

INSTRUCTIONS:

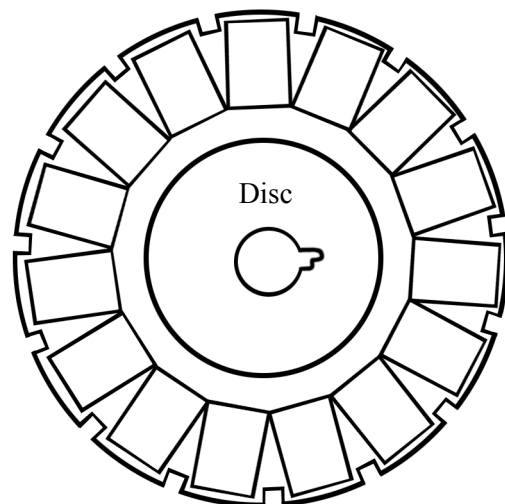
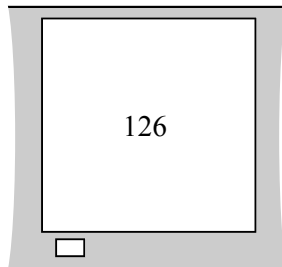
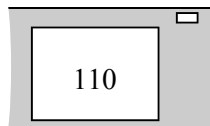
This guide is used to identify almost any film size ever manufactured, and to determine what size prints can be produced from that film.

1. Hold your film up to the films shown here until you identify what size you have.
2. Refer to our Photofinishing Services & Price List so you can quote the correct price and service time to the customer.

- A. Please sort each film size into a separate order envelope! Do not mix color and B&W films in the same envelope.
- B. If a film size you have is not identified on these pages, order CUSTOM.
- C. Use the glossary at the end of this guide to familiarize yourself with any photofinishing terms you do not understand.

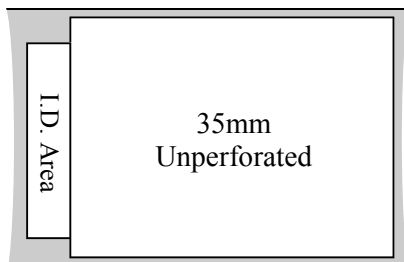
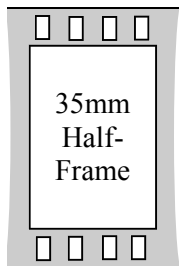
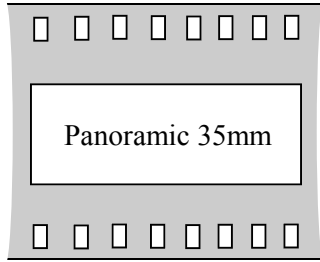
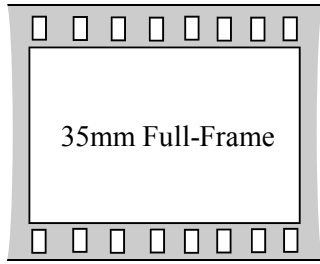
110, 126 & Disc FILM SIZES

DO NOT CUT FILM SIZES ON THIS PAGE INTO SINGLE FRAMES!



