having some fun.

Q: SHOULD I READ THE BOOK STRAIGHT THROUGH OR CAN I SKIP AROUND FROM CHAPTER TO CHAPTER?

A: Here's the easy answer: yes and no. No, because the first four chapters give you the basic information that you need to know about your camera. These are the building blocks for using the camera. After that, yes, you can move around the book as you see fit because the later chapters are written to stand on their own as guides to specific types of photography or shoot-ing situations. You can bounce from portraits to shooting landscapes and then maybe to a little action photography. It's all about your needs and how you want to address them. Or, you can read it straight through. The choice is up to you.

Q: I DON'T SEE ANY CHAPTERS DEVOTED TO VIDEO.

A: I know that one of the reasons you bought the T4i was probably its ability to capture video. I have covered some basic video setup information in Chapter 2, but I really wanted the focus of this book to be the photographic capabilities and possibilities. Don't worry, though—read the next Q&A and I think you will be happy.

Q: IS THERE ANYTHING ELSE I SHOULD KNOW BEFORE GETTING STARTED?

A: In order to keep the book short and focused, I had to be selective about what I included in each chapter. The problem is that there is a little more information that might come in handy after you've gone through all the chapters. So as an added value for you, I have written two bonus chapters: "Pimp My Ride" and "T4i Video: Beyond the Basics." The first chapter is full of information on photo accessories that will assist you in making better photographs. In it, you will find my recommendation for things like filters, tripods, and much more. The second chapter will lead you through some video tips and techniques to make your T4i movies even better. To access the bonus chapters, just log in to or join Peachpit.com (it's free), then enter the book's ISBN. After you register the book, a link to the bonus chapters will be listed on your Account page under Registered Products.

Q: IS THAT IT?

A: One last thought before you dive into the first chapter. My goal in writing this book has been to give you a resource that you can turn to for creating great photographs with your Canon T4i. Take some time to learn the basics and then put them to use. Photography, like most things, takes time to master and requires practice. I have been a photographer for 30 years and I'm still learning. Always remember that it's not the camera that makes beautiful photographs—it's the person using it. Have fun, make mistakes, and then learn from them. In no time, I'm sure you will transition from a person who takes snapshots to a photographer who makes great shots.



TI)T

1

R. T

The Creative Zone

TAKING YOUR PHOTOGRAPHY TO THE NEXT LEVEL

The Creative zone is the name given by Canon to the shooting modes that offer you the greatest amount of control over your photography. To anyone who has been involved with photography for any period of time, these modes are known as the backbones of photography. They allow you to influence two of the most important factors for taking great photographs: *aperture* and *shutter speed*. To access these modes, you simply turn the Mode dial to the Creative mode of your choice and begin shooting. But wouldn't it be nice to know exactly what those modes control and how to make them do our bidding? Well, if you really want to take that next step in controlling your photography, it is essential that you understand not only how to control these modes, but why and when to adjust them so that you get the results you want. So let's move that Mode dial to the first of our Creative modes: Program mode.

PORING OVER THE PICTURE

The Landscape picture style made the moss more saturated.

2.55

STATISTICS.

ISO 100 10 sec. f/22 40mm lens Photographing moving water is not hard, which is probably why I enjoy doing it so much. The real key is finding a location that has good compositional elements. This particular stream had great elements like the small water cascades, the swirling pools, and the mossy rocks, which added great color contrast to the scene.

Using a low ISO setting also helped in getting a long exposure.

> A very small aperture was used to get good sharpness.

- Alter an er banning man

I used a very long exposure to ensure that the flowing water looked silky smooth.

PORING OVER THE PICTURE

The flower was arranged to the left of center for a more interesting composition.

I used the selective focus point to get the camera to focus on just the right spot without having to move the camera. I know it's not very manly, but I have to tell you: I have a thing for flowers. I'm not much into growing them or having them around the house—I prefer to photograph them. With so many varieties and ways of lighting and photographing them, they are always presenting me with new challenges. I spotted this flower in a small garden outside my hotel room in Ollantaytambo, Peru. It had rained the night before, and I loved the small water droplets on the petals and the contrast of the flower against the darker green plant in the background.

> I had to set the exposure compensation to -2/3 because of the darker background.

The ISO was raised to help get a small aperture with a shutter speed that was fast enough to handhold the camera.

> ISO 400 1/125 sec. f/9 200mm lens

P: PROGRAM MODE



There is a reason that Program mode is only one click away from the Basic modes: with respect to

apertures and shutter speeds, the camera is doing most of the thinking for you. So, if that is the case, why even bother with Program mode? First, let me say that it is very rare that I will use Program mode, because it just doesn't give as much control over the image-making process as the other Creative modes. There are occasions, however, when it comes in handy,

Manual Callout

To see a comparison of all of the different modes in the Basic and Creative zones, check out the tables on pages 310–311 of your owner's manual.

like when I am shooting in widely changing lighting conditions and don't have the time to think through all of my options, or when I'm not very concerned with having ultimate control of the scene. Think of a picnic outdoors in a partial shade/sun environment—I want great-looking pictures, but I'm not looking for anything to hang in a museum. If that's the scenario, why choose Program over one of the Basic modes? Because it gives me choices and control that none of the Basic modes, including Creative Auto, can deliver.

