

Picture-Perfect Family Moments

Simple Photography Tips To Capture Special Moments

(NAPSA)—It's a familiar scene: Everyone has gathered for the annual family photo, and you grab the camera to take a group shot. Everyone piles together, says "cheese," and you are off to the local photo lab to get your precious memories developed. It's inevitable, though, some of the pictures will feature your relatives with the dreaded "red eyes," or the group shot was taken so far away that everyone looks like tiny ants. With a little work and creativity, however, you can make every family photograph picture perfect this winter.

"Whether you're enjoying a ski vacation or celebrating a special occasion with family, winter is a perfect time to capture memories for your photo album. Almost every moment is something you will want to remember—from Junior building his first snowman to Mom relaxing by the fireplace," said Lanny Raney, owner of Dallas-based photography firm LCR Studios. "To capture these moments, you don't have to have the skills of Annie Liebowitz or Ansel Adams, you just need to know a few basics that will help you immortalize all those special moments."

Once you capture the right photo, you can have a little fun by entering it into a photo contest. Canada Dry is one company that's sponsoring a photo competition this winter. The lucky grand-prize winner will receive \$5,000, a digital camcorder and a digital camera. Information about the photo contest can be found on the Canada Dry Web site at www.CanadaDry.com.

To help you get ready for the winter "snapshot season" and become a prize-winning photographer, Raney offers the following tips for capturing that family moment on film:



- **Move Closer.** By far, the biggest mistake most photographers make is not getting close enough to the subject. By moving in closer and filling the frame with only the most important elements, your photos will be clearer and more interesting. Rather than use a zoom lens, walk closer to your subject. When cameras are zoomed in, the picture loses some detail and the frame lacks scope.

- **Slow Down, Shoot More.** Rather than rushing in and taking hurried snapshots, take the time to position yourself, carefully compose the scene and wait for the right moment to take the picture. Once the time comes, Raney suggests shooting several frames of the situation as it unfolds. Remember film is cheap, especially when you're recording priceless memories.

- **Reduce Red Eye.** All too often "red eye" from camera flash ruins the best indoor photos. Raney said this happens sometimes because the flash is positioned too close to the camera's lens. To reduce red eye, raise the window shades, turn on more lights and, if possible, remove the flash from the camera to increase the distance between the lens and the flash. Also, using a higher speed film, such as ISO 400 or

greater, will drastically cut back on red eye.

- **Capture the Best Light.** Although it may sound like a good idea, taking pictures during the middle of the day is a bad one. Mid-day light creates less-than-appealing skin tones, muted colors and harsh shadows on faces. The best times to take pictures are within an hour after sunrise and the hour before sunset. During these times, the light is warm and soft, lending a beautiful quality to the photo. Also, try shooting on overcast days. There are no harsh shadows, and the intensity of the film is increased, making the colors in your prints and slides look better.

- **Squeeze in Tight.** For family portraits and reunions of old friends, Raney says to remember one thing: make every bit of frame count. Don't waste an inch. Ask everyone to squeeze together. Arrange them so bodies overlap and faces dominate the picture. Don't worry about people's legs; zero in on the group from waist up and fill the frame with smiling faces.

These simple tips and techniques should help create lasting memories you'll cherish for years to come. Once you've taken that family photo, enter it into Canada Dry's "Smile and Say Canada Dry" photo contest. Consumers can enter the contest by sending in a photo, along with an entry form that can be found on the back of specially marked 2-liter bottles of regular and diet Canada Dry Ginger Ale and Canada Dry Cranberry Ginger Ale. Consumers also may submit digital images and the contest entry form on the Canada Dry Web site at www.CanadaDry.com. All entries must be received by Jan. 31, 2003. Complete contest rules are available on the Canada Dry Web site.