

*CELEBRATE,  
COMMEMORATE &  
TAKE BETTER*

# PICTURES



*Enter the Grads & Dads  
"Capture the Fun" Sweepstakes*  
*No purchase necessary.*

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# ENTER THE GRADS & DADS “Capture the Fun” SWEEPSTAKES

Graduation and Father's Day are two good reasons to celebrate with your family and friends. So eHow, Kodak and Wolf Camera are commemorating this special time of year with multiple, cool sweepstakes and some terrific how-to tips for taking better pictures—all to help you “Capture the Fun”! Enter today and you could win fabulous prizes in one of these sweepstakes:

**Grand Prize Sweepstakes:** Kodak DC280 Zoom Digital Camera Premium Bundle with a Kodak Personal Picture Maker PM100 Printer by Lexmark plus \$1,000 in cash.

- ✓ Kodak 280 Digital Camera Premium Bundle features:
  - Award-winning KODAK DC280 Digital Camera
  - 16 MB Picture Card with PCMCIA Adapter
  - Premium Camera Bag
- ✓ Kodak PM100 Printer allows you to quickly create vivid color pictures with the push of a button.
- ✓ \$1,000 in cash



*Kodak DC280 Digital Camera Premium Bundle and PM100 Printer*

**Weekly Sweepstakes:** Win a Kodak DC280 Zoom Digital Camera and a Kodak Personal Picture Maker PM100 Printer by Lexmark.



*Kodak DC280 Digital Camera and PM100 Printer*

- ✓ Kodak DC280 Zoom Digital Camera:
  - Features 30mm to 60mm lens, with 2X optical/3X digital zoom.
  - Processes data quickly so you won't be left waiting between shots.
  - Full USB support lets you download pictures to your Kodak Personal Picture Maker PM100 Printer by Lexmark in moments.
- ✓ Kodak PM100 Printer allows you to quickly create vivid color pictures with the push of a button.

## Enter the “Capture the Fun” Sweepstakes at [www.ehow.com](http://www.ehow.com)

- ✓ Visit [www.ehow.com](http://www.ehow.com) and click on the “Capture the Fun” button.
- ✓ Complete the entry form and you are automatically entered into that Weekly Sweepstakes and into the Grand Prize Sweepstakes.
- ✓ Enter every day for each Weekly Sweepstakes; entries not eligible for subsequent Weekly Sweepstakes, but are eligible for Grand Prize Sweepstakes.
- ✓ Enter by June 19, 2000.
- ✓ No purchase necessary. Available to US residents 18 years or older. Void where prohibited.
- ✓ Odds of winning depend upon number of valid eligible entries submitted.
- ✓ Complete rules available at [www.ehow.com](http://www.ehow.com).



**eHow** is the Web's one-stop destination that provides consumers with the everyday how-to information and the buying options for getting things done. Whether it's rewarding a Grad or finding a great gift for your Dad, eHow instantly empowers you with how-to solutions, which include step-by-step instructions, tips, related sites, and the products and services that help to complete just about anything. Find out more at [www.ehow.com](http://www.ehow.com).

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**Wolf Camera** is the sweepstakes' official retail sponsor. Founded in 1974, Wolf now operates over 700 stores in 30 states. In support of its commitment to customer satisfaction, Wolf offers complimentary camera and camcorder instruction through Wolf University, a wide range of digital services including photos on a floppy disk, CD or uploaded to the Internet, and photo quality prints from digital images. For additional information, visit [www.wolfcamera.com](http://www.wolfcamera.com).



**How To:** photograph at night

Any amateur photographer with some camera experience can take great digital or traditional pictures at night of a celebrating Grad or a smiling Dad by following a few guidelines.