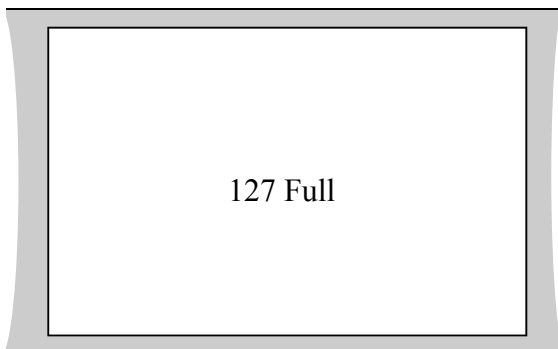
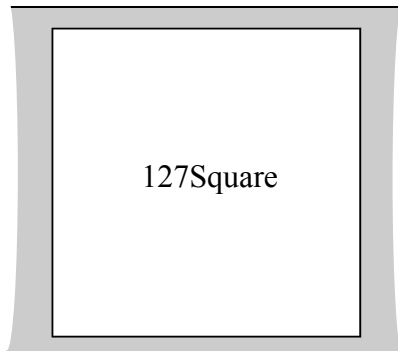
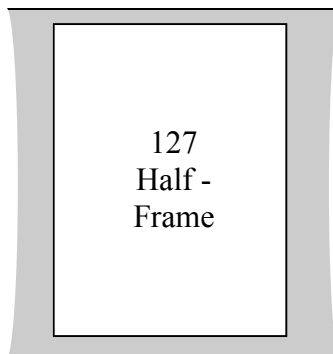
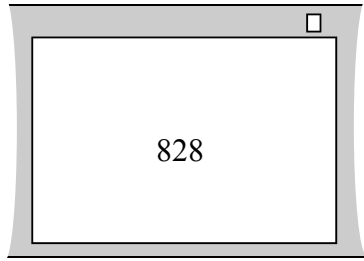
35mm FILM SIZES

**Please sort each film size into a separate order envelope! Do not mix color & B&W.
DO NOT CUT FILM SIZES ON THIS PAGE INTO SINGLE FRAMES!**

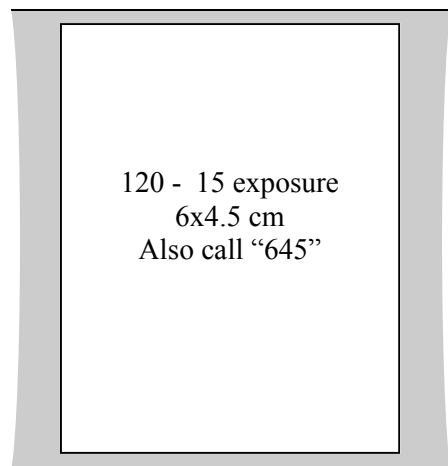
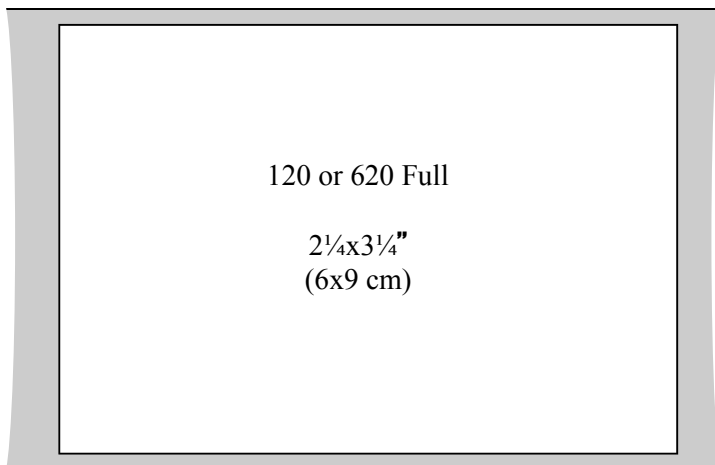
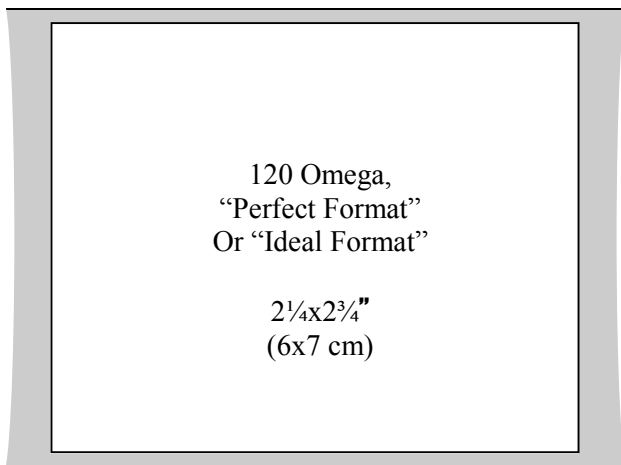
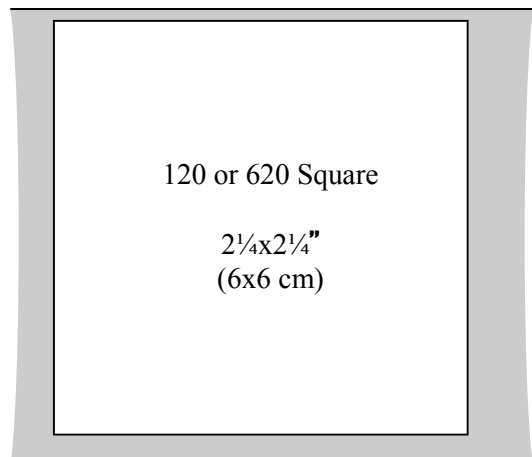


