Don't lose your head!

KODAK SERVICE LEAFLET No. 3

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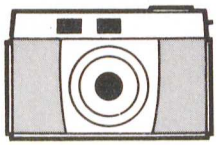
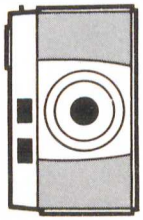


Vertical Displacement

Let's assume that you own a KODAK 'Colorsnap' 35 Camera, Model 2; the viewfinder is higher than the lens, but positioned centrally above it. (The same is true of the 'Brownie' 44A, 'Brownie' 127, the KODAK 'Instamatic' 50, 100, 200, 300 and 400 Cameras and the KODAK 'Instamatic' 104, 204, and 304 Cameras.)

■ The sketch to the right shows how, at short camera-to-subject distances, the picture seen through the viewfinder differs appreciably from that of the camera lens. The camera lens is *below* the viewfinder lens, so its field of view is *lower*. This means that if you take a picture when the subject is positioned centrally in the viewfinder (1), the resulting picture (2) will show the subject as though seen from lower down—the top part will very likely be cut off.

■ To remedy this, first sight the subject normally, and then swing the camera upwards slightly, so that there is a good clear space between the top of the subject and the top frame of the viewfinder (3). The resulting picture will then be correct.

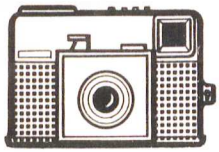


Sideways Displacement

If the camera is turned on its side to take a vertical picture (rectangular format), the viewfinder will then be *to one side* of the camera lens with the consequent danger of cutting off one side of the subject.

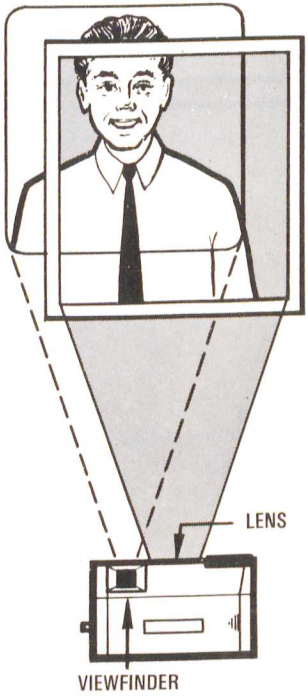
To remedy this, swing the camera in the direction of the viewfinder, e.g. with the camera held so that the viewfinder is to the left of the lens, the subject should be positioned to the right of the centre in the viewfinder frame.

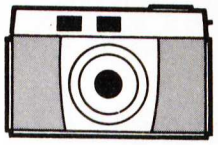
Note: This does not apply to square-format cameras (e.g. 'Instamatic' Cameras) because there is no need to turn the camera on its side.



Off-centre Displacement

If you have a camera in which the viewfinder is above the taking lens and to one side (e.g. KODAK 'Instamatic' 25, BROWNIE 'Vecta' and BROWNIE 'Starmite' Cameras), you must allow for both vertical and sideways displacement, when taking close-ups. Otherwise, when the subject is centred in the viewfinder, the resulting picture will show it displaced towards the top and one side. So having framed your subject, swing the camera slightly upwards and to the right or left according to whether the viewfinder is to the right or left of the lens respectively.





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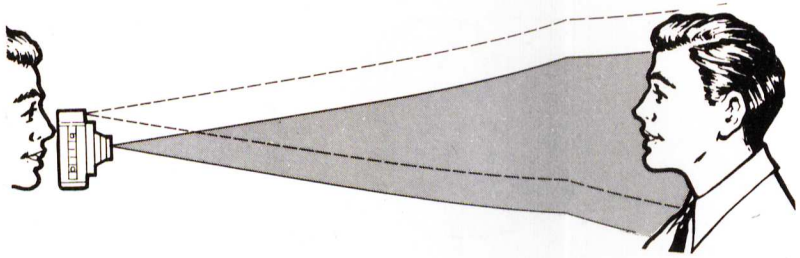
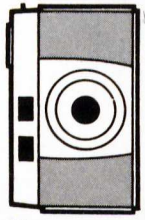


1 If you SEE this in your viewfinder

2 You will GET this in your picture

3 So make sure you SEE something like this in your viewfinder



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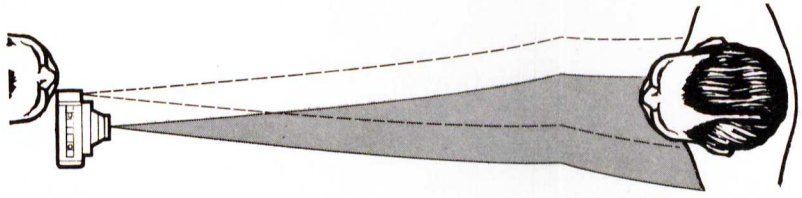

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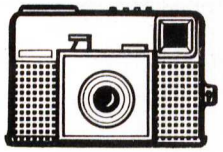

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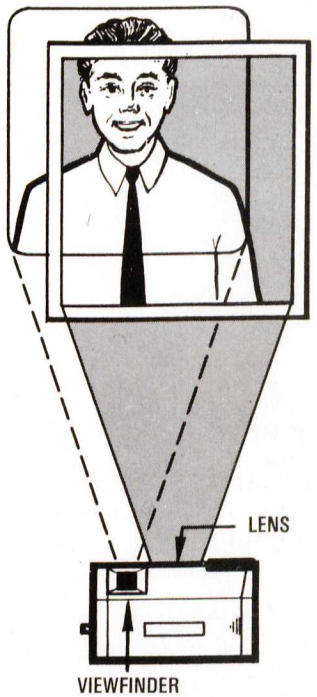
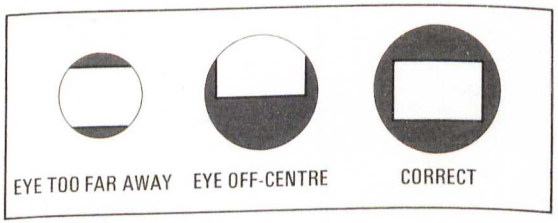


Hints for Successful Close-ups

■ When using an eye-level camera your eye must always be close enough to the rear window of the viewfinder to see the whole of the frame of the front window. The illustration shows correct and incorrect positions and applies to all picture-taking.



■ The basic rule when allowing for parallax is to swing the camera lens slightly *in the direction of the viewfinder* —upwards if it is above the camera lens, to the left if it is to the left of the lens, and upwards and to the left if it is off-set to the top left, or upwards and to the right if it is off-set to the top right.

■ The *closer* the subject, the *greater* must be the displacement of the subject in the viewfinder. As a guide, for horizontal close-ups at about 3 feet, imagine the top edge of the finder to be lower by about one third the height of the frame. When taking vertical pictures, imagine the left-hand limit of view to be further over to the right by one third of the width. At about 6 feet, the equivalent displacement would be about one-sixth of the height of the frame. At distances over 12 feet parallax should no longer cause any noticeable displacement.

■ For close-ups between 2½ feet and 4 feet from the lens, particularly with simple non-focusing cameras, use a 'Kodisk' Close-up Lens.

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