WHEN TO USE PROGRAM (P) MODE INSTEAD OF THE BASIC ZONE MODES

- When shooting in a casual environment where quick adjustments are needed
- When you want control over the ISO
- If you want or need to shoot in the Adobe RGB color space
- If you want to make corrections to the white balance

Let's go back to our picnic scenario. As I said, the light is moving from deep shadow to bright sunlight, which means that the camera is trying to balance our three photo factors (ISO, aperture, and shutter speed) to make a good exposure. From Chapter 1, we know that Auto ISO is just not a consideration, so we have already turned that feature off (you did change it, didn't you?). Well, in Program mode, you can choose which ISO you would like the camera to base its exposure on. The lower the ISO number, the better the quality of our photographs, but the less light sensitive the camera becomes. It's a balancing act, with the main goal always being to keep the ISO as low as possible—too low an ISO, and we will get camera shake in our images from a long shutter speed; too high an ISO means we will have an unacceptable amount of digital noise. For our purposes, let's go ahead and select ISO 400 so that we provide enough sensitivity for those shadows while allowing the camera to use shutter speeds that are fast enough to stop motion.

STARTING POINTS FOR ISO SELECTION

There is a lot of discussion concerning ISO in this and other chapters, but it might be helpful if you know where your starting points should be for your ISO settings. The first thing you should always try to do is use the lowest possible ISO setting. That being said, here are some good starting points for your ISO settings:

- 100: Bright, sunny day
- · 200: Hazy, or outdoor shade on a sunny day
- · 400: Indoor lighting at night or cloudy conditions outside
- · 800: Late night, low-light conditions or sporting arenas at night

These are just suggestions, and your ISO selection will depend on a number of factors that will be discussed later in the book. You might have to push your ISO even higher as needed, but at least now you know where to start.

With the ISO selected, we can now make use of the other controls built into Program mode. By rotating the Main dial, we have the ability to shift the program settings. Remember, your camera is using the internal light meter to pick what it believes are suitable exposure values, but sometimes it doesn't know what it's looking at and how you want those values applied (**Figures 4.1** and **4.2**). With the program shift, you can influence what the shot will look like. Do you need faster shutter speeds in order to stop the action? Just turn the Main dial clockwise. Do you want a smaller aperture so that you get a narrow depth of field? Then turn the dial counterclockwise until you get the desired aperture. The camera shifts the shutter speed and aperture accordingly in order to get a proper exposure, and you will get the benefit of your choice as a result.

FIGURE 4.1

(left) This is my first shot using Program mode. Because I was pointing the camera more toward the ground, the exposure was longer.

FIGURE 4.2

(right) Because I zoomed out and included more of the bright sky in the photo, there was less of the ground to influence the light meter, resulting in a change of exposure.



Let's set up the camera for Program mode and see how we can make all of this come together.

SETTING UP AND SHOOTING IN PROGRAM MODE

- 1. Turn your camera on and then turn the Mode dial to align the P with the indicator line.
- 2. To select your ISO, press the ISO button on the top of the camera, turn the Main dial to the desired setting, and press the ISO button again (the ISO selection will appear in the rear LCD panel).
- **3.** Point the camera at your subject and then activate the camera meter by depressing the shutter button halfway.
- 4. View the exposure information in the bottom of the viewfinder or in the display panel on the back of the camera.
- 5. While the meter is activated, use your index finger to roll the Main dial left and right to see the changed exposure values.
- 6. Select the exposure that is right for you and start shooting. (Don't worry if you aren't sure what the right exposure is. We will start working on making the right choices for those great shots beginning with the next chapter.)

TV: SHUTTER PRIORITY MODE



Tv mode is what we photographers commonly refer to as Shutter Priority mode. If you dig deep in your manual, you will see that Tv stands for Time Value. I'm not sure who came up with this term, but I can tell you that it

wasn't a photographer. In all my years of shooting, I don't ever recall thinking, "Hey, this would be a great situation to use the Time Value mode." But you don't need to know why it is called Tv mode; the important thing is to know why and when to use it.

Like Program mode, Tv mode gives us more freedom to control certain aspects of our photography. In this case, we are talking about shutter speed. The selected shutter speed determines just how long you expose your camera's sensor to light. The longer it remains open, the more time your sensor has to gather light. The shutter speed also, to a large degree, determines how sharp your photographs are. This is different from the image being sharply in focus. Two of the major influences on the sharpness of an image are camera shake and the subject's movement. Because a slower shutter speed means that light from your subject is hitting the sensor for a longer period of time, any movement by you or your subject will show up in your photos as blur.

SHUTTER SPEEDS

A *slow* shutter speed refers to leaving the shutter open for a long period of time–like 1/30 of a second or longer. A *fast* shutter speed means that the shutter is open for a very short period of time–like 1/250 of a second or less.

WHEN TO USE SHUTTER PRIORITY (TV) MODE

- When working with fast-moving subjects where you want to freeze the action (Figure 4.3); much more on this in Chapter 5
- When you want to emphasize movement in your subject with motion blur (Figure 4.4)
- When you want to use a long exposure to gather light over a long period of time (Figure 4.5); more on this in Chapter 8
- When you want to create silky-looking water in a waterfall (Figure 4.6)

FIGURE 4.3

Even the fastest of subjects can be frozen with the right shutter speed.