127 & 828 FILM SIZES

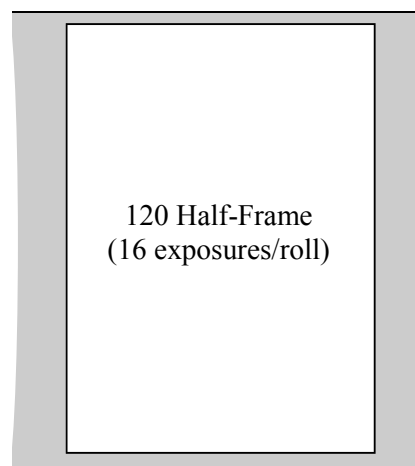
Please sort each film size into a separate order envelope! Do not mix color & B&W.



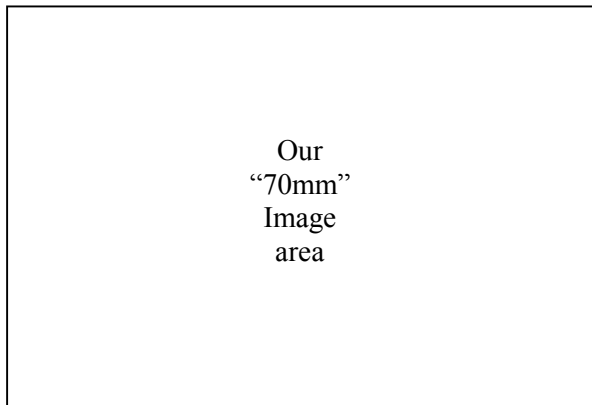
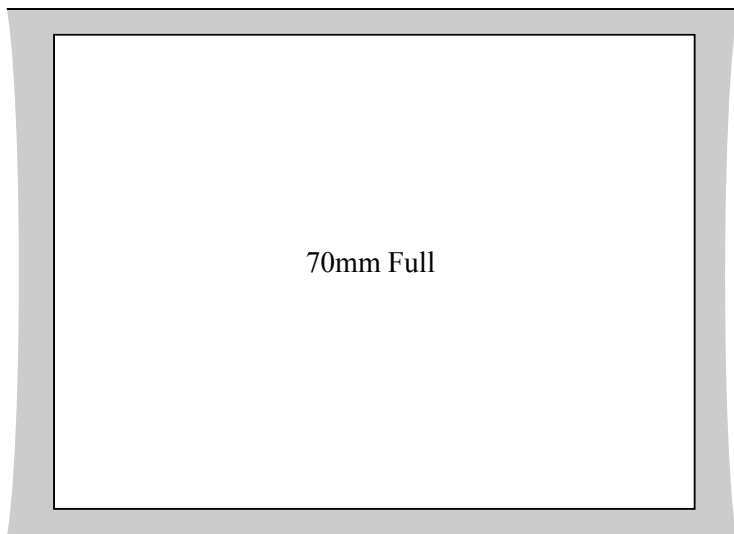
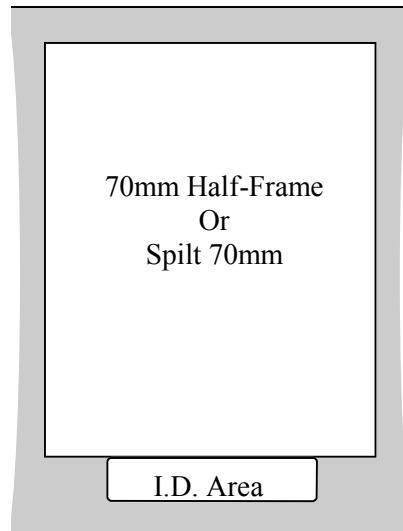
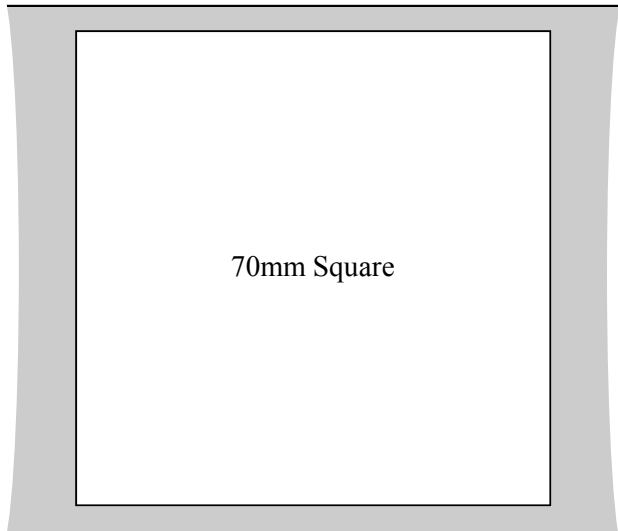
120 & 620 FILM SIZES



