

# Audio-Visual Communication



# Why Visual?

- A picture is worth a thousand words
- If you cant say it with one picture, don't say it

# Why Audio?



# Photography 101

Capturing the Light

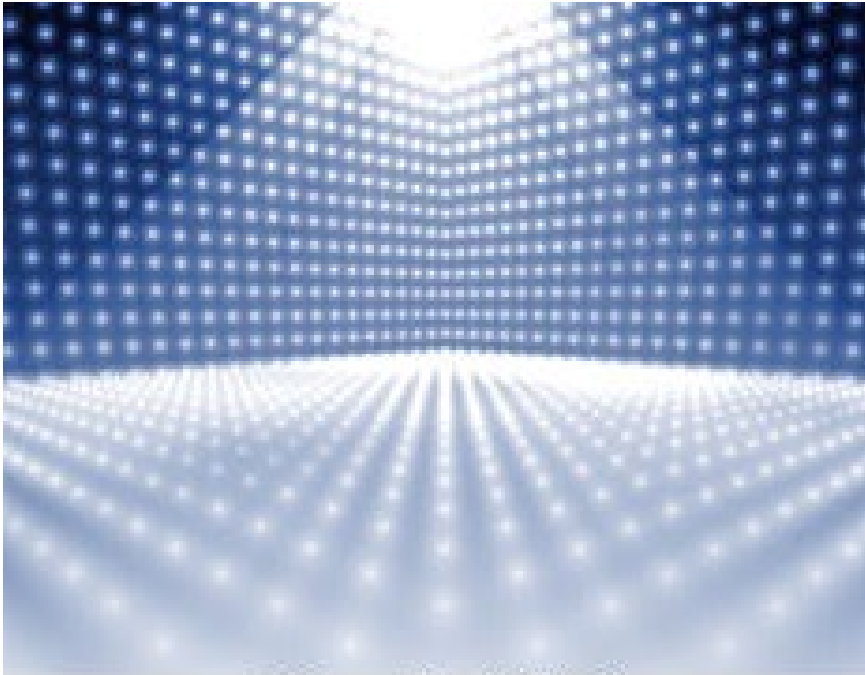
# Scope

- Light
  - Exposure
  - Shutter Speed
  - Aperture
- Composition
  - Framing
  - Positioning
  - Depth of field
- Equipment
  - Phones
  - Point & shoot
  - DSLR
  - Lenses

