

STANLEY LEARY

People & Location Photographer

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My Investment Advice

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Give Stanley a call for your next project at 770.998.3504 or email him at stanley@stanleyleary.com.

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Speaking Engagements

Roswell Presbyterian Church

Guest Speaker, May 2009
Teaching how to tell stories using images for mission trips.

THE ART INSITUTE OF ATLANTA

Guest Lecturer, Feb 2009
Teaching Business Practices in Photography program.

SOUTHWESTERN PHOTOJOURNALISM CONFERENCE, FORT WORTH, TEXAS

My Investment Advice



All photos taken with Lumix DMC-TZ5

The making of great photographs requires an investment. We need a camera, computer, software and possibly we'll need to attend classes to learn how to use all this equipment.

Should we buy a Mac or a PC? Which camera we ought to buy -- Nikon, Canon, Leica, Hasselblad? Which workshops or photo books are the ones we need, if any? We'll need to read reviews of these products before making the investments.

However, the number one investment a photographer makes in making outstanding photographers has nothing to do with anything I've mentioned so far. It has to do with time and, like the Boy Scout, being prepared.

National Geographic Photographer Jim Brandenburg moved to the forest edge in

It is so small I now carry it everywhere. While waiting for my food at restaurants I enjoy playing with the camera's cool macro mode. It is fun just photographing saltshakers and other small objects on the table. Discovering interesting compositions and watching how the light affects these objects is a joy. Since the camera is so small the depth-of-field (area of sharpness in front and behind the subject) is much greater than with larger 35 mm digital cameras. The *f*-stop of the *f*/3.3 on my little Lumix (wide open) compares approximately to *f*/22 on a 35 mm (due to a bunch of technical reasons we'll not go into at this point).



Photographing flowers super-close adds impact to the

**UNIVERSITY OF THE
NATIONS, KONA, HAWAII**

Guest Lecturer, Feb 2010
Teaching Lighting, Portraiture and
Business Practices in School of
Photography program.

News

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order to have more time photographing wolves and other animals. He wanted to be ready when the time came to make those outstanding photos.

National Geographic photographers and writers usually spend three months on an assignment. They take a break in the middle of the shoot come home and review their work. This gives them time to pause and reflect so they can go back and fill in any gaps or expand parts of the coverage.



We probably can't devote three months waiting for great photo ops, but like Jim Brandenburg, we can be ready when the time comes. How? By always having a camera with us. The problem with this is the size, weight and bulk of the best-we-could-buy camera we bought (not to mention all the other stuff we invested in to go with that camera). It is just more trouble than it is worth.



images. It is something different that most folks just don't see in photos as often as standard snapshot, people photographed at about five to ten feet away.

On the other extreme this little camera has a ten to one zoom! That equivalent to a 300 mm lens and it fits in my shirt pocket. A 300 mm lens for a 35 mm camera weights six pounds and over ten inches long.

Actually, there are times I wondered why I have all this professional gear, because I am able to do so much with this little camera.

Here are a few things I have discovered in the past month:

1. Due to the size and weight I carry it almost everywhere. With every positive there is the Ying-Yang effect. These cameras, even with vibration reduction, are exceptionally tricky to hold steady. A tripod is a great help.
2. The camera manuals are not written as they are for traditional cameras. You will need to not only read the manual, but practice what it preaches using all the available functions to discover what each mode will do. Many of these cameras have many modes that take some time to understand.
3. For most of these cameras obtaining a

Many professional photographer friends of mine have made an additional investment and purchased one of these so called point-and-shoot cameras. These small, pocket-sized cameras are as tiny as the old Kodak Disc cameras introduced back in 1982. Today's pocket-sized cameras have resolutions which rival the medium format film cameras, letting you enlarge to mural size prints.

About a month ago I bought a Panasonic Lumix DMC-TZ5 and have been discovering all that it is capable of doing. It has rekindled the excitement of when I first discovered photography.

shallow depth-of-field is impossible. Advise - Learn to live with it. (Oh yeah. That's one of the reasons I kept all my pro equipment.)

4. Carrying one of these cameras will help you see and make photos more often. The constant presence of a camera will fine-tune your eye.
5. (Perhaps most important of all.) Carrying a camera all the time can cause some problems with... your family. As my son commented last night at a restaurant, "It's like having your on personal paparazzi!"

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