 The
Camera
Shop

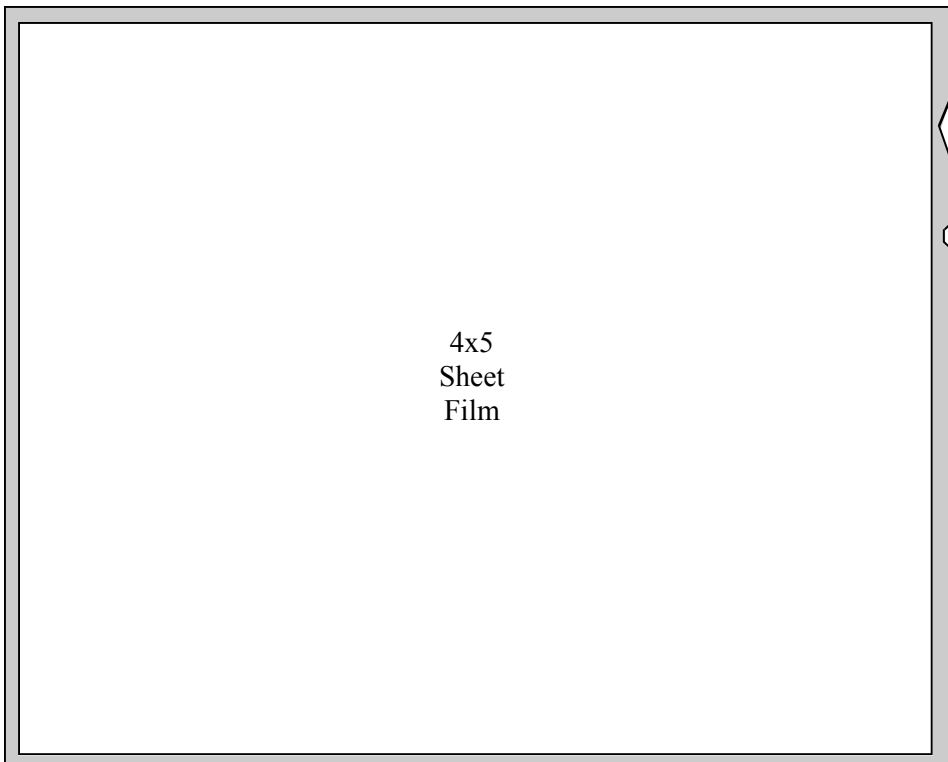
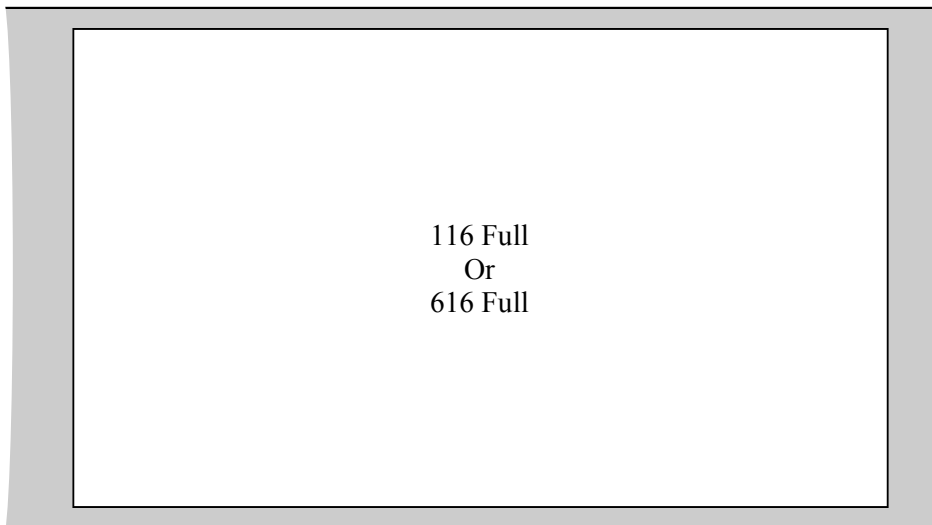
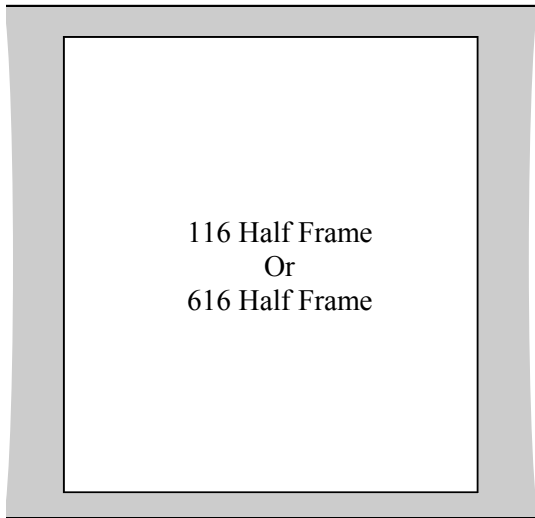


