



S.E.A. VIEWS & NEWS: January 2008



This month we share some surprising tips of the trade, and launch our unmissable 20% OFF sale. Happy New Year to all our readers!

TAKE IT EASY

Fake it to make it

It's not just food, it's photographic food!

Ever wondered how food in professional photos looks so tasty? That's probably because it's not what you think! As you can imagine, photographic lighting is quite bright and quite hot, so food such as ice cream would melt before the picture is taken. Professionals use mashed potato instead of ice cream – it looks exactly the same and