

Exposure

Communications & Media

Three controls set brightness, and each one costs you something else.

Aperture, shutter and sensitivity together set exposure; each also controls a second property you cannot ignore.

Aperture + shutter + ISO = exposure

Open the aperture

Depth of field

Shallower focus

Slow the shutter

Movement

More motion blur

Raise the ISO

Grain

More noise

THE COMMON MISTAKE

✗ **Changing shutter speed to fix brightness in video**

✓ **Using neutral density filters instead**

Shutter is usually held near double the frame rate to keep natural motion blur. Moving it changes how motion looks, not just how bright the shot is.

Expose for the face in factual work. Highlights recovered in a grade look better than a face lifted from shadow.