70mm FILM SIZES

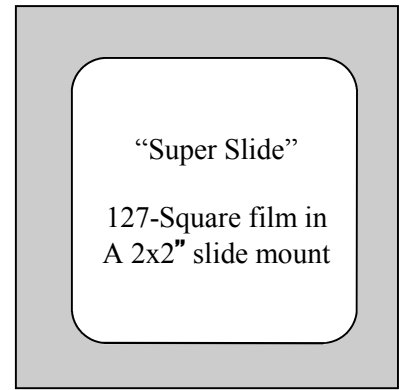
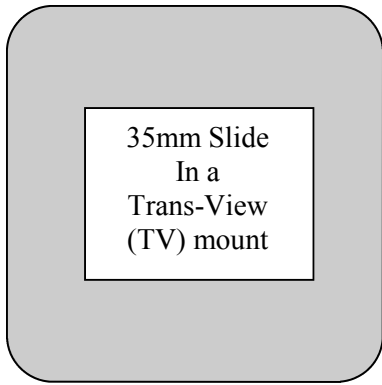
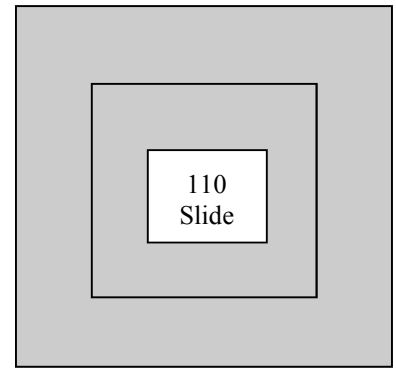
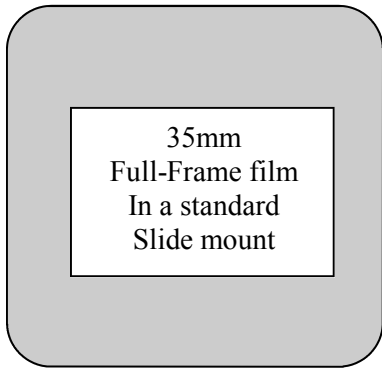


