

# WINTER WHITES



Casual and Action Photography

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This monthly news letter is brought to you by  
Casual and Action Photography  
Streetsville Ontario Canada  
[www.casualandactionphotography.com](http://www.casualandactionphotography.com)

It is our intention enhance your Photography  
experiences.

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How to make whites really white.

With the snowy season now upon us the challenge of  
winter whites is an issue for every Canadian  
photographer to enjoy the grant outdoors..

Now is a perfect time to review how digital cameras  
works and how you can outsmart it to make those winter  
whites really white.

The camera manufactures design the light meters to  
measure the reflected quality of light from any object to  
establish the correct exposure. It then adjusts the setting  
accordingly to give the correct exposure.

The problem with this is that different colours reflect light  
differently black reflects very little light while white reflects  
a lot of light.

Therefore white on white in the winter poses a real  
problem. Your camera isn't smart enough to distinguish  
the differ shades of white.

New photographers assume the light meter is right in all  
situations. Nothing is farther from the truth. The light  
meter is set for medium tones (18% grey) Dark subject  
become over exposed while whites become under  
exposed. The white snow takes on a blueish grey tint,  
You need to set your camera up in manual mode adjust  
your setting one or two stops brighter than the indication  
of the light meter. Use the histogram on the digital  
camera and aim for the center spot

Left is the black side which eliminates details. Right is the  
white side which washes out the image.

In conclusion

Get out an enjoy the fresh air dress appropriately Pay  
attention to the surroundings near you image as white  
reflects the at colour as well. Practice with various  
settings observed the histogram and have some fun. You  
will get some fantastic images ,

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Training Courses

<http://www.casualandactionphotography.com/training.htm>  
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