

# How Digital has Changed Wedding Photography

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Digital cameras are one of today's hot consumer products representing 75% of all camera sales. Nearly half of North American households now own a digital camera, up from a third just one year ago. The digital photography revolution has not only changed how amateur photographers take pictures it has changed professional wedding photography. Recent advances in digital photography technologies now provide wedding couples with more choices in viewing, sharing and preserving their cherished wedding images.

## Digital Wedding Albums

Going digital has spawned a new form of wedding album called digital wedding albums where wedding images are printed and laminated right on to the page. These albums are washable and nearly indestructible. Unlike traditional printed enlargements, which are matted or glued into an album of fixed design, digital wedding album layouts are created using image layout software to create unique collage effects and designs just like a published coffee table picture book – except it's one of a kind. Wedding couples can pick the number of pages and sizes to suit their budget.

## DVD and PC Multimedia Slide Shows

Digital image files can be edited and presented in the form of self running multimedia slide shows for showing on computer monitors and TV's using DVD players. These digital slide shows can even be emailed or downloaded from web sites as self-executable computer files that do not need specialized software to run. Wedding couples can chose their favourite music, other family pictures and text for inclusion into the slide show. The right selection of images, dissolves, motion and queuing makes these slide shows entertaining and great for showing at family gatherings and events. Be sure to ask your wedding photographer to see samples, as this display option is a brand new innovation in wedding photography.

## Wedding Web sites

Wedding pictures posted on to web sites lets family and friends from around the world to see your wedding pictures immediately and at any time. Most internet service providers provide free or inexpensive web site hosting, many photo labs let you share your images on their digital services web site and some digital wedding photographers are willing to post proofs and final images on their web site without extra cost. In the past, wedding albums were seen only by nearby family and friends to be tucked away in a bookcase, now wedding couples can share their images 24 hours a day

## Wedding Photography Tips

The falling prices and increasing quality of consumer digital cameras means that most wedding guests will likely take a digital camera to the wedding and hope for great pictures. Unfortunately most wedding activities are indoors and one cannot always get close to the bride and groom and the action. Small digital cameras have a weak built in flash which means you have to be within 3 or 4 metres of the subject for good exposure and the short distance between the flash and the lens means red eye problems even when using the double flash red eye reduction feature. Moving the flash away from the lens with an off camera flash and increasing the ISO setting of your camera during indoor shots will go a long way to improve your wedding pictures.

A frequent mistake with digital cameras is to shoot at too low a resolution setting and expect quality prints. 2 megapixel camera will yield images good only for web sites and small email images while 3-4 megapixel cameras will give good quality prints up to 8x10" if the high resolution setting of the camera is used. If you use a higher resolution camera be sure to select the image quality for your intended future use.

Point and shoot cameras are easy to use but cannot always expose backlighting or darkened faces properly. Use your flash as a fill flash and learn how to operate the manual or creative zone settings of your digital camera. Your camera manual should explain how to set and use your camera settings and your camera manufacturers web site or camera retailer should be able to help answer questions. There are many digital photography books now available and local ongoing courses in digital photography may also help the confused.

### **Professional Wedding Photography**

Many professional wedding photographers have converted to 100% digital photography coverage in recent years since the quality of print from today's high end digital cameras are just as good as prints from traditional film cameras. They can also see that their exposure is bang on while they shoot and the digital images can be quickly edited and retouched using computer software.

Using a digital camera means being no longer constrained by the cost of film and processing so most photographers shoot many more images and take more creative risks during a wedding. This may be a false economy because high-end digital cameras and memory systems are expensive and post processing of digital files is time consuming. However, when there is smile on the bride's face when she sneaks a peak at the back of the digital camera on the spot or cries a tear of joy when she sees her wedding digital slide show for the first time it is worth every penny.

In selecting your wedding photographer be sure to ask if digital coverage is available and what options are available for sharing and viewing your wedding memories. Photography shooting style, wedding photography experience, value and personality are important aspects of choosing your photographer. You should also be pleasantly surprised as to how the digital photography revolution had changed wedding photography.

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