116, 616 & 4x5 FILM SIZES

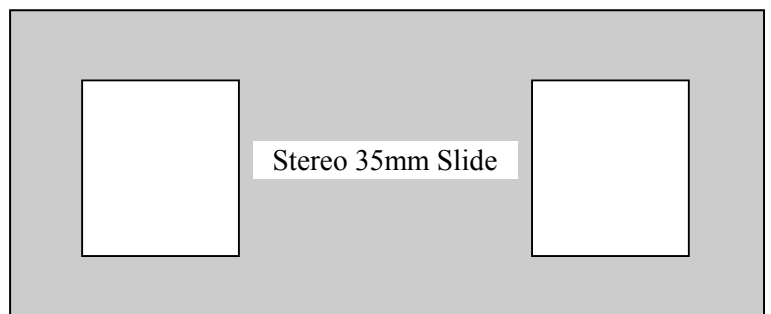
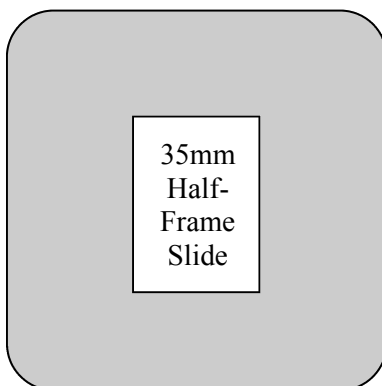
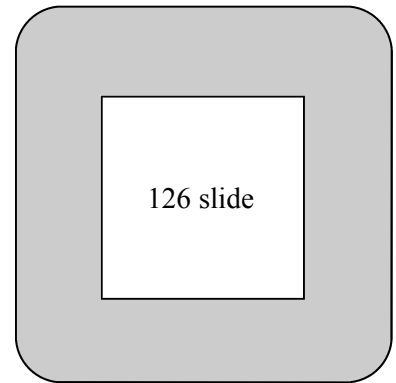
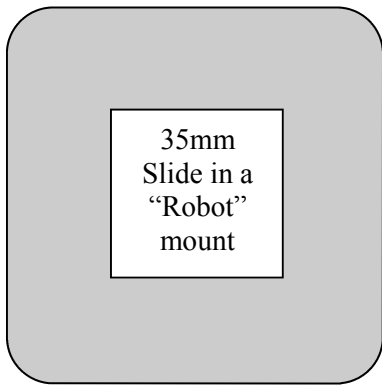
**Please sort each film size into
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Do not mix color and B&W.**



SLIDE SIZES



Square slides produce square prints,
unless you specify rectangular
cropping (additional charge)



GLOSSARY

ASA - An abbreviation for American Standards Association. Film speed used to be rated ASA, but is now rated by *ISO*.

B&W - Abbreviation for "Black & White."

BORDERLESS PRINT - A print made without a border; the image extends to the edge of the print. Some cropping may be necessary on borderless prints.

BURNING-IN - A method of increasing the density on just a specific portion of a custom print. (If part of the print looks *washed out*, it may be improved by burning-in that part.)

CHROME FILMS - Slide and movie films are *chrome* films. These films produce a positive image on a transparent film base. Which may be viewed by using a slide or movie projector. Ektachrome, Kodachrome and Fujichrome are typical examples. (There is one exception: Verichrome Pan is an old B&W film, **not** a slide film.)

COLOR NEGATIVE MASKING GUIDE - A tool used to specify how much cropping is desired when printing or enlarging a color negative. The masking guide has rectangles of varying sizes printed on a transparent plastic sheet. Hold the color negative up to each rectangle until you find one that crops to the image area you want printed. Instruct the lab to use that mask number. If none of the rectangles crops specifically to the desired area, you should order a custom color print or enlargement.