FIGURE 4.4 Slowing down the shutter speed allows your photographs to convey a sense of movement.



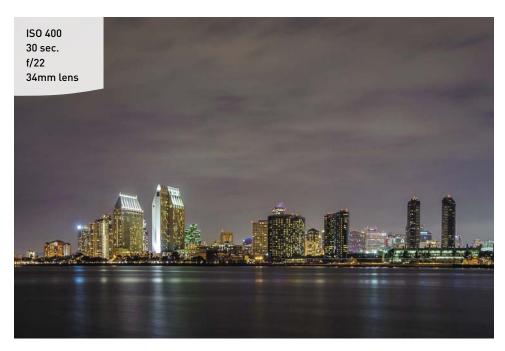


FIGURE 4.5

A long exposure combined with a small aperture and a steady tripod helped capture this cityscape of San Diego.



FIGURE 4.6 Increasing the length of the exposure gives flowing water a silky look.

As you can see, the subject of your photo usually determines whether or not you will use Tv mode. It is important that you be able to visualize the result of using a particular shutter speed. The great thing about shooting with digital cameras is that you get instant feedback by checking your shot on the LCD screen. But what if your subject won't give you a do-over? Such is often the case when shooting sporting events. It's not like you can ask the quarterback to throw that touchdown pass again because your last shot was blurry from a slow shutter speed. This is why it's important to know what those speeds represent in terms of their ability to stop the action and deliver a blur-free shot.

First, let's examine just how much control you have over the shutter speeds. The T4i has a shutter speed range from 1/4000 of a second all the way down to 30 seconds. With that much latitude, you should have enough control to capture almost any subject. The other thing to think about is that Tv mode is considered a "semiautomatic" mode. This means that you are taking control over one aspect of the total exposure while the camera handles the other. In this instance, you are controlling the shutter speed and the camera is controlling the aperture. This is important to know because there will be times that you want to use a particular shutter speed but your lens won't be able to accommodate your request.

For example, you might encounter this problem when shooting in low-light situations: if you are shooting a fast-moving subject that will blur at a shutter speed slower than 1/125 of a second but your lens's largest aperture is f/3.5, you might see your aperture display in the viewfinder and the rear LCD panel begin to blink. This is your warning that there won't be enough light available for the shot—due to the limitations of the lens—so your picture will be underexposed (too dark).

Another case where you might run into this situation is when you are shooting moving water. To get that look of silky, flowing water, it's usually necessary to use a shutter speed of at least 1/15 of a second, if not longer. If your waterfall is in full sunlight, you may get that blinking aperture display once again because the lens you are using only closes down to f/22 at its smallest opening. In this instance, your camera is warning you that you will be overexposing your image (too light). There are workarounds for these problems, which we will discuss later (see Chapter 7), but it is important to know that there can be limitations when using Tv mode.

SETTING UP AND SHOOTING IN TV MODE

- 1. Turn your camera on and then turn the Mode dial to align the Tv with the indicator line.
- **2.** Select your ISO by pressing the ISO button on the top of the camera and then turning the Main dial (the ISO selection will appear in the rear LCD panel).

- **3.** Point the camera at your subject and then activate the camera meter by depressing the shutter button halfway.
- **4.** View the exposure information in the bottom area of the viewfinder or in the rear LCD panel.
- 5. While the meter is activated, use your index finger to roll the Main dial left and right to see the changed exposure values. Roll the dial to the right for faster shutter speeds and to the left for slower speeds.

AV: APERTURE PRIORITY MODE



You wouldn't know it from its name, but Av mode is one of the most useful and popular modes in the Creative zone. Av stands for Aperture Value, and like Time Value, it's another term that you'll seldom hear a

photographer toss around. The mode, however, is one of my favorites, and I believe that it will quickly become one of yours as well. Av, more commonly referred to as Aperture Priority mode, is also deemed a semiautomatic mode because it allows you to once again control one factor of exposure while the camera adjusts for the other.

Why, you may ask, is this one of my favorite modes? It's because the aperture of your lens dictates depth of field. Depth of field, along with composition, is a major factor in how you direct attention to what is important in your image. It is the factor that controls how much of your image is in focus. If you want to isolate a subject from the background, such as when shooting a portrait, you can use a large aperture to keep the focus on your subject and make both the foreground and background blurry. If you want to keep the entire scene sharply focused, such as with a landscape, then using a small aperture will render the greatest possible depth of field.

WHEN TO USE APERTURE PRIORITY (AV) MODE

- When shooting portraits or wildlife (Figure 4.7)
- When shooting most landscape photography (Figure 4.8)
- When shooting macro, or close-up, photography (Figure 4.9)
- When shooting architectural photography, which often benefits from a large depth of field (Figure 4.10)

FIGURE 4.7

A fairly large aperture coupled with a long focal length created a very blurry background, so all the emphasis was left on the subject.



FIGURE 4.8 The smaller aperture setting brings sharpness to near and far objects.





FIGURE 4.9

Small apertures give more sharpness in macro images.



FIGURE 4.10 A wide-angle lens combined with a small aperture makes for a large depth of field.

