

INFORMATION TECHNOLOGY IN PHOTOGRAPHIC BUSINESS

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Abstract

The purpose of this study was to identify the historical development and the application of Information Technology in photographic business. Specifically, this study sought answers to the following questions: 1.) What are the facilities used by photographic business from its birth to the present in terms of: a.) software b.) hardware? 2.) What are the applications of Information Technology in photographic business? The subjects of the study were the five chosen photographic businesses in Iloilo City. The qualitative-descriptive method was used to gather data. The result showed that before, the chosen photographic businesses in Iloilo City used films in taking pictures and CRT in developing operations. However, at present these photographic businesses are using upgraded software and hardware facilities brought by Information Technology. For software, they are using Adobe Photoshop and Corel Paint in editing taken shots. For hardware, they are using computer unit, digital camera, printer, flash drive and photo printer

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CSS 300. Thus, Information Technology makes their photo editing easier and has enhanced taken shots depending on customer's request. It also expands their businesses and become more profitable. Lastly, Information Technology brings them to the latest trends of the new generation.