CONTACT PRINT - A print produced by laying a negative directly on a piece of photographic paper, as opposed to projecting the image onto paper in a printer or enlarger. The resulting print is exactly the same size as the negative, and the information on the border of the negative appears on the print.

CONTACT SHEET - Strips of negatives printed as a *contact print*, all on one sheet of paper, usually 8x10 size or slightly larger. Also called a contact proof sheet.

CONTRAST - The difference between the lightest and darkest tones in a negative, slide, or print. A large difference means it is "contrasty". A small difference means the contrast is *flat*. Contrast can be controlled when producing custom B&W prints - see *Custom print*.

COPY NEGATIVE - A negative made from a print, so that additional prints can be made.

NOTE: Photofinishers cannot legally reproduce copyrighted photographs without written permission from the copyright owner.

CROPPING - Printing only a portion of a negative or slide. Cropping occurs for several reasons: (1) A customer may request an unwanted area of the original negative or slide to be eliminated; (2) The format of a negative may be different than the format of the print, for example, a square negative enlarged to an 8x10 print crops out much of the negative; (3) Machine prints are requested from a negative size for which we have no standard setup, so we use the next smaller negative carrier and some cropping occurs.

See also full-frame prints.

CUSTOM PRINT - A custom print or enlargement is produced on a hand enlarger, which allows very specific cropping. We can print any negative from disc-size up to 4x5 as custom. Custom color prints can be color matched very closely to your guide print. B&W custom prints can be contrast-controlled in half-grade contrast increments, from 0 to 5. Zero grade makes very low contrast; 5 grade makes very high contrast. Special borders, such as oval *vignette*, are also available on custom prints and specific areas of a print can be made darker or lighter by *dodging* or *burning-in* those areas when making custom print.

DENSITY - The degree of darkness in a print, slide or negative. If there is not enough density, it appears *washed out*. If there is too much density, it appears too dark.

DODGING - A method of decreasing the density of just a specific portion of a custom print. (If part of the print appears too dense, it may be improved by dodging that part.)

DUPLICATE SLIDE - A slide produced from a slide or transparency.

EMULSION - Film consists of an emulsion affixed to a transparent base. The emulsion consists of light sensitive silver halide which becomes the visible image during how light-sensitive the emulsion is. Slower-speed emulsions (ISO 25 or 50) have very small silver halide grains. High-speed emulsions (ISO 400 and higher) have larger silver halide grain structure. As a negative or slide is enlarged, especially to a high degree of magnification, the grain structure becomes more obvious, and may become objectionable. This is especially true of small negatives (disc or 110-size) or high speed films. See also *ISO*.

ENLARGEMENT - Commonly refers to a photographic print larger than 4x6.

FILM SPEED - See *ISO*.

FLAT - Describes a print, slide, or negative that lacks good contrast.

FRAME - One individual image on a strip of film.

FULL-FRAME PRINTS - Prints which have virtually no cropping. For example, an 8x12 is a full-frame enlargement of a 35mm negative, whereas an 8x10 is not - it crops off 20% of the long dimension of the 35mm negative.

GRAIN - See *emulsion*.

HALF-FRAME - Half-Frame cameras take twice as many exposures on a roll of film as a full-frame camera does. A 24 exposure 35mm film would have 48 exposures; a 120 half-frame camera takes 16 exposures rather than 8.

HORIZONTAL - The orientation of a rectangular-shaped photograph is either horizontal (like a landscape or horizon) or *vertical*.

INTERNEGATIVE - A negative made from a color *slide* or *transparency*, so that prints or enlargements may be produced.

GLOSSARY

ISO - An abbreviation for International Standards Organization. Each film has an ISO rating, such as 100, 200, and 400, which indicates the film speed - how light-sensitive the emulsion is. ISO 200 film is twice as sensitive to light as an ISO 100 film is, and thus is "twice as fast." ISO 100 and 200 speed films are generally considered normal speed; ISO 400 or more is high speed film. See also *emulsion*.