F-STOPS AND APERTURE

As discussed earlier, when referring to the numeric value of your lens aperture, you will find it described as an *f-stop*. The f-stop is one of those old photography terms that, technically, relates to the focal length of the lens (e.g., 200mm) divided by the effective aperture diameter. These measurements are defined as "stops" and work incrementally with your shutter speed to create proper exposure. Older camera lenses used one-stop increments to assist in exposure adjustments, such as 1.4, 2, 2.8, 4, 5.6, 8, 11, 16, and 22. Each stop represents about half the amount of light entering the lens iris as the larger stop before it. Today, most lenses don't have f-stop markings since all adjustments to this setting are performed via the camera's electronics. The stops are also now typically divided into 1/3-stop increments to allow much finer adjustments to exposures, as well as to match the incremental values of your camera's ISO settings, which are also adjusted in 1/3-stop increments.

We have established that Aperture Priority (Av) mode is highly useful in controlling the depth of field in your image. But it's also pivotal in determining the limits of available light that you can shoot in. Different lenses have different maximum apertures. The larger the maximum aperture, the less light you need in order to achieve a properly exposed image. You will recall that, when in Tv mode, there is a limit at which you can handhold your camera without introducing movement or hand shake, which causes blurriness in the final picture. If your lens has a larger aperture, you can let in more light all at once, which means that you can use faster shutter speeds. This is why lenses with large maximum apertures, such as f/1.4, are called "fast" lenses.

On the other hand, bright scenes require the use of a small aperture (such as f/16 or f/22), especially if you want to use a slower shutter speed. That small opening reduces the amount of incoming light, and this reduction of light requires that the shutter stay open longer.

SETTING UP AND SHOOTING IN AV MODE

- 1. Turn your camera on and then turn the Mode dial to align the Av with the indicator line.
- **2.** Select your ISO by pressing the ISO button on the top of the camera and then turning the Main dial.
- **3.** Point the camera at your subject and then activate the camera meter by depressing the shutter button halfway.
- **4.** View the exposure information in the bottom area of the viewfinder or in the rear display panel.
- 5. While the meter is activated, use your index finger to roll the Main dial left and right to see the changed exposure values. Roll the dial to the right for a smaller aperture (higher f-stop number) and to the left for a larger aperture (smaller f-stop number).

ZOOM LENSES AND MAXIMUM APERTURES

Some zoom lenses (like the 18–55mm kit lens) have a variable maximum aperture. This means that the largest opening will change depending on the zoom setting. In the example of the 18–55mm zoom, the lens has a maximum aperture of f/3.5 at 18mm and only f/5.6 when the lens is zoomed out to 55mm. Fixed-aperture zoom lenses maintain the same maximum aperture throughout the zoom range. They are typically much more expensive than their variable maximum aperture counterparts.

M: MANUAL MODE



Once upon a time, long before digital cameras and program modes, there was manual mode. In those days it wasn't called "manual mode" because there were no other modes. It was just photography. In fact,

many photographers, including me, cut their teeth on completely manual cameras. Let's face it—if you want to learn the effects of aperture and shutter speed on your photography, there is no better way to learn than by setting these adjustments yourself. But today, with the advancement of camera technology, many new photographers never give this mode a second thought. That's truly a shame, as not only is it an excellent way to learn your photography basics, it's also an essential tool to have in your photographic bag of tricks. When you have your camera set to Manual (M) mode, the camera meter will give you a reading of the scene you are photographing. It's your job, though, to set both the f-stop (aperture) and the shutter speed to achieve a correct exposure. If you need a faster shutter speed, you will have to make the reciprocal change to your f-stop. Using any other mode, such as Tv or Av, would mean that you just have to worry about one of these changes, but Manual mode means you have to do it all yourself. This can be a little challenging at first, but after a while you will have a complete understanding of how each change affects your exposure, which will, in turn, improve the way that you use the other modes.

WHEN TO USE MANUAL (M) MODE

- When you need to maintain exposures between different frames for a panorama (Figure 4.11)
- When your environment is fooling your light meter and you need to maintain a certain exposure setting (Figure 4.12)
- When shooting silhouetted subjects, which requires overriding the camera's meter readings (Figure 4.13)



FIGURE 4.11 Setting the camera on Manual for panorama shots helps to keep the exposure consistent.

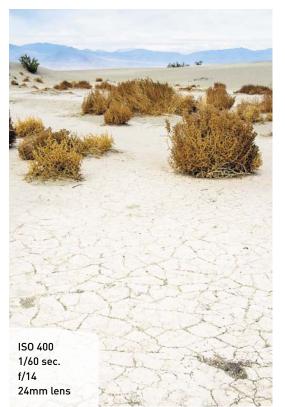


FIGURE 4.12

Bright scenes, such as this dry desert floor in Death Valley, can present a challenge to your light meter.



FIGURE 4.13

I really wanted a silhouette of the cactus needles, so I placed my camera in Manual mode and underexposed the shot.