**Steps:**

1. Use a tripod with slow film (under ISO 100) for landscapes and architecture, and fast film (ISO 400 or above) for moving subjects.
2. Adjust to a higher film speed and multiply the exposure time accordingly if no meter reading is possible.
3. Try taking a light meter reading from a piece of white card and multiplying the suggested settings by six to get an approximate reading if you're using moonlight to light your subject.
4. Assume that moonlight illuminates at 1/5,000th the rate of sunlight, so that a photo taken at a shutter speed of 1/1,000 in sunlight would require 5 seconds in moonlight.

5. Underexpose your film by increasing the film speed rating on your camera to boost exposure without resorting to a flash. Use the higher film speed as a gauge when setting the aperture and shutter speed.

**\* Tips:**

- Dusk provides the greatest latitude for capturing details and achieving a range of effect when using color film.



**Shopping List:**

- white index card, notebook, pen
- tripod
- light meter
- SLR camera with differing film speeds or digital camera



**How To:** take good group photographs

You'll probably want to capture your Graduate's ceremony or Father's Day with a group or family photo. Follow these tips to make everyone look sharp and identifiable.

**Steps:**

1. Arrange the subjects with the tallest person in the center.
2. Be sure that everyone is in the frame.
3. Make sure all the subjects are approximately the same distance from the camera and that they're all in focus.
4. If the background is too cluttered, use a wide aperture. This throws the background out of focus so the eye concentrates on the subjects.
5. Avoid shooting into bright lights or the sun.
6. Avoid shooting directly into reflective surfaces like chrome, glass or mirrors when shooting with a flash. If your subjects are wearing glasses, have them turn their heads at an angle to the camera.
7. Avoid underexposed pictures by using a flash when there isn't enough light. Make sure your subjects are well within the area covered by the flash (usually between 6 and 12 feet).
8. Brace your elbows against your body to minimize movement, or use a tripod.



**Shopping List:**

- point-and-shoot camera with 35mm film or digital camera

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**How To:** take good candid photographs

Some of the most interesting photos of Grads and/or Dads are the candid kind, when they don't know they're being captured on film, on disk or on video.

## Steps:

1. Keep your camera ready, loaded with film and fresh batteries.
2. Use a long lens. A 90mm lens will allow you to stand several yards away from the subject, so he or she is unaware of your presence.
3. Keep good visual elements inside the picture—not too close to the edges, where they'll pull the viewer's eye away from the subject.
4. Avoid clutter. Reframe the shot by moving the subject left or right in the viewfinder, or use a wide aperture. This can throw the background out of focus so that the eye concentrates on the subject.
5. Place the subject off-center.
6. Avoid shooting into bright lights or the sun.
7. Hold the camera still as you take the picture. Brace your elbows against your body to minimize movement, or use a tripod.



## Shopping List:

- SLR camera and 35mm film or digital camera
- APS camera and APS film or digital camera
- tripod

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**How To:** avoid photo red eye

We've all taken pictures where the eyes of our favorite Grads and Dads have taken on a red glow. Rest assured, this problem can be avoided.

## Steps:

1. Attach a flash gun or detachable flash to the camera.
2. Set the shutter speed of a manual camera to 1/60 second.
3. Set an automatic camera to flash mode and attach a flash gun.
4. Hold the flash gun a couple of feet to one side of the camera and slightly above the subject's head.
5. Turn on the lights so your subject's pupils will shrink.
6. Ask the subject to look to the side of your camera rather than straight at the camera when you snap the picture.
7. Divert babies or pets so they look away from the camera.



## Tips:

- Bounce the flash off surroundings by aiming the flash gun at the ceiling or a wall for softer, more diffused lighting.
- Use an adjustable flash that can be pointed at an angle.

## Shopping List:

- external flash unit
- flash meter
- 35mm camera and film or digital camera



**How To:** take digital photos outdoors

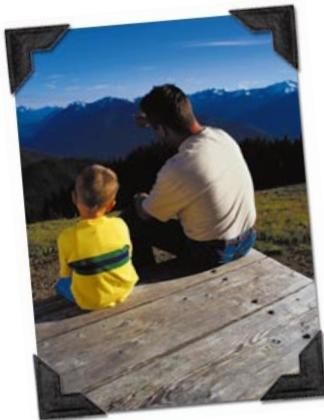
Grads are the most likely candidates to use digital cameras, but Dads can, too. Automatic exposure works for most settings, but if your camera allows manual adjustment, overriding the automatic control helps in some lighting conditions.

