

**Technical
Bulletin**

Digital Photography - How to get the 1st picture

The goal of these technical bulletins is to introduce the subject and give you a global perspective, then instruct where to go for more information. The most important thing to remember is It's easy!



First things first. You need equipment. Most likely you already have some or all of it in your possession. It's not critical that you buy the most expensive items. What is important is that you find that digital photography can be a great tool for your practice. Our affiliation with the American Academy of Cosmetic Dentistry (AACD) gives us access to excellent resources, which we have utilized to complete extensive research. Please use this as a reference and call if you have additional questions.

Here is a list of products we purchased :

Description	Cost	Source
Computer - one that is less than 3 years old	\$1,000	Costco
Canon Digital Rebel XT Camera Kit includes: 100mm macro lens, Canon Ring Flash, Case, etc.	\$2,205	Norman Camera 800-900-6676
Adobe Photoshop Elements 4.0	\$85	NewEgg.com
Microsoft Office Standard Edition 2003 upgrade	\$215	NewEgg.com
Canon iP6600D Photo printer	\$152	NewEgg.com
WACOM Intuos3 PTZ630 6" x 8" Active Area USB Tablet comes with Adobe Photoshop Elements 4.0	\$290	NewEgg.com
"Quick & Easy" Portrait Package with Sigma EF500DG ST Flash	\$319	PhotoMed.net 800-998-7765

Additional equipment can be purchased from the vendors listed.

Dental Photography

After you are equipped, the next step is to take a dental photo. Below are listed the typical shots that are used in Dentistry.

Full Face

- Natural Smile - "Eee" shot
- Nose in center
- Directly in front, level
- Use interpupillary line & vertical midline



Full Smile

- Natural Smile - "Eee" shot
- Vertical center - philtrum of upper lip
- Horizontal center - incisal plane of maxillary arch
- Focus on centrals and laterals



Retracted Upper and Lower

- Teeth are slightly parted
- Show as much gingiva as possible
- Vertical center - midline
- Horizontal center - incisal plane of maxillary arch



Occlusal Arch View

- Use a mirror and retractors
- Show as many teeth as possible
- Facial and lingual surfaces should be seen equally
- Take photo at a 45 degree angle



Sources for additional dental photography tips: AACD - aacd.com/credentialing/resources/guides.aspx
Norman Camera - normancamera.com/dental/dental.asp; PhotoMed - photomed.net/portrait.htm

See other technical bulletins for information on Photoshop, Consult Cards and Vitural study models