

WHEN SHOPPING FOR A DIGITAL CAMERA THERE ARE SEVERAL FACTORS THAT YOU SHOULD CONSIDER BEFORE PURCHASING A SPECIFIC MODEL. WHILE PRICES VARY GREATLY; SO DO THE RESOLUTIONS THE CAMERAS ARE CAPABLE OF, AS WELL AS THE FEATURES THEY OFFER. CAMERAS CAN RANGE FROM VERY SIMPLE LOW-RESOLUTION VERSIONS WITH FEW FEATURES, TO VERY EXPENSIVE PROFESSIONAL MODELS COSTING SEVERAL THOUSAND DOLLARS.

HERE ARE SOME TECHNICAL THINGS TO KEEP IN MIND WHEN YOU ARE REVIEWING CAMERAS:

- RESOLUTION (NUMBER OF MEGAPIXELS)
- ZOOM CAPABILITY (OPTICAL AND DIGITAL)
- MEDIA STORAGE TYPE (FLASH CARD, CD, ETC)
- POWER SOURCE
- CONNECTIVITY (USB, FIREWIRE, ETC.)
- BUILT-IN FLASH
- LCD DISPLAY
- RED EYE REDUCTION
- AUTOMATIC EXPOSURE OPTIONS
- MANUAL EXPOSURE (M)
- APERTURE PRIORITY (AV)
- SHUTTER SPEED PRIORITY (TV)
- ABILITY TO SHOOT CAMERA RAW FORMAT FILES

IN ADDITION TO THE TECHNICAL SPECIFICATIONS OF A CAMERA THERE ARE SEVERAL OTHER THINGS YOU SHOULD KEEP IN MIND WHEN YOU DECIDE ON A SPECIFIC MODEL:

- CAMERA FEEL: SIZE AND WEIGHT. HOW DOES IT FEEL IN YOUR HAND?
- VIEW FINDER: DOES IT HAVE A MANUAL VIEWFINDER, LCD, OR BOTH? CAN YOU ROTATE THE LCD?
- MANUAL CONTROL: CAN YOU OVERRIDE THE CAMERA SETTINGS SUCH AS EXPOSURE?
- EXTERNAL FLASH: DOES THE CAMERA HAVE A "HOT SHOE" CONNECTION TO ATTACH AN ADDITIONAL FLASH?
- TRIPOD MOUNT: BEING ABLE TO MOUNT THE CAMERA ON A TRIPOD IS VERY IMPORTANT FOR SOME TYPES OF PHOTOGRAPHY.
- FILTERS: CAN THE CAMERA HAVE FILTERS OR WIDE ANGLE ADAPTORS ATTACHED TO THE LENS
- BELLS AND WHISTLES: MANY CAMERAS HAVE EXTRA FEATURES LIKE THE ABILITY TO CAPTURE SHORT MOVIE CLIPS, RECORD VOICE INFO WITH EACH PICTURE, APPLY SPECIAL EFFECTS TO THE IMAGES, ETC.
- ACCESSORIES: DOES THE CAMERA COME WITH A CAMERA BAG, EXTRA BATTERIES, ETC.
- SOFTWARE: DOES THE CAMERA COME WITH IMAGE EDITING SOFTWARE?
- WARRANTY: WHAT KIND OF WARRANTY DOES THE CAMERA COME WITH, AND IS IT FROM A REPUTABLE MANUFACTURER

REMEMBER, FIGURING OUT WHICH CAMERA YOU WANT TO BUY AND WHERE YOU BUY IT CAN BE TWO SEPARATE ISSUES. ONCE YOU HAVE RESEARCHED, TESTED, AND READ REVIEWS OF VARIOUS CAMERAS YOU SHOULD DECIDE ON ONE OR MORE MODELS THAT YOU ARE INTERESTED IN. AT THAT POINT YOU CAN SEARCH FOR THE BEST PRICE IN VARIOUS STORES AND ONLINE. WHILE MANY PLACES ONLINE MAY OFFER BETTER PRICES (AND NO SALES TAX), KEEP IN MIND THE REPUTATION OF THE PLACE YOU BUY THE CAMERA FROM, AND CONSIDER THE POSSIBILITY YOU MAY NEED TO RETURN IT IF IT IS DEFECTIVE.