

Film—A Great Story Teller

Choose the right one(s) to tell your story

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It has often been said that photography allows a moment in time to be captured on film for eternity. It's true that some pictures can stand on their own merit, but often it takes more than one image to really tell the whole story. To truly convey a person's experiences, it takes a variety of images to give the complete feeling

of being a part of the experience.

New cameras, lenses, and flashes help photographers on their storytelling quest, but the real key to success is the film choice. Film manufacturers realized this problem years ago and introduced a variety of emulsions offering film speeds designed to cover most every possible

photographic situation. Best of all, they introduced film families and groups that allow you to easily switch between film speeds. Since their emulsion technologies are similar, all your images will have similar printing characteristics to ensure consistency.

Cameras today are very compact and their versatility makes them easy to



On this spread is a selection of photos (all made on ISO 100 film, mostly APS) from the photo-story of the authors' Fiji vacation. A shot of the destination island (above), made from a small inter-island airliner (they also recorded that, left), sets the scene.



take everywhere. You can get great quality images from point-and-shoot cameras small enough to fit in the palm of your hand. There are even one-time use cameras that are waterproof, which makes them great for taking pictures of water sports. So now there isn't any excuse for not taking a camera with you wherever you go.

Now you just need to start thinking like a storyteller. Most photographers tend to think of only one shot at a time. When that photo is taken, the next shot comes from a totally new thought. Instead, think of the picture story as an English composition with a beginning, middle, and end. Pictures should be a sequence of images that lead from one to the next. You don't have to make a professional production of telling a visual story, just grab shots when you can. If you can't capture everything, don't worry about it. The idea is to have fun, and let your photo collection reinforce all your incredible moments.

Don't be afraid to take more than one photo of a situation. When vacationing, take pictures of your family getting ready, in the car or at the airport, maybe one in transit, another while struggling with the luggage, and of course, one where you



Top: The wide latitude of color-print films does a great job with sunsets.
Middle left: When the light level drops, a flash will add sharpness and color with ISO 100 film.
Middle right: Close-ups add variety and continuity, and can be made even with point-and-shoots.
Bottom: Photograph family and friends enjoying their vacation.

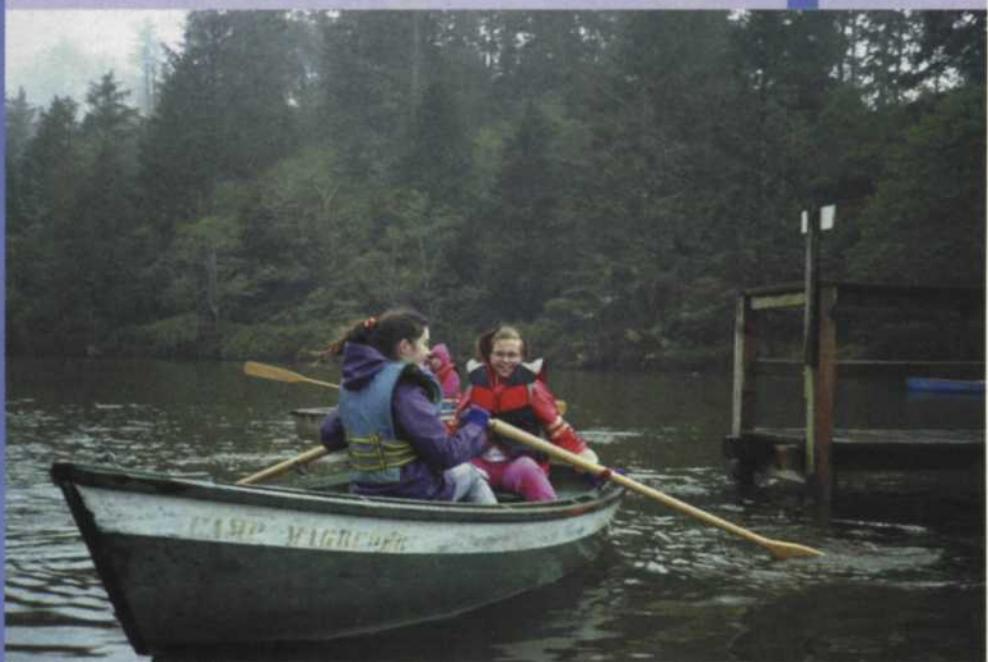
A Girl Scout rafting trip made good photo-story material. **Left:** One-time-use camera with ISO 400 print film saved wear and tear on "good" camera. **Below left:** ISO 200 print film was used for group portrait. **Below:** ISO 400 print film handled low-light action.