SETTING UP AND SHOOTING IN MANUAL MODE

- 1. Turn the Mode dial to align the M with the indicator line.
- **2.** Select your ISO by pressing the ISO button on the top of the camera and then turning the Main dial.
- **3.** Point the camera at your subject and then activate the camera meter by depressing the shutter button halfway.
- 4. View the exposure information in the bottom area of the viewfinder or in the rear display panel.
- 5. While the meter is activated, use your index finger to roll the Main dial left and right to change your shutter speed value until the exposure mark is lined up with the zero mark. The exposure information is displayed by a scale with marks that run from -2 to +2 stops. A "proper" exposure will line up with the arrow mark in the middle. As the indicator moves to the left, it is a sign that you will be underexposing (there is not enough light hitting the sensor to provide adequate exposure). Move the indicator to the right and you will be providing more exposure than the camera meter calls for; this is overexposure.
- 6. To set your exposure using the aperture, depress the shutter release button until the meter is activated. Then, using your thumb, hold in the Av button on the back of the camera, and then use your index finger to turn the Main dial right for a smaller aperture (large f-stop number) or left for a larger aperture (small f-stop number).

HOW I SHOOT: A CLOSER LOOK AT THE CAMERA SETTINGS I USE

The great thing about working with a DSLR camera is that I can always feel confident that some things will remain unchanged from camera to camera. For me, these are the Aperture Priority (Av) and Shutter Priority (Tv) shooting modes. Although I like to think of myself as a generalist in terms of my photography, I do tend to lean heavily on the landscape and urban photography genres. Working in these areas means that I am almost always going to be concerned with my depth of field. Whether it's isolating my subject with a large aperture or trying to maximize the overall sharpness of a sweeping landscape, I always keep an eye on my aperture setting.

If I do have a need to control the action, I use Shutter Priority. If I am trying to create a silky waterfall effect, I can depend on Tv to deliver the long shutter speed that it requires. Maybe I am shooting a motocross jumper—I definitely need the fast shutter speeds that will freeze the fast-moving action. While the other camera modes have their place, I think you will find that, like myself and most other working pros, you will use the Av and Tv modes for 90 percent of your shooting.

The other concern that I have when I am setting up my camera is just how low I can keep my ISO. I raise the ISO only as a last resort because each increase in sensitivity is an opportunity for more digital noise to enter my image. To that end, I always have the High ISO Speed Noise Reduction feature set to Standard (see Chapter 7).

To make quick changes while I shoot, I often use the Exposure Compensation feature (covered in Chapter 7) so that I can make small over- and underexposure changes. This is different than changing the aperture or shutter; it is more like fooling the camera meter into thinking the scene is brighter or darker than it actually is.

One of the reasons I change my exposure is to make corrections when I see the "blinkies" while looking at my images on the rear LCD. Blinkies are the warning signal that part of my image has been overexposed to the point that I no longer have any detail in the highlights. The highlight alert will flash wherever the potential exists for overexposure. The only unfortunate thing about this feature is that it doesn't work with the full-screen preview mode. You have to set your camera display to one of the Histogram modes and then you will see the highlight alert (**Figure 4.14**). If you see any area of the thumbnail blinking black, you are probably overexposing that part of the image.

As you work your way through the coming chapters, you will see other tips and tricks I use in my daily photography, but the most important tip I can give is that you take the time to understand the features of your camera so that you can leverage the technology in a knowledgeable way. This will result in better photographs.

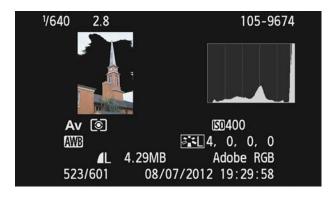


FIGURE 4.14 The T4i's highlight alert screen.

Chapter 4 Assignments

The information covered in this chapter will define how you work with your camera from this point on. Granted, there may be times that you just want to grab some quick pictures and will resort to the Basic zone, but to get serious with your photography, you should learn the modes in the Creative zone.

Starting off with Program mode

Set your camera on Program mode and start shooting. Become familiar with the adjustments you can make to your exposure by turning the Main dial. While shooting, make sure that you keep an eye on your ISO.

Learning to control time with Tv mode

Find some moving subjects and then set your camera to Tv mode. Have someone ride a bike back and forth, or even just photograph cars as they go by. Start with a slow shutter speed of around 1/30 of a second and then start shooting with faster and faster shutter speeds. Keep shooting until you can freeze the action. Now find something that isn't moving, like a flower. Start with your shutter speed at something fast like 1/500 of a second and then work your way down to about 1/4 of a second. The point is to see how well you can handhold your camera before you start introducing hand shake into the image.

Controlling depth of field with Av mode

The name of the game with Av mode is depth of field. Set up three items different distances from you. I would use chess pieces or something similar. Now focus on the middle item and set your camera to the largest aperture that your lens allows (remember that large aperture means a small number, like f/3.5). Now, while still focusing on the middle subject, start shooting with ever-smaller apertures until you are at the smallest f-stop for your lens. If you have a zoom lens, try doing this exercise with the lens at the widest and then the most telephoto settings. Now move up to subjects that are farther away, like telephone poles, and shoot them in the same way. The idea is to get a feel for how each aperture setting affects your depth of field.