**Steps:**

1. Use automatic exposure for most outdoor scenes.
2. Override automatic exposure when the scene is much lighter or darker than middle gray.
3. Increase exposure to lighten a scene; decrease exposure to darken a scene.
4. Override automatic exposure when the sun is behind or on one side of the scene to be shot.
5. Override automatic exposure when light reflects off of bright sand or snow.
6. Experiment with overriding automatic exposure for high-contrast scenes.
7. Use a light meter to determine the appropriate aperture setting and shutter speed.

**Shopping List:**

- memory card
- film card reader
- photo printers
- photo quality paper
- digital photo frame
- digital camera
- image-editing software
- light meter
- personal computer



At eHow.com, we know celebrating with your Grad or Dad is a lot more than a one-day party. In fact, there are all kinds of ways to make these days picture perfect. Because of that, eHow.com offers you dozens of how-to solutions and tips—from finding a job to cooking dinner—for the Grad and/or Dad in your life. For these complete eHow's, please visit our Web site at [www.ehow.com](http://www.ehow.com).

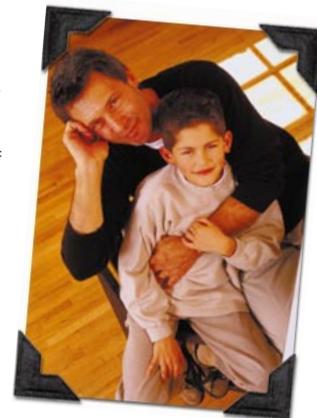


**For Grads:**

- ✓ eHow to Select Gifts for Grads
- ✓ eHow to Build a Good Credit History
- ✓ eHow to Find a Job Online
- ✓ eHow to Treat a Hangover
- ✓ eHow to Furnish an Apartment

**For Dads:**

- ✓ eHow to Select a Gift for Dad
- ✓ eHow to Celebrate Father's Day With Your Home-Improvement Dad
- ✓ eHow to Buy a Set of Flying Discs for Golf as a Gift
- ✓ eHow to Make Barbecued Pork Ribs
- ✓ eHow to Choose a Good Wine for Beef



## Cool Gifts from eHow's Grads & Dads Center

Who enjoys receiving gifts more? Grads or Dads? Both! So at eHow.com, we've compiled a great group of possible Graduation and Father's Day gift ideas, from laptop and desktop computers, to power tools and career-boosting books. Here's a sampling of them. For much, much more, visit the Grads & Dads Center at [www.ehow.com](http://www.ehow.com).



**Kodak DC215 Zoom  
Digital Camera**



**What Now? Words of Wisdom  
For Life After Graduation**



**The Millionaire Next Door**



**Palm V Organizer**



**Compaq Presario  
Notebook Computer**



**24 Hours to Your Next Job,  
Raise or Promotion**

## Enter Today! Tell a Friend, a Grad or a Dad.

You've got until Monday, June 19 to enter the Grads & Dads "Capture the Fun" Sweepstakes. So enter today. Enter again tomorrow. Tell your friends and have them enter, too.

After all, the more times you enter, the better your chances of winning the Grand Prize Sweepstakes of a cool Kodak DC280 Digital Camera Premium Bundle with a Kodak Personal Picture Maker PM100 Printer plus \$1,000 in cash, or a Weekly Sweepstakes prize of a Kodak DC280 Zoom Digital Camera and PM100 Printer!

## How to Enter

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- ✓ Complete the entry form and you are automatically entered into that Weekly Sweepstakes and into the Grand Prize Sweepstakes.
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## For More Information

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<http://www.ehow.com>

<http://www.kodak.com>

<http://www.wolfcamera.com>

