

# Mentor Night – 10 Minute Kickoff

Lens prices vary widely, spanning from budget-friendly options to high-end choices.

## Which one should I go for?

Canon Examples (33 RF lens choices)	
50mm F1.8	\$170
24-50mm F4.5-6.3	\$300
24-105mm F4-7.1	\$400
15-30mm F4.5-6.3	\$550
100-400mm F5.6-8	\$649
24-240mm F4-6.3	\$900
24-105mm F4 L	\$1,300
24-70mm F2.8 L	\$2,100
28-70mm F2 L	\$3,100
100-300mm F2.8 L	\$9,500

Extreme Comparisons	
100-400mm F5.6-8	\$649
100-500mm F4.5-7.1 L	\$2,600
800mm F11 (3 pounds)	\$1,000
800mm F5.6 L (7 pounds)	\$17,000

Third-party Lens – e.g. Sigma for Sony	
May be an option to consider	

"Wallet-friendly" lenses allow more flexibility to try different focal lengths.

# 1. Optical Quality

Higher-end lens marketing uses lots of technical points to sound superior.

Questions

- Can you “see” a difference that is worth the extra expense?

Example marketing

- Budget lenses often provide decent optical quality suitable for general photography. However, they may have limitations in terms of sharpness, chromatic aberration, and distortion, especially in challenging lighting conditions.
- Higher-end lenses typically offer superior optical quality with sharper images, reduced distortion, and better control over issues like chromatic aberration. They excel in delivering high-quality results, even in demanding situations.

## 2. Build Quality

Higher-end lens tend to be durable & resistant to moisture and dust

### Questions

- What type of situations are you photographing?
- How often do you photograph in the rain?
- Do you plan to use your lens for 1,000s of photo opportunities?

### Example marketing

- Budget lenses tend to be constructed with more affordable materials, making them lightweight but less durable. They may not withstand rough handling or adverse weather conditions as effectively.
- Higher-End Lenses: Higher-end lenses are built with premium materials, ensuring durability and resistance to moisture and dust. They often have robust metal housings, weather sealing, and smoother manual focus rings.

# 3. Aperture Range

Budget lenses usually have larger F-stop numbers requiring more “light”

## Questions

- How often do you really need an aperture number less than F5 or F6?
- Are you shooting in low light situations without a flash?

## Example marketing

- Budget Lenses: Budget lenses usually have minimum F-stop numbers that are larger, which can limit their performance in low light and depth-of-field control.
- Higher-End Lenses: Higher-end lenses often feature minimum F-stop numbers that are smaller, allowing for better low-light performance and the creation of striking background blur (bokeh).

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## Which one should I go for? Summary

Look at how you will use the lens.

Evaluate the tradeoffs.

Consider borrowing or renting a higher-end lens to test it.

Better gear will never save a poor photo choice.