all are collapsed after a hard day. You get the idea, right? As the trip progresses, document special moments along the way. That greasy diner where you stopped for a bite to eat and the colorful flower gardens can make some interesting images. All these photos add impact to your picture story and later will help remind you of all the fun you had. If you don't keep a visual record, you'll be surprised that the fun moments you thought you would never forget, slowly fade with time.

You can achieve different angles using your zoom lens for wide-angle, distant shots and close-ups. Changing your point of view to a high or low angle can also add impact and variety. Providing perspective using wide-angle lenses is a great way to add depth to your images. Try using shots both with and without flash for different lighting effects. Don't forget to use the self timer so everyone can be included in the photos.

Each photographic effect you use to tell a story may require a variety of

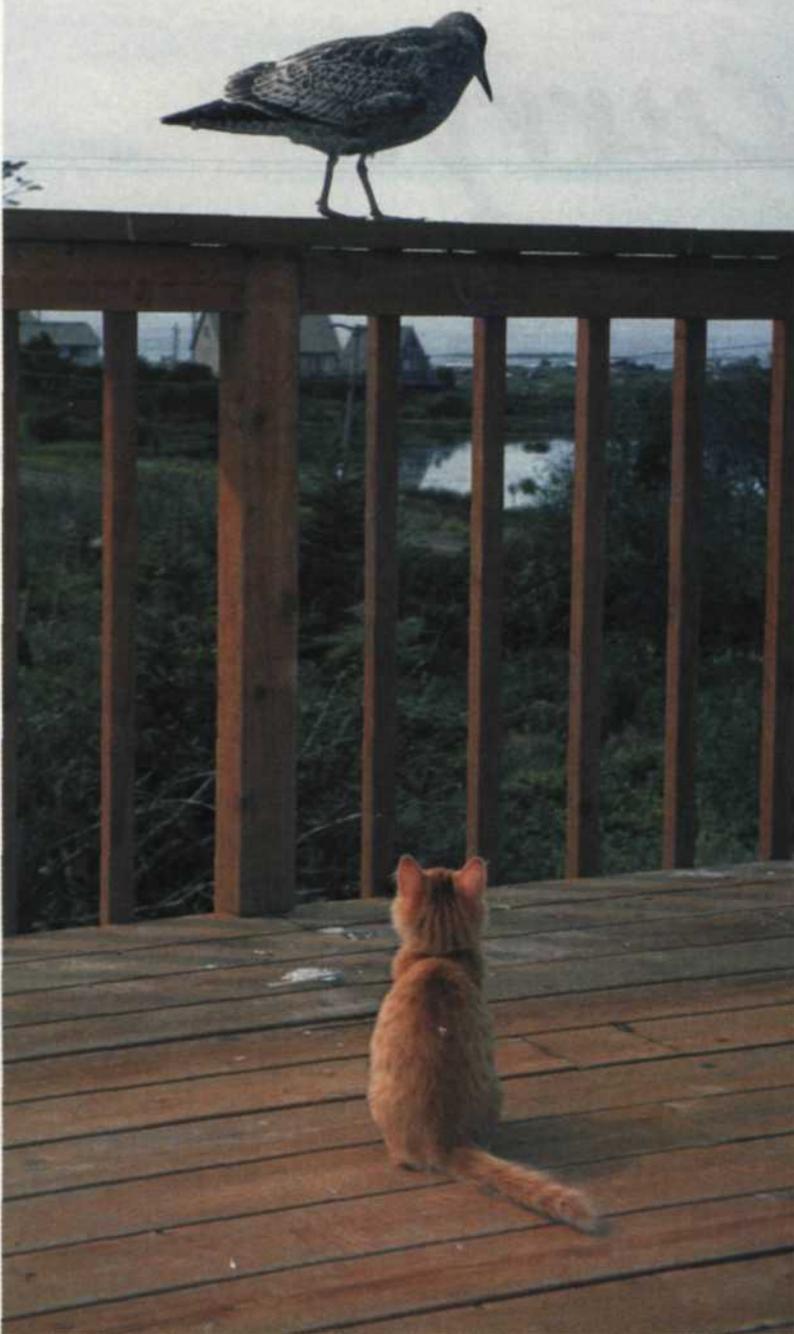


film speeds to achieve the best results. For example, scenics in full sunlight can be shot on ISO 100 films, while the same image taken with a foreground object for perspective may require ISO 200–400 to increase depth of field. If you have high-speed action, telephoto coverage, or low lighting, you may need to try some of the excellent ISO 800–1600 films.

We realize that you cannot change film every time the subject matter changes, so you have to generalize your film usage. If you start your photo story early in the morning, the light level will be low, requiring a higher-speed film. On the other hand, midday scenes can easily be recorded with the slower films. High-speed film

technology today has greatly improved, so don't hesitate to load a roll if the bulk of your subjects require high film speed.

Film manufacturers have provided photographers the luxury of ISO variety within film families. No, this doesn't mean you have to have a roll of every film speed in your camera bag, but we have found that most photographers do well with two different film speeds. You might select ISO 100–200 film for those full-sunlight situations when you want to make extreme enlargements. The second group would be from the ISO 400–1600 selection that gives you an edge when photographing in low light, trying to capture action or with long



