

Take Better Photos Now

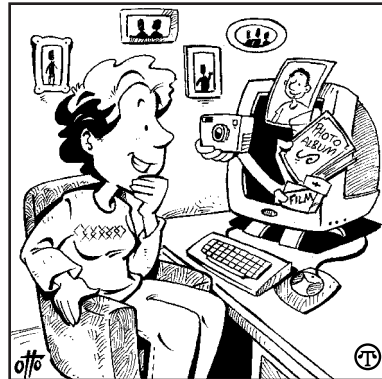
(NAPSA)—On average, there's at least one camera in every household, and it's natural to assume that Dad is the one who handles camera-related issues. However, this is changing. Recent online buying trends indicate that Mom has moved into the role of "family photo officer," making the family's photo decisions, from purchasing equipment to developing and sharing them with family and friends.

When you consider the mind-boggling advances in digital technology over the past few years combined with a myriad of new products and online services now available, playing the role of "family photo officer" has become rather daunting.

But rest-assured, there's plenty of help if you need it. "It's important to consider what you plan to do with your pictures before buying a new camera," says Walt Opie, camera editor at Amazon Camera & Photo. "Regarding digital cameras, if you know you will want to make enlargements, you'll need at least a two megapixel model. If you just want to e-mail your pictures and print snapshots, then a lower resolution camera will do."

As an aid to family photo officers everywhere, Amazon.com Camera & Photo offers camera buying guides, editor's recommendations, along with tips and techniques from photographers of *National Geographic* and *Outdoor Photography*.

Anybody can learn to take better photos if they follow a few simple rules of thumb:



Turn your computer into a personal darkroom.

- **Shoot more pictures:** Believe it or not, most professional photographers only expect to get one or two great images per roll of film. Enough said!

- **Don't focus on the center:** Placing your subject off-center usually results in more interesting photos.

- **Be aware of the background:** Make sure the backdrop behind your main subject isn't too cluttered.

- **Keep the sun to your back:** Shooting into the sun creates a silhouette and heavy contrast. Make sure the light is directly on your subject, or at least to the side.

- **Get closer:** Standing too far away is the most common mistake. Remember to fill the frame with your subject.

Now that you're more in the know, grab your camera and start shooting. If you want additional tips on taking better photos or need help finding the right camera, visit www.amazon.com/photo.