



# Tips and Tricks

*Thanks for using Dancing Icon's Tips & Tricks!*

*For more information visit [www.dancingicon.com](http://www.dancingicon.com)*



## **Digital Photography 101 – Before You Buy**

The most frequent question I get asked is “What digital camera should I buy?” Here are my suggestions so you can make an informed and educated decision.

Look at what your needs are (make a list) and answer the following questions:

1. Why are you buying the camera?
2. How often will you be shooting with your digital camera?
3. What features do you need in your digital camera?
4. Types of Lenses?
5. Do you need your camera to work With Lenses you already own?
6. Do you need a Zoom Lens (How Long?)
7. Macro Feature (How Close?)
8. Portability?
9. Red Eye Removal
10. What ISO 100 or 2000?
11. What are your Power Requirements?
12. Do you need to Sync with Strobes?
13. How much do you want to spend?
14. What is the subject of your photographs?  
Family, Portraits, Products, Fashion, Beauty, Concerts
15. Where are you taking your pictures?  
(On location, home, studio?)
16. What is your lighting environment?
17. What are the Weather conditions you are shooting in?
18. What is the end result?  
Prints? Web Site? Email?

Once you are clear about your needs and budget then go out and do some research. Remember to test cameras and speak to people who purchased the cameras. Be cautious about online reviews; not everyone online who owns a digital camera is a photography expert. Also check the warranty of the cameras.

If you are a professional photographer who isn't ready to capture all your jobs digitally I recommend you purchase one of the prosumer cameras that have the features you need so that you can really become familiar with the downloading and digital capture workflow processes. Carry the camera with you everywhere and as you take pictures of the kids and friends at parties and on the weekend you will become very familiar with the process then you can start testing the big digital backs etc.

For those of you who are hobbyists and weekend shooters, the preview gives you instant feedback. Digital cameras are amazing they enable you to get immediate feedback on your composition and your lighting. When I am teaching digital photography one of the major benefits is the immediate feedback. It makes all those little buttons on your camera easier to understand!

For any technical questions feel free to email us at: [staff@dancingicon.com](mailto:staff@dancingicon.com).