MACHINE PRINT A print produced on a photofinishing printer, as opposed to a custom print produced on a hand enlarger. Machine printers have specific setups. A setup refers to a negative-to-print size a predetermined magnification. Machine-printed enlargements may be cropped by designating a specific crop mask - see our *Color Negative Masking Guide*.

MASKING GUIDE - See *Color Negative Masking Guide*.

NEGATIVE - A frame of color or B&W film in which the image tones are opposite of the original scene. Opposite of a *slide* or *transparency*.

NEGATIVE STRIP Several negatives on the same strip of film. 35mm, 110, and 126-size negatives are returned to the customer in strips. When reprints or enlargements are ordered, negatives should be sent to the lab in strips. If cut into single negatives, a surcharge is added to the order.

POSITIVE - A photographic print, transparency, slide, or movie is a positive - the tones in the image appear the same as in the original scene. Opposite of *negative*.

PRINT - A positive image made on photographic paper. Typically, a *print* refers to any size photograph, including and *enlargement*.

PRINT FROM SLIDE - Prints can be made from slide using two methods. One method is to make a Type-R print - a direct print from a slide or transparency. The other method is to produce an *internegative*, and then make prints from that negative (this method is not typically used anymore).

PUSH - To intentionally overdevelop a film to compensate for underexposure. B&W and slide films can be pushed. Most color print films are not designed to be push-processed.

REPRINTS - Prints made from negatives which have previously been processed. The term refers to 3½x5 or 4x6 prints made on machine printers, as opposed to *custom prints*.

REVERSAL FILM Refers to slide or movie film. (The image on slide and movie film is originally a negative image, and is then chemically reversed to a positive image during development.)

SLIDE - A *positive* image on a transparent film base, mounted in a cardboard or plastic mount so it can be easily handled, stored or projected. Ektachrome, Kodachrome, and Fujichrome are popular slide films.

SLIDE MOUNT A cardboard or plastic holder, usually measuring 2x2" outside dimensions, in which slide film is

placed so it can be easily handled, stored, or projected.

SLIM-LINE CARD - A photographic greeting card measuring 3½x7".

SPEED - See *ISO*.

STANDARD-SIZE PRINT - The following print sizes are "standard size" options, depending on the specific film or negative size: 3½x5, 3½x4½, 4x5, or 4x6.

3R, 3S, 3X - A print with a 3½ width. 3R means a rectangular 3½ print, either 3½x4½ or 3½x5. 3S means a square 3½x3½ print. 3X means any of those three sizes.

TRANSPARENCY - A *positive* image on a transparent film base. Ektachrome, Kodachrome, Fujichrome, etc., are films that produce transparencies. 35mm transparencies are often mounted in 2x2" slide mounts, and are then referred to as *slides*. Commercial photographers use transparency film for advertising/product photography. Printers produce 4-color separations from those transparencies, and then print full-color ads.

TWIN CHECK - An identification system used in processing to keep each film matched with its order envelope. The twin check number is the small sticker you find both on the envelope and on the leader of the film when the order is returned from the lab to the customer.

TYPE-R PRINT - A print made directly from a slide, without an internegative. "R" refers to "reversal" the image on the print is developed first as a negative, and then "reversed" to a positive image as it is developed a second time.

UNDEREXPOSED - Not enough light on the film during exposure. Negatives appear thin or light; slides or movie appear very dark.

UNMOUNTED - Slides which are in rolls or strips, as opposed to those which are placed in cardboard or plastic *slide mounts*.

VERTICAL - The orientation of a rectangular-shaped photograph is either vertical (up and down, like a portrait) or *horizontal*.

VIGNETTING - A technique used in custom printing to make the photographic image fade out gradually at the edges into a white background. A typical vignettted print is a portrait of a person. Only head and shoulders are visible - the background in vignettted out in an oval shape.

WALLET-SIZE PRINT - Refers to a print measuring approximately 2½x3½. Wallet prints are also referred to as billfold or 2R prints.

WASHED OUT - Not enough density; appears too light. A print which appears washed out needs to be printed darker. A slide or movie which appears washed out was overexposed when the customer exposed it; there is no remedy except to reshoot the scene.