If you have pets, you should always keep a camera loaded with film and handy for those great pet moments. Medium-speed color-print films (ISO 400 for the left photo, ISO 200 for the above shot) are good choices (for natural light and flash shots, respectively) for pet-story photos.

lenses. It's reassuring to know that whatever film family you choose, all the images will match in contrast, saturation and have common printing characteristics.

If you find yourself under tungsten lighting, you have several options. You can shoot using one of the new high speed tungsten films, choose to filter your daylight film, or not use a filter at all. If you do use a correction filter, you will lose a minimum of one f-stop of speed. Most of the new high-speed daylight color negative films can be easily corrected in the color printing process, so you don't have to use the filter and still maintain film speed.

When you first start on your shooting expeditions, you might start with ISO 100 and ISO 400 films. You will need to look at the processed

negatives with a loupe, and the color prints from those negatives to see if you have made the right film choices. Have you stopped the action? Is the quality what you expected? How is the grain? If you don't like your results, you may have to pick a different combination of films for your next photo trip. Fine-tune your film selections based on how you use them to tell a story.

Once you have gathered all your images, there are several methods for presenting your picture story. Most photographers put their color prints into scrapbooks in the order of their travels. Be selective; you don't have to include every photo you took. As your friends thumb through your scrapbook they will feel like they were with you all the way.

If you shoot slides, you can put them into a slide tray, and add music and titles for a slide-show presentation. New computer technology allows you to scan the images into your computer, so you can put them on CD or DVD in digital slide-show formats. You can also compress the shows into miniature slide shows and share them with friends and family over the internet.

The main thing to remember is to shoot lots of film. Most people regret not taking more pictures of special events and vacations. You need to work on becoming a storyteller using film to spin yarns. By taking a bit more time to document vacations and special times of your life, you will now have mementos. No longer will you have to say, "I guess you had to be there." Now you can say, "Let me show you!" ■