Giving and taking with Manual mode

Go outside on a sunny day, and with the camera in Manual mode, set your ISO to 100, your shutter speed to 1/125 of a second, and your aperture to f/16. Now press your shutter release button to get a meter reading. You should be pretty close to that zero mark. If not, make small adjustments to one of your settings until it hits that mark. Now is where the fun begins. Start moving your shutter speed slower, to 1/60, and then set your aperture to f/22. Now go the other way. Set your aperture to f/8 and your shutter speed to 1/500. Now review your images. If all went well, all the exposures should look the same. This is because you balanced the light with reciprocal changes to the aperture and shutter speed. Now go back to our original setting of 1/125 at f/16 and try just moving the shutter speed without changing the aperture. Just make 1/3-stop changes (1/125 to 1/100 to 1/80 to 1/60), and then review your images to see what 1/3 stop of overexposure looks like. Then do the same thing going in the opposite way. It's hard to know if you want to over- or underexpose a scene until you have actually done it and seen the results.

Share your results with the book's Flickr group!

Join the group here: flickr.com/groups/t4i650dfromsnapshotstogreatshots

INDEX

1st Curtain sync, 228 2nd Curtain sync, 226–229 50mm focal length, 43 720P and 1080P resolution, 53

A

action, controlling, 102-103 action shots. See also motion; shots anticipating, 123-124 Continuous drive mode, 125-126 direction of travel, 112-113 drive modes, 124 focusing, 120-122 frame rates, 125 isolating subjects, 119-120 shutter speed, 112 stop and go with AI Focus, 122-123 subject speed, 114 subject-to-camera distance, 115 tips, 128-130 zooming in on images, 116 Adobe RGB color space, shooting in, 88-90 AE Lock feature, 143-144. See also exposures AE/AF Lock/Focus/Reduce Image button, 3, 56 AEB (Auto Exposure Bracketing), 264-266 AI (Artificial Intelligence) focus modes, explained, 10 AI Focus mode, 79, 122-123 AI Servo focus mode, 79, 120-122 albums, creating for videos, 57 angles, considering in compositions, 244 aperture changes in, 49-51 displaying, 18 in exposure triangle, 46 and f-stops, 47, 98 Aperture Priority (Av) mode isolating subjects, 119-120 portraits, 139-140 shooting in, 95-99 vs. Shutter Priority (Tv) mode, 119 Aperture/Exposure Compensation, 3 architectural photography, shooting, 95-99

audio improving for movies, 55 recording, 54 turning off, 55 Auto AF Point Selection, 120-122 Auto Lighting Optimizer, 267-269 Autofocus Selection/Right Cross Key, 3 automatic camera modes Close-up mode, 70 Creative Auto (CA) mode, 75-77 Flash Off mode, 73-74 Landscape mode, 69 Night Portrait mode, 72-73 Portrait mode, 67-68 Scene Intelligent Auto mode, 66-67 Sports mode, 71

E

Basic zone. See also Creative zone auto focus, 79 color space, 78 exposure compensation, 79 ISO, 78 limitations, 78 picture style, 78 specialty modes, 78 white balance, 78 battery charging, 5 keeping backup of, 5 black-and-white photography landscapes, 180-181 portraits, 146-148 blinkies, correcting, 103, 178 bracketing exposures, 200, 264-266 buildings, shooting, 95-99 built-in flash. See also flash sync E-TTL (Evaluative Through The Lens) metering, 220 FE Lock feature, 222 flash range, 221 identifying, 4 metering modes, 220-222 releasing, 218 shutter speeds, 219-220 bulb photography, 259-261

С

camera back, 3 camera front, 2 camera settings, choosing, 102-103 camera top, 4 cameras holding, 22 testing without memory cards, 6-7 Card Busy lamp, identifying, 3 catchlights, adding to eyes, 153 charging battery, 5 children, shooting portraits of, 154-155, 161 Close-up mode, 70 close-up photography, shooting, 95-99 color, considering in compositions, 246 color space, displaying, 18 color temperatures, warm and cool, 183 composition angles, 244 color, 246 contrast, 247-248 creating depth, 191-192 depth of field, 242-243 leading lines, 248-249 patterns, 244-245 point of view, 244-245 portraits, 155-156 principles, 188 rule of thirds, 190-191 splitting frames, 249-251 Continuous drive mode, 125-126 contrast, considering in compositions, 247-248 cool color temperature, 183 Creative Auto (CA) mode, 75-77 Creative zone. See also Basic zone accessing modes in, 83 Aperture Priority (Av) mode, 95-99 Manual (M) mode, 99-102 Program (P) mode, 88-90 Shutter Priority (Tv) mode, 91-95 shutter speeds, 219

D

date, displaying, 18 deleting images, 19 depth, creating, 191-192 depth of field changes in, 49-51 considering, 242-243 controlling with Aperture Priority (Av) mode, 95-98 and motion, 49-51 preview, 2 Depth of Field Preview button, 184–185 digital single lens reflex (DSLR) camera, 40 diopter, adjusting, 15 dioptric adjustment, identifying, 3 display options, seeing, 17–18 Drive Mode Selection/Left Cross Key, 3 drive modes, action shots, 124

Ε

EF Lens Align Mark, 2 EF-S Lens Align Mark, 2 EOS utility program, updating firmware with, 34-35 E-TTL (Evaluative Through The Lens) metering, 220 EV (exposure value), 46 exposures. See also AE Lock feature bracketing, 200 calculating, 47-49 long, 217 process of, 46 reciprocal, 48 exposure compensation AEB setting, 264-266 displaying, 18 landscape photography, 178-180 using, 103 exposure control, spot meter for, 256-258 exposure triangle aperture, 46 ISO, 46 shutter speed, 46-47 external Speedlite, 230-232. See also Speedlite Hot Shoe eyes adding catchlights to, 153 focusing on, 144-146

