



now,
take
YOUR
garden



PHOTOGRAPHY, LIKE GARDENING IS AN ALL-THE-YEAR-ROUND HOBBY

Colour films can be used in light ranging from bright sunlight to dull, rather cloudy weather. In fact, the reproduction of pastel colours may sometimes be better under dull conditions.

In cases where the available light is just not sufficient, then simple flash equipment can be used to augment or replace the natural lighting. If possible use the flash off the camera and hold the flash unit above the flower so that the light falls naturally.

Vary the direction of the light falling on to your subjects. Back lighting and side lighting will add a subtle translucence to flowers of light texture and emphasize gradual changes in tint.

Above all, don't attempt to crowd too much into your pictures. Nothing looks worse than a picture "bursting at the seams".



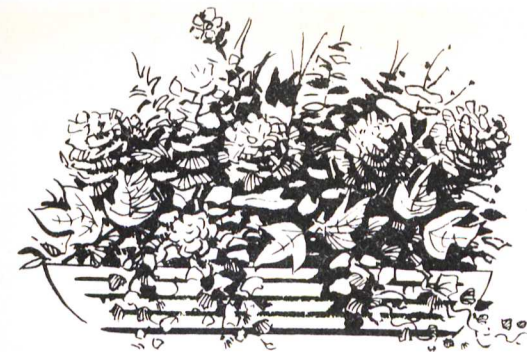
THERE'S NOTHING TO IT

Have you ever thought what makes the difference between the really striking photograph and the merely acceptable one? It is almost always the result of a little careful planning rather than the use of a host of complicated and expensive gadgets.

For example the use of a steel rule or a piece of rod cut to length so as to measure distances accurately; the use of a sheet of newspaper as a reflector to direct light in order to relieve dark shadows; or the inclusion of a feature in the foreground of a distant shot in order to emphasize the impression of depth; isolating a single flower by means of a suitable background.

These are simple but effective ideas; you will think of many others when you get going.





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GETTING CLOSE TO NATURE

There are simple close-up attachments available for almost all cameras.

These enable you to come very close to the subject and record the miraculous detail to be found in all flowers. Results are breathtaking.

Just watch the following points:—

Measure distances very accurately.

Use a close-up rangefinder if possible or else use some form of measuring gauge or focal frame.

Allow for parallax. A close-up rangefinder will take care of this automatically. Distance gauges and focal frames are very good methods of combining the accurate measurement of distance with correct aiming of the camera lens. Keep the picture simple and avoid distracting backgrounds. Use a sheet of neutral material as a background or position the subject against the sky.

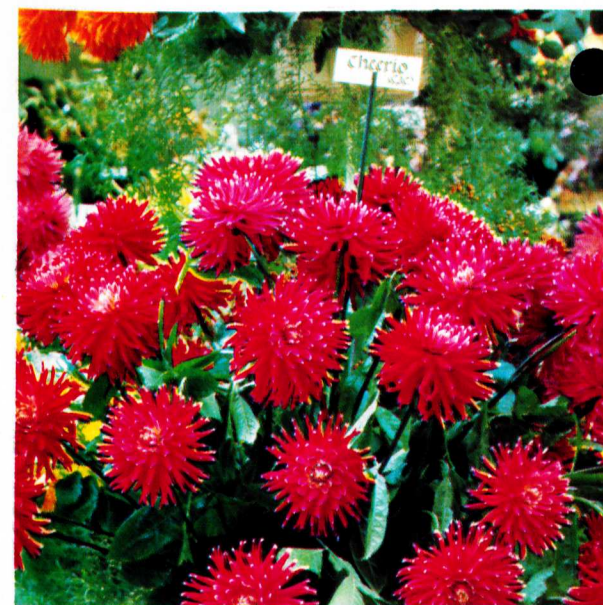
NOTHING BUT THE BEST

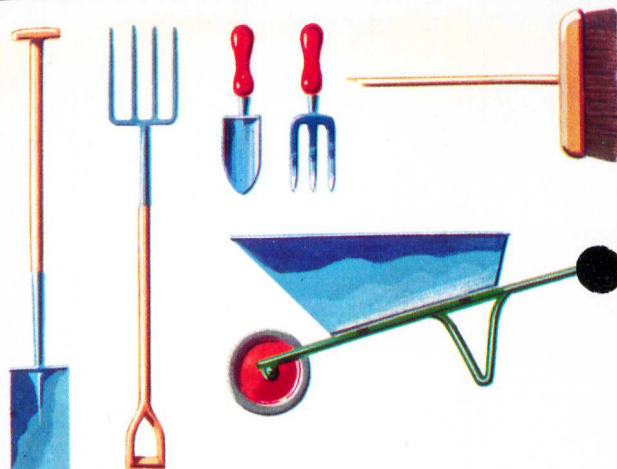
Horticultural shows, big or small, provide wonderful opportunities for photographing flowers and other produce at their very best. Here are a few tips for taking photographs at these shows:

Simplicity is all. Keep distractions such as confused backgrounds or other exhibits out of the picture. When working indoors, use flash when necessary to provide a boost to the available light.

Even if the intensity of the light is sufficient for your purpose watch the colour. The light in a tent is frequently rather yellow due to the colour of the canvas. This cast can be counteracted by the use of flash.

The most successful colour photograph does not necessarily result from the brightest subject. Colour film can be used with remarkable effect in showing slight variations in colour or tint, even in subdued shades.





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ENJOYMENT PLUS— WITH PHOTOGRAPHY

Colour photography these days requires nothing more than a straightforward camera and a roll of suitable colour film.

You can have your results as either colour prints or colour transparencies. The prints are, perhaps, more convenient for carrying about, but the slides have a tremendous impact when projected.

'Kodachrome' II, 'Kodachrome-X', 'Ektachrome-X' and High Speed 'Ektachrome' will all give wonderful colour slides.

'Kodacolor-X' will give full colour prints or enlargements.

Your Kodak dealer will be happy to advise on the most suitable film for your purpose.

Product names quoted thus—'Kodak'—are trade marks.

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