

Kodak And The Lens Of Nostalgia Cultural Frames Framing Culture

An Illustrated, authoritative manual which shows you how to take better pictures indoors and out, in color and in black-and-white. Describes ten ways to improve one's photographs, discusses lighting, portraits, action scenes, and traveling with a camera, and looks at films, lenses, and cameras

"Whether you're just beginning in 35mm photography or have a serious interest in it, this book provides you with all you'll need to know to create truly memorable photography."--BOOK COVER.

Aimed at those who are just starting photography and those who have been taking pictures for a while. Presents one concept perpage. Explains camera controls, lenses, autofocusing, exposure, film, flash units, and simple picture-taking techniques. 128 pages (over 90 illustrations), 8-1/2 x 11.

Kodak and the Lens of Nostalgia University of Virginia Press

Discusses photographic equipment, including lenses, filters, flashes, meters, motor drives, and tripods, and includes tips on taking more successful sports photographs

Ready, aim, shoot! With this convenient, professional photoguide by your side, you'll always be prepared to take your best pictures, no matter what situation confronts you. Just open up the easy-to-read, lay-flat spiral notebook to find complete information on color and black-and-white films, film care and storage, exposure, filters, flash, and lenses. It will take just an instant to turn to the section you want, thanks to brightly colored and labeled tabs for each chapter. Best of all, it's put together by the most trusted name in the business: Kodak. Want the full picture on what's inside? * Complete charts for all Kodak films--one for prints and one for slides and transparencies--with a description of the intended uses, and ISO speed and filter for daylight, tungsten, and photolamp. * Facts on caring for film, avoiding static electricity marks, using exposure meters, and calculating lighting ratios. * Dials to help you figure out speeds and lens openings for existing-light subjects; which filters to use; flash exposures; focal length; optical equations; and depth of field for normal, wide-angle, and telephoto lenses. * How to care for lenses and which supplementary lenses to try. The 6th updated edition is the one volume you'll need! 56 pages (all in color), 6 x 8 1/2.

The advertising campaigns launched by Kodak in the early years of snapshot photography stand at the center of a shift in American domestic life that goes deeper than technological innovations in cameras and film. Before the advent of Kodak advertising in 1888, writes Nancy Martha West, Americans were much more willing to allow sorrow into the space of the domestic photograph, as evidenced by the popularity of postmortem photography in the mid-nineteenth century. Through the taking of snapshots, Kodak taught Americans to see their experiences as objects of nostalgia, to arrange their lives in such a way that painful or unpleasant aspects were systematically erased. West looks at a wide assortment of Kodak's most popular inventions and marketing strategies, including the "Kodak Girl," the momentous invention of the Brownie camera in 1900, the "Story Campaign" during World War I, and even the Vanity Kodak Ensemble, a camera introduced in 1926 that came fully equipped with lipstick. At the beginning of its campaign, Kodak advertising primarily sold the fun of taking pictures. Ads from this period celebrate the sheer pleasure of snapshot photography--the delight of handling a diminutive camera, of not worrying about developing

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and printing, of capturing subjects in candid moments. But after 1900, a crucial shift began to take place in the company's marketing strategy. The preservation of domestic memories became Kodak's most important mission. With the introduction of the Brownie camera at the turn of the century, the importance of home began to replace leisure activity as the subject of ads, and at the end of World War I, Americans seemed desperately to need photographs to confirm familial unity. By 1932, Kodak had become so intoxicated with the power of its own marketing that it came up with the most bizarre idea of all, the "Death Campaign." Initiated but never published, this campaign based on pictures of dead loved ones brought Kodak advertising full circle. Having launched one of the most successful campaigns in advertising history, the company did not seem to notice that selling a painful subject might be more difficult than selling momentary pleasure or nostalgia. Enhanced with over 50 reproductions of the ads themselves, 16 of them in color, Kodak and the Lens of Nostalgia vividly illustrates the fundamental changes in American culture and the function of memory in the formative years of the twentieth century.

Brush up on the basics of camera handling, Kodak films, exposure, flash, lenses, filters and focusing, positioning the subject and using viewpoint and foreground frames to enliven scenes. Hundreds of examples.

A photo series documenting the decline of the worlds largest manufacturer of analog film.

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