F

faces detecting with Live View, 149–152 focusing, 151 FE Lock feature, built-in flash, 222 file name, displaying, 18 Fill Flash, using with portraits, 152–154 filter colors, 180 Filter effect, changing for portraits, 146 fireworks, capturing, 260 firmware, updating, 33–35 flash. *See* external Speedlite flash and glass, eliminating reflection, 233 flash exposure, compensating for, 222-224 Flash Off mode, 73-74 flash photography, wireless, 232 flash range, 221 flash sync. See also built-in flash explained, 218 modes, 226-229 speed, 219 Focus Assist mode, 215-216 focus modes AI Focus, 79, 122-123 AI Servo, 79, 120-122 Auto AF Point Selection, 120-122 choosing, 123 One Shot, 79, 144-146 focus point and mode, setting, 10-12 Focus Point Selection/Enlarge Image, 3 focusing hyperfocal distance (HFD), 183, 186 tack sharp, 183 tripods, 185-186 frame, splitting, 249-251 frame rates, determining, 125 f-stops, 47, 98

G

glass, eliminating reflection on, 233 golden light, 182

Н

Handheld Night Scene mode, 269 HDR (high dynamic range) images Backlight Control, 266-267 bracketing, 200 shooting, 198-200 high-key images, 180 Highlight Alert, flashing, 103, 178 highlights, regaining detail in, 180 histograms, 18-21 holding cameras, 22 horizon lines, 190-191 hyperfocal distance (HFD), 183, 186

image number, displaying, 18 Image Quality settings, checking, 8, 40 image resolution, considering, 39 Image Review, 3, 17 image size, displaying, 18 image thumbnails, displaying, 18 images deleting, 19 high- vs. low-key, 180 INFO button, 3, 17–18 IS (image stabilization) feature turning off, 171, 212 using, 212-213 ISO adjusting on fly, 118 controlling with Program (P) mode, 88-90 displaying, 18 in exposure triangle, 46 hazy days, 89 identifying, 4 indoor lighting, 89 landscape photography, 172-173 low-light conditions, 89 manipulating, 103 night, 89 numbers, 47 raising for mood lighting, 208-209 saving space at high settings, 210 setting, 9-10 starting points, 89 sunny days, 89 turning off Auto setting, 9 ISO Expansion feature, setting up, 210-211

J

JPEG image quality, setting, 7-8 JPEG vs. RAW format, 39-40

Κ

Kelvin temperature properties, 14 kit lenses, 45

L

Landscape mode, 69 landscape photography aperture, 183 black-and-white, 180-181 color filter settings, 181 composition, 188-192 Depth of Field Preview button, 184-185 exposure compensation, 178-180 filter colors, 180-181 focusing, 183-185 golden light, 182 hyperfocal distance (HFD), 183, 186 ISO, 172-173 noise reduction, 173-174 panoramas, 193-198 tripods, 170-171, 185-186 white balance, 174-176 Landscape picture style, 176-178

LCD rear. 3 reviewing shots on, 116 lens flare, avoiding, 262 lens release. 2 lenses 50mm focal length, 43 candid shots, 162 focal length, 41 glass used in, 41 IS (image stabilization), 171 kit, 45 normal, 43-44 for portraits, 68 portraits, 157 telephoto, 43-45 wide-angle, 41-42, 140 zoom, 45 light, color temperature of, 14. See also low-light conditions light meter metering modes, 141 using Manual (M) mode with, 100-102 lightning storm, photographing, 261 lines, considering in compositions, 248-249 Live View autofocus modes, 149 detecting faces, 149-152 grid overlay, 151-152 white balance, 176 Live View/Record button, 3 long exposures, shooting, 217 low-key images, 180 low-light conditions. See also light; See also mood lighting Focus Assist mode, 215-216 shooting in, 94

М

macro photography, shooting, 95-99 Main dial, 2, 4 Manual (M) mode anticipating action, 123-124 bulb photography, 259-261 shooting in, 100-102 memory cards checking presence of, 6 choosing, 30-31 formatting, 31-32 Low Level Format, 32 Release Shutter Without Card, 6 speed ratings, 31 Menu button. 3 Meter mode, displaying, 18 metering modes built-in flash, 220-222 Center-weighted, 141 Evaluative, 141, 256 Partial, 141, 143 portraits, 141-143 Spot, 141 sunrise and sunset, 257-258 microphone, 4 Mode dial, 4 Monochrome picture style, 146-148 mood lighting. See also low-light conditions built-in flash, 218-222 flash sync, 218 long exposures, 217 noise reduction, 209-210 raising ISO, 208-209 Stabilizer switch, 211-212 motion. See also action shots controlling, 102-103 emphasizing in Shutter Priority (Tv) mode, 91-95 panning, 126-127 stopping with Shutter Priority (Tv) mode, 117-118 motion blur. 127-128 Movie mode, focusing in, 52 My Menu setting, 270

Ν

Night Portrait mode, 72–73 night scene, handheld, 269 night sky, focusing on, 214. *See also* skies noise, explained, 10 noise reduction landscape photography, 173–174 as space saver, 210 Strong setting, 209 normal lenses, 43–44