# Light



# Exposure (ISO)



12800



100

# Aperture (f/x.x)



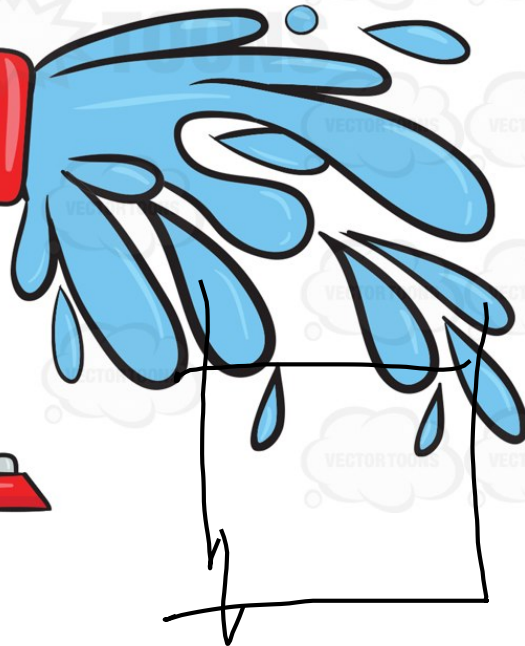
F 1.4



F 22



# Shutter Speed (1/x)



# Perfect Picture (Light)

ISO

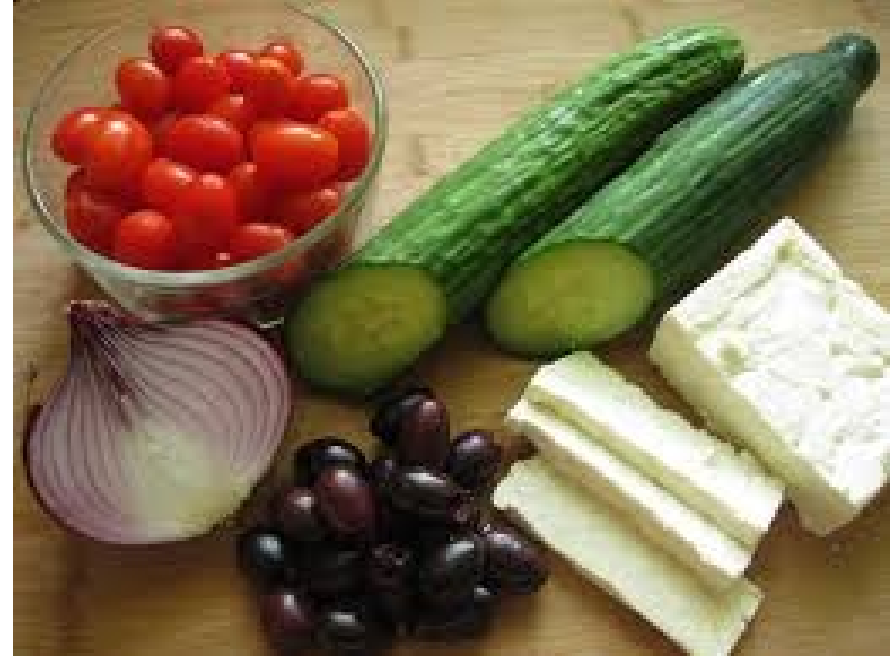
Aperture

Shutter  
Speed

Perfection



# Composition



# Framing



gettyimages®

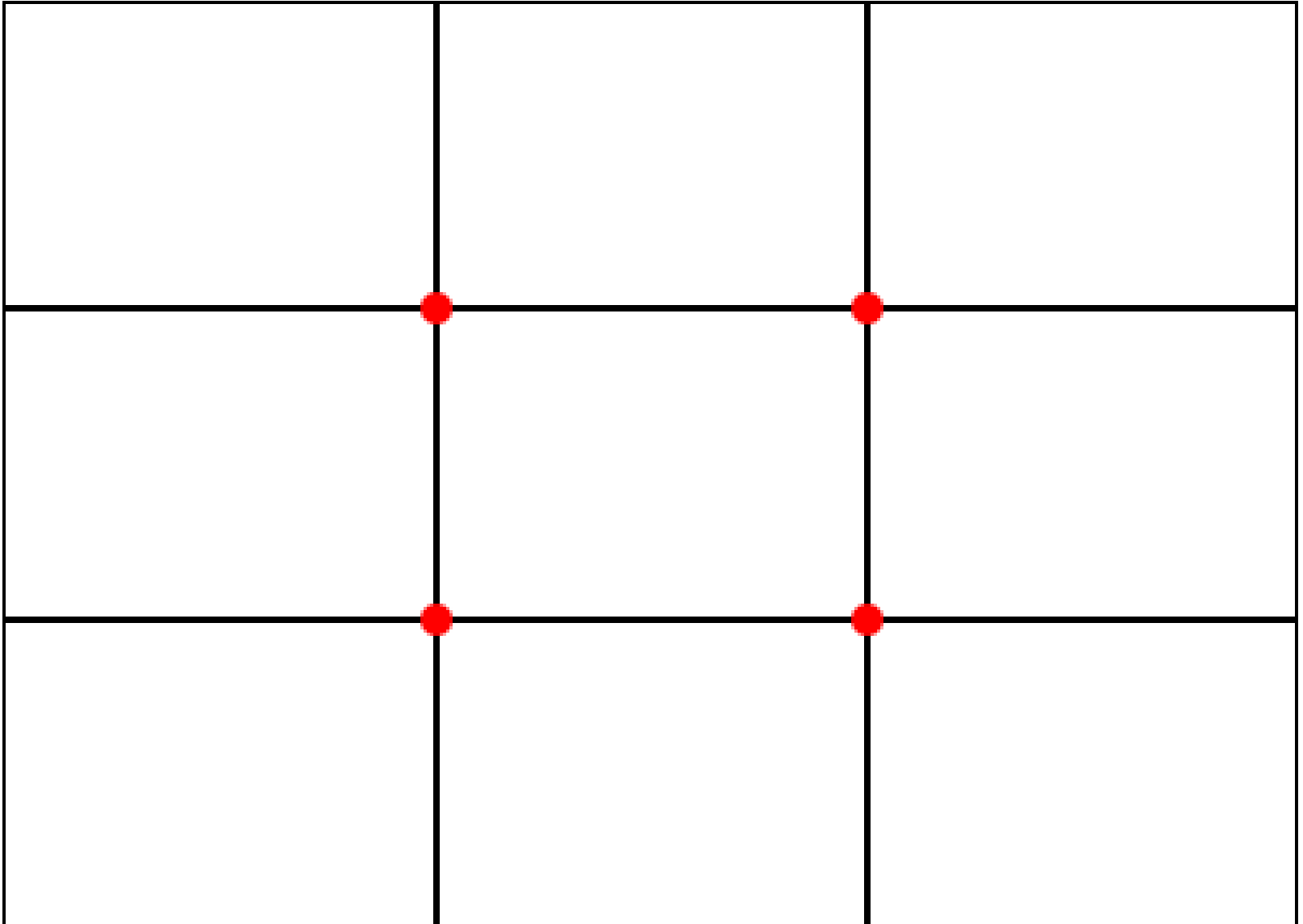
macida



# Framing



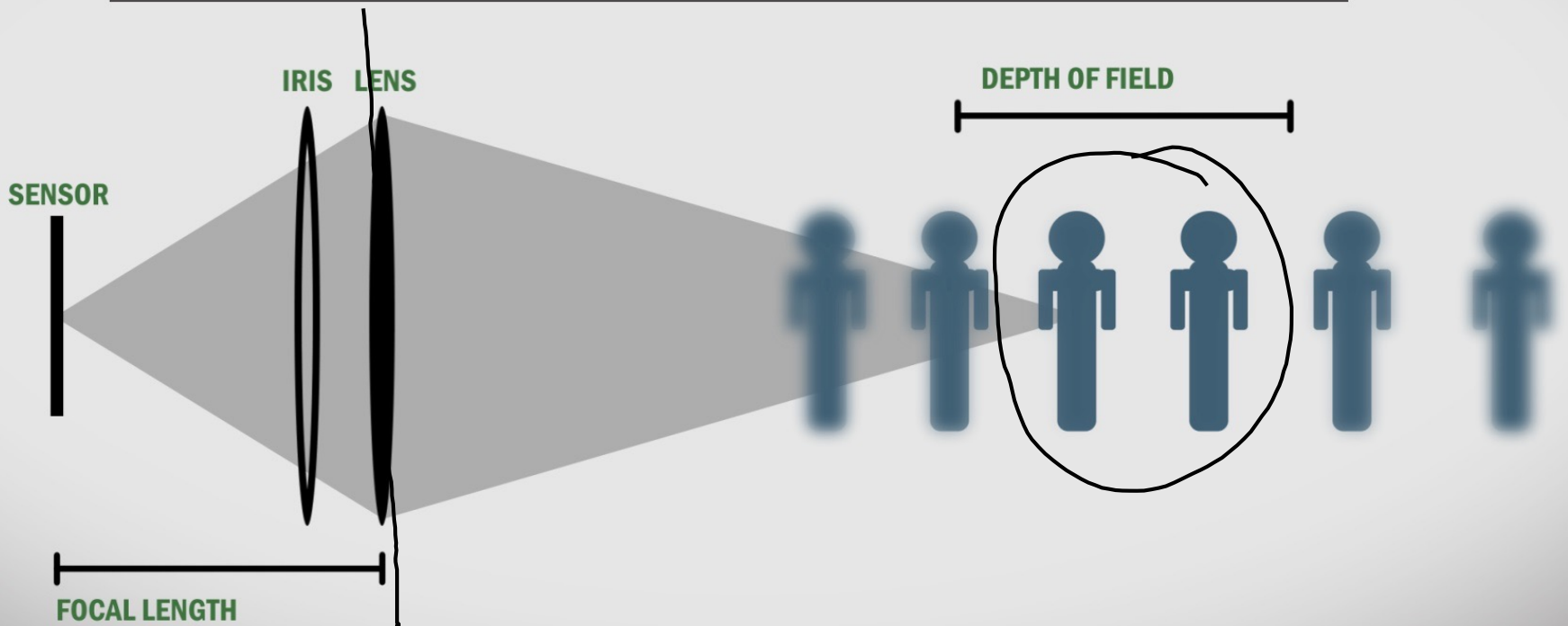
# Position



# Depth of Field

## FOCAL DISTANCE

ALSO CALLED FOCAL LENGTH



# Depth of Field



f/16



f/4



f/1.4







# DIGITAL CAMERAS



# Phones



# Compare & Contrast

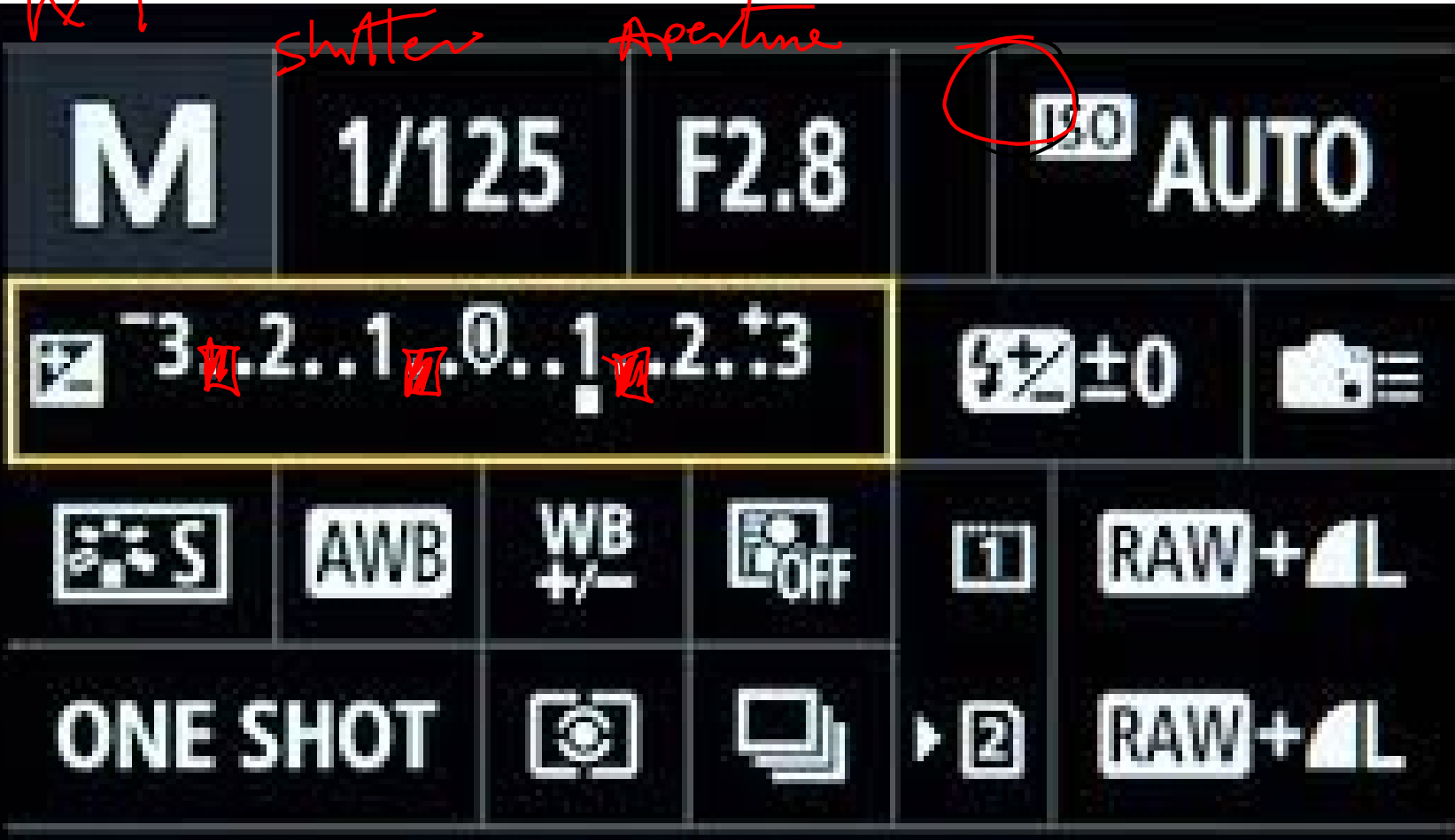
Point & Shoot	Cross Over	DSLR
Small / Portable	Slightly Larger	<del>Large</del>
Easy to manage	Quite easy to manage	<del>Complex ???</del>
Automatic	Semi automatic	Automatic / Manual
Limited Focal Range	Extended Focal Range	Custom focal Length
Fixed lens	Fixed Lens	Interchangeable lenses
Video – low quality	Video – Higher quality	HD Video – Some models

# Canon DSLR Shooting Settings

*Av Tv P*

*Shutter*

*Aperture*



Exposure comp./AEB setting



# Nikon DLSR Shooting Settings

