



Photographer's Guide

Analog vs. Digital

With the rise in popularity of Digital cameras over the past couple of years, and the advent of newly available digital wallcoverings, it is an assumption that digital camera shots would be an excellent way to create images for digital wallcoverings. This is, for the most part, not true. Digital cameras have MegaPixel(ratings) ratings that determine the resolution of resulting digital images. Common MP ratings in 2004 range from 2 to 6MP for consumer to prosumer cameras. Although in some cases, this may result in an image that can be recreated well at 4' heights, the reality is that film cameras have effective MP ratings of starting at **17**, and other film types listed below go much higher – resulting in MUCH more pleasing images. Digital cameras also have limitations concerning dynamic range, contrast, color saturation, and sharpness.

Professional cameras with 4x5 digital backs are an exception to this digital rule.

Film Size

For images intended for wallcovering, the larger the film size, the better the resolution and quality of the image. Listed below is a non-exhaustive list of film sizes, in order of their preference as capturing methods:

- a. Large Format Originals - X17 and Panoramic , 8x10 and 4x5 film
- b. Medium Format Originals - 2¼", or 120mm film
- c. Small Format Originals - 35 mm film

Although Medium and Large Film formats are preferred, 35mm originals may be adequate given the size of the enlargement is not too excessive.

Film Type

Film grain can be highly noticeable at sizes greater than 10'x10'. If creating new photography, it is recommended that the photographer work with positive film and transparencies, and not negative film and negatives. Dupes, or Duplicated films and transparencies also cause considerable degradation in film color, and loss of detail to added grain. Film type AND film size are equally important.

Providing Film

Viewnique™ accepts transparencies and negatives for transfer into digital format for a fee.



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