0

One Shot focus mode, 79, 144–146 On/Off/Movie Record, 4

Ρ

panning, 126–127 panoramas bracketing exposures, 200 "fake," 193–194 high dynamic range (HDR), 198–200 multiple-image, 195–198

shooting, 100-102, 193-198 tonemapping, 198 patterns, considering in compositions, 244-245 Picture Style/Down Cross Key, 3 picture styles customizing settings, 148 displaying, 18 Filter effect, 146 Landscape, 176-178 Monochrome, 146-148 Portrait, 149 Standard vs. Landscape, 176-177 pixel resolution, considering, 39 point of view, considering in compositions, 244-245 pop-up flash. See built-in flash Portrait mode, 67-68, 138 Portrait picture style, using with skin tones, 149 portraits AE Lock feature, 143-144 Aperture Priority (Av) mode, 139-140 black-and-white, 146-148 candid shots, 162 capturing movement, 154-155 catchlights, 153 children, 154-155, 161 close-ups, 162 composition, 155-156 cropping, 158 detecting faces, 149-152 environmental, 140 Fill Flash, 152-154 Filter effect, 146 focusing on eyes, 144-146 framing, 160 lenses, 157, 162 metering modes, 141-143 Monochrome picture style, 146-148 reducing shadows, 152-154 shooting vertically, 157-158 skin tones, 149 sunblock for, 159 tips, 155-162 Program (P) mode, 88-90 progressive scan video, 53

Q

Quality Setting, displaying, 18 Quick Control, 3

R

RAW images advice, 39 color information in, 38 dynamic range, 38 as negatives, 39 sharpening, 39 RAW vs. JPEG format, 39-40 red-eye, reducing, 224-226 Red-Eye Reduction/Self-Timer Lamp, 2 reflections, photographing, 243 Release Shutter Without Card setting, turning off, 6-7 Remote Control Sensor, 2 resolution. See image resolution; pixel resolution reviewing shots, 16-19 RGB color space, shooting in, 88-90 rule of thirds, 190-191

S

Scene Intelligent Auto mode, 66-67 SD cards, selecting, 30 SDHC cards, considering, 30 self-timer, using with tripods, 213 sensor, cleaning, 36-37 Set button, 3 shadows, reducing in portraits, 152-154 shooting modes displaying, 18 zones of, 13 shots, reviewing, 16-19, 116. See also action shots Shutter Priority (Tv) mode vs. Aperture Priority (Av) mode, 119 shooting in, 91-95 stopping motion, 117-118 using, 102-103 shutter release, 4 Shutter Release button, 2 shutter speed action shots, 112 Aperture Priority (Av) mode, 219-220 Auto default value, 219 controlling, 92 Creative zone, 219 displaying, 18 in exposure triangle, 46-47 low-light conditions, 94 Program (P) mode, 219 Shutter Priority (Tv) mode, 219 slow vs. fast, 91 silhouetted subjects, shooting, 100-102

size of image, displaying, 18 skies, balancing with exposure compensation, 178-180. See also night sky skin tones, improving, 149 sound improving for movies, 55 recording, 54 turning off, 54 speaker, 3 Speedlite Hot Shoe, 4. See also external Speedlite Sports mode, 71 spot meter, using for exposure control, 256-258 Stabilizer switch, using for mood lighting, 211-212 stops, 47, 98 sun avoiding lens flare, 262 using creatively, 263 sunrise and sunset, metering for, 257-258 sync speed. See flash sync

Т

tack sharp focus, 183 telephoto lenses, 43-45 temperature of color, 14 thumbnails, displaying, 18 time, displaying, 18 tonemapping, 198 touchscreen, turning off, 15-16 Trash (Delete), 3 tripods aperture settings, 187 IS lenses, 171 landscape photography, 170-171, 185-186 self-timer, 213 stability, 171 Tv mode. See Shutter Priority (Tv) mode

V

video AE/AF Lock/Focus/Reduce Image button, 56 capture frame rate, 53 creating albums for, 57 focusing camera, 56 focusing in Movie mode, 52 ports, 58 progressive scan, 53 quality, 53-54 recording high-def, 52–53 watching, 58 video snapshots, activating, 57 viewfinder diopter, adjusting, 15

W

warm color temperature, 183 waterfalls setting up for, 187-188 shooting in Shutter Priority (Tv) mode, 91-95 white balance correcting, 12, 88-90 customizing, 271-272 displaying setting for, 18 Fluorescent, 174-175 Kelvin temperature properties, 14 landscape photography, 174-176 previewing with Live View, 176 setting, 12-14 temperature of color, 14 White Balance/Up Cross Key, 3 wide-angle lenses, 41-42, 140 wildlife portraits, shooting, 95-99 wireless flash photography, 232

Ζ

zoom lenses, 45 zooming in on images, 116

VATCH READ READ READ EXECT

Unlimited online access to all Peachpit, Adobe Press, Apple Training and New Riders videos and books, as well as content from other leading publishers including: O'Reilly Media, Focal Press, Sams, Que, Total Training, John Wiley & Sons, Course Technology PTR, Class on Demand, VTC and more.

No time commitment or contract required! Sign up for one month or a year. All for \$19.99 a month

SIGN UP TODAY peachpit.com/creativeedge

creative edge