



ALL PHOTOS BY AUTHORS EXCEPT AS INDICATED

THE LATEST COMPUTER SOFTWARE FOR PHOTOGRAPHERS

by Jack and Sue Drafahl

As we move into the 1990s, photographers are becoming more and more dependent on computers. In talking to photographers at a variety of capability levels, we discovered that almost all were involved with computers. What we also found surprising was the vast amount of software programs becoming available for photographic applications. In this report, we will review only a small segment of the market

(to review it all would be a physical impossibility), so you will have a better idea of just what's out there to make your photo lives easier. We will not compare the software programs to one another, but rather highlight each program's key features.

PHOTO FILING SYSTEMS

One of the biggest problems facing the prolific photographer is staying organized. This means keeping some

kind of system for filing negatives, slides, prints, clients, and a method for finding out where the images were sent, for how long, and why.

PHOTOCAT is a program designed for the free-lance photographer who submits photos to stock agencies, magazines, and publishers. It includes a nifty program that allows you to keep track of clients, enter slide numbers and descriptions, create a stock list, and request guide-

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lines. When all this information is entered, the program prints out a letter of submission, a descriptive list of the enclosed slides, and the price for their usage. Typically, it takes about 5-10 minutes to prepare such a submission. We tested this program by using it to submit this article and photos to PHOTOgraphic. We found the program easy to use, a definite timesaver; and it provided us with a more professional end product for submission. List price for IBM and compatibles: \$349.95. Crimson Star, 5355 Dumfries St., Vancouver, B.C., Canada V5P 3A3.

PHOTOTRAK is designed for the more advanced stock photographer who has accumulated thousands upon thousands of images, and needs an extensive program that will document every aspect of their filing system. The program includes a slide-label menu that allows you to view the labels on the screen, and then print them on a dot-matrix or laser printer.



Image created using Arts and Letters program.

The program also creates reports on selected slide subjects, client information, submittal forms, invoices, and a special history section that looks back at previous transactions. The filing system itself can use a variety

of numbering methods, and can handle up to two billion images. The page-file menu section of the program allows you to assign each image

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Color sweep image, created using Mirage program.



Color sweep image, Mirage program.



Sample image, Arts and Letters.



Spin and sweep image, Mirage.

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Blend image, Arts and Letters.



Clip-art image, Arts and Letters.



Trans image, Freedom of Press program.



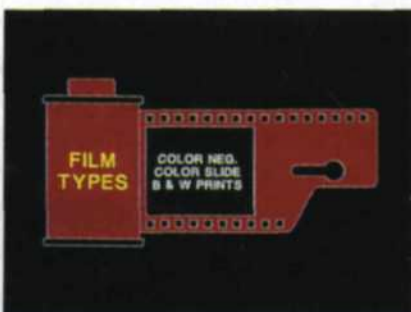
Sample image, Arts and Letters.



Sample image, Mirage.



Blend image, Arts and Letters.



Trans image, made with Metafile program.



Trans image, Metafile.

ALL COMPUTER GRAPHICS BY AUTHORS WERE IMAGED WITH A LASERGRAPHICS FILM RECORDER, IRVINE, CA.

to a specific spot in a page in your filing system for easy retrieval.

Another interesting feature is the program's ability to make a barcode on the labels. This is especially nice for the photographer/agency that has vast amounts of slides and needs to cut the time needed for resubmittal to various clients. PhotoTrak is menu driven and uses dBase III+, along with Clipper language for operation. It also comes in a Freelance or Agency version. The only difference is that the Agency version also includes a photographers' menu, so that the agency can track photographers along with their photos. List price for IBM and compatibles: \$595 for Freelance version; \$795 for Agency version; \$295 for Photobar program. PhotoTrak Software, 6392 South Yellowstone Way, Aurora, CO 80016.

PIC TRACK may just be the ticket for the photographer who has accumulated photos in a variety of formats. Slides, negatives, and prints can all be cataloged and easily located via a three-level classification system. The first level is called Library, and can be used to separate each of the formats into its own filing system. For instance, slides may be in Library 1, 2, and 3, while negatives would be in 4, 5, 6, and so on. After the Libraries are set up, they are then separated into subject level, such as "Mountains," "Surfing," or "Eagles." Each photo is then numbered and assigned a specific spot in an album or position in a 20-pocket slide page. For example, when you search for a "Mountain" picture at a later date, the program will tell you its library, album, and position on a specific slide page.

Pic Trak also has an extensive sticky-label-making program that allows for just about every kind of label for both dot-matrix and laser printers. List Price for IBM and compatibles: \$89. Glacier Software, P.O. Box 3358, Missoula, MT 59806.

THE GREAT INDOORS SLIDE LABELER is designed primarily for the photographer who markets a large number of photos, and needs accurate information on every image. If you had a want list for a unique subject, just enter a key word into the search menu, and the program will give you a list of all available images that include that key word. For example, you have a request for animal eyes, so you would enter the word "eyes." The program would then

search all the files that have the word eyes in the descriptor section of the slide. You can then request a printed list of these photos and scan through them to make your final selection.

The most visible part of the program is the slide-labeling section. Here you can set up a variety of printing formats, as well as selecting specific types of images to make labels for. If you hate rubber stamps for your name and copyright, you can enter your name and address, and set the copies to as many as you need. List price for IBM and compatibles: \$98. The Great Indoors, 5250 W. Jarvis, Skokie, IL 60077.

PHOTOLOG should be considered as a potential photographic tool if full data recovery of each specific photo is needed. This program would be extremely useful for the industrial or scientific photographer who takes extremely complex photos which may have to be repeated at a later date. The program not only records the who, what, why, and where of a photo, but also what film, camera, frame number, and actual ISO film value were used. Once this data is recorded, any or all can be printed out in a special report. Then if you need to shoot a specific type of photo at a later date, you can run a search on all the related subjects, and print out the specific data.

If you require specific information not listed in the menu, you could then enter it in the "more info" section. For example, you might list the special circumstances for a special photo session involving tungsten and fluorescent lights. When you do a search for "tungsten" and "fluorescent," the program will locate that specific image. Reviewing that data would then help you shoot similar situations. List price for IBM and compatibles: \$49.95. Trouble Shooter Software, Harris TroubleShooting, Inc., P.O. Box 639, WVS, Binghamton, NY 13905.

DARKROOM AND DARKROOM INSTRUCTION

With all the photo processes found in the darkroom, we thought we would find an overabundance of software programs. Of all the areas we investigated, however, darkrooms seemed to have the least amount of software support.

PHOTOCALC is probably one of the most practical photo programs we have ever encountered. It is an interactive darkroom program that exten-

sively uses icons to manipulate various factors in the photo process. When the program is in operation, the MAC screen will display icons that control magnification, exposure time, burn and dodge times, lens focal length, enlarger height, f-stop, and color filter controls.

Once you have made an acceptable print, you enter the data into the computer. If you want to make a change in magnification, enter the amount, and the computer will make all the appropriate changes to the remaining factors, such as enlarger height, exposure time, or burn and dodge times. List price for Macintosh only: \$69.95. Peripheral Visions, 5285 Elam Young Parkway, Suite B-500, Hillsboro, OR 97124.

BALANCING ACT is the program to check into if you need to balance internegatives or dupe transparencies. To balance the internegative, you first expose a test negative with a step tablet and read the red, green, and blue high/low densities and feed the numbers into the computer. The computer then gives you the new filter pack and exposure time to use. To balance a dupe transparency, you first make a test duplicate, then read the red, green, and blue densities in an area in the duplicate and the original. Enter the values into the computer and it will give you the new filter pack and exposure to ensure that your next duplicate will match the original. List price for the Macintosh version: \$99.95. Peripheral Visions, 5285 Elam Young Parkway, Suite B-500, Hillsboro, OR 97124.

TIMER is a program for the photographer who spends a lot of time in the darkroom and likes to experiment with photo processes and their time/temperature charts. When the program is in operation, it will display a very faint red clock timer on the screen. Various keystroke commands allow you to set the timer for simple enlarging times or more complex times for burning and dodging. If you are experimenting with a chemical process that requires several steps, each step can be set into the timer so that the full process is in memory. Various types of beeps indicate minutes, steps, and end of process. List price for IBM and compatibles: \$14.95. Stratton Press, P.O. Box 22391, San Francisco, CA 94122.

MACINTHEDARK and MACPHOTOGRAPHY WORKSHOPS are a pair of unique programs that deal directly with the basics of photography. Both

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programs are designed to teach photography both in and out of the dark-room. They use the power of the Macintosh and icons to lead you through a variety of processes such as making a contact print, enlarging, film processing, or using various lenses. Each section allows you to pick up items in the scene and move or operate them to complete the desired task. Each section has a text helper to guide you through the process. Once you have learned the entire process, you can then go back and make changes to different elements, which in turn will show you how they affect other parts of the process. Both programs were designed for self-teaching in the home and group teaching in the school. List price includes both MAC programs (seven diskettes): \$79.50; call for school prices. Joseph Ciaglia, 2036 Spruce St., Philadelphia, PA 19103.

COMPUTER GRAPHICS

One of the most extensive uses of photo software is to generate computer graphics. These programs allow the photographer to make title slides, charts, and free-hand drawings. The final images can then be made into slides, printed copy, or color separations for printing houses. We found these programs used by audio-visual photographers, camera clubs, lecturers, desktop publishers, photo imaging houses, and commercial photographers. With hundreds of programs available, we could only show you a few to give a cross section of what is available.

COREL DRAW is a high-powered desktop publishing and slide-presentation software program. It has an extensive drawing program that allows you to draw virtually any shape you desire. If you have images on paper or in photos, they can be scanned using a scanner, and then imported into the program and edited into a final image. Dozens of fancy high-resolution fonts are included with the program, as well as a thousand more that can be imported through a special font utility. Once you have selected a specific font, you can modify both the shape and the fill pattern, making hundreds of thousands of possible variations.

Over six megabytes of clip-art images are also included for possible use

or manipulation into new images. Corel Draw uses the Pantone color system for color matching and easy identification. The Pantone color system is also useful for the color separation utility, where the colored images are separated into printing-press separations, ready for making four-color offset plates. Corel Draw operates under the control of another program by Microsoft Corporation



Corel Draw image by Corel Systems.
(Original in color.)

called "Windows," which allows several programs to be running at the same time. List price for IBM or compatible: \$595. Corel Systems Corporation, Corel Building, 1600 Carling Ave., Ottawa, Ontario, Canada K1Z 8R7.

ARTS AND LETTERS is a lifesaver of a program for those of us who lack the artistic drawing talent necessary to create the professional graphic images needed for various slide presentations or desktop publishing. Arts and Letters' solution to this problem is over 15,000 clip-art images that allow the photographer to create just about any type of visual. After selecting one or more pieces of clip art, you can then size, stretch, rotate, duplicate, and manipulate these images ad infinitum. Dozens of typefaces are possible, so that typeset-quality text can be added to your photos. Images can be scanned into the program from any other line art or photos, and manipulated into new images.

One unique feature of the program is its ability to blend one image into another. For instance, if you select a leaf and a butterfly from the clip-art collection and place them in opposite corners, you can blend one into another by answering a couple of

questions. The result is a green leaf in one corner, slowly changing into a red butterfly in the other corner. The possibilities are unlimited. Arts and Letters also supports and outputs to computer cameras, printers, and separations for offset printers, and operates under the control of the Windows program by the Microsoft Corporation. List price for IBM or compatible: \$695. Computer Support Corporation, 15926 Midway Rd., Dallas, TX 75244.

MIRAGE is for those photographers who are into computers as much as they are photography. This program allows you to use the normal program to create images, or go way beyond the call of duty and create your own unique graphic images. For example, we wanted a program whereby you could type in a title word, then type in the command "zoom," and the computer would then create a zoomed title automatically for slide shows. Mirage also has one of the most extensive print-driver lists we have ever seen. If your printer or computer camera is not listed, you could even create your own program.

A companion program called Pixie has many of the basic drawing features, but does not allow the programming versatility of Mirage. Mirage is a "stand alone" program, while Pixie requires the Microsoft Windows program to operate. List price for IBM or compatible Mirage: \$1495; list price for IBM or compatible Pixie: \$195. Zenographics, 19752 MacArthur Blvd., Irvine, CA 92715.

TRANSLATORS

Just as the United Nations needs translators for different languages, so do computers. Until recently, each software manufacturer created his own language and proclaimed it the best. Because of this problem of transferring data from one program to another, many of the software developers would make translators for a few of their competitors' languages. But the problem didn't go away, so eventually complete translator programs came into being. Their only purpose in life was to move files from one program to another.

METAFILE is a vector-based program (connect the dots to make a picture) that automatically changes one format into another. For example, an image from Corel Draw can be translated and imported into Mirage using the Metafile program. If you have several files to change, you can com-

pile a list of images and process them all at once. Most images processed using Metafile are used to image on computer cameras or for color print-outs. List price for IBM or compatible: \$295. Zenographics, 19752 MacArthur Blvd., Irvine, CA 92715. **FREEDOM OF PRESS** takes the nightmare out of matching printers, computers, and software programs. It is designed to translate any of the raster print files (raster images are made up of thousands of small pixels similar to those on a TV screen) so they can print on almost every printer on the market. Over a dozen high-quality typefaces are also included, and can be substituted for fonts in your program. Special translators are also included that can transport data from low-resolution programs (640 pixels × 350 lines) and increase to computer camera resolution of 4096 pixels × 2240 lines. List price for IBM or compatible: \$495. Custom Applications, Inc., Building 8, 900 Technology Park Dr., Billerica, MA 01821.

WORD PROCESSING AND WRITING

Word processing programs fall into a special category. They are used for a variety of tasks in most businesses. The photographer can use them to write slide-show scripts, prepare articles such as this one, send letters of inquiry, and perform a variety of tasks necessary to run a photography business. Selection of a word-processing program requires you to analyze the program's features as well as its compatibility with your needs. Most of the big programs have similar features, and unlike graphics programs, communicate easily with other programs through a universal ASCII file, or over a modem. Even different types of computers can communicate over a modem. This article, for instance, was created on Word Perfect, and transmitted over a modem to a typesetting mainframe in Los Angeles.

Several software manufacturers have created programs that essentially attach themselves to some of the larger word-processing programs, and enhance their capabilities in a special way.

RIGHT WRITER is a program that analyzes your final word-processing document, and makes recommendations on grammar, style, usage, and punctuation—sort of like having an English teacher looking over your

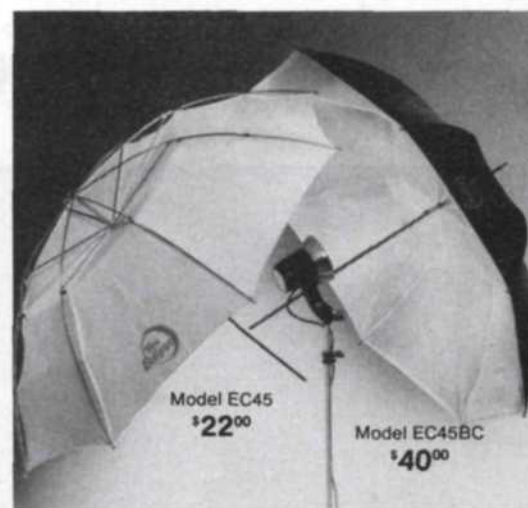
The Eclipse (Patent Pending) New Umbrella Takes the Ribs Out of the Catchlight

Ordinary photographers' umbrellas are nothing more than rain umbrellas with white fabric to serve as a source of reflected light. The trouble is that along with the reflected light, outline images of the umbrella and its ribs are projected into the picture.

Now, there is an effective, simple answer to this common shortcoming. The new Eclipse is fitted with white reflective fabric so arranged as to cover the ribs. The effect is to kill a major portion of the "ghost" image projected back into the picture.

Also, the light that goes through the white fabric is free to bounce around the set. The black fabric of the Eclipse Model EC45BC acts as a blocking cover, confining unused light and adding to the professional results of each shot. When the penetrating light is wanted, the Eclipse Model EC45 is available without the outer black cover.

The superiority of the new Eclipse seems certain to obsolete ordinary umbrellas.



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shoulder. The only difference is you don't have to use any of the recommendations. The program also sorts out misspellings, improperly used words, finds sexist phrases, detects slang, and assesses the age level of the readership. List price for IBM or compatible: \$95. Right Soft Inc., 4545 Samuel St., Sarasota, FL 34233.

We admit that we have only just scratched the surface. The number of software programs available for possible use by photographers is staggering. We're sure you noticed that we didn't even look at database/spreadsheet programs, and what about the accounting programs? Although we felt that there was a need for you to be informed of just what's out there in the computing world to help make your photo world better and maybe even a little easier, consider this article a sampler. Let us know if you want more reviews from the photographers' computing world, or if you are a software user or manufacturer and know of a program that should be reviewed. Please send your input to: Jack and Sue Drafahl, PHOTOgraphic Magazine, 8490 Sunset Blvd., Los Angeles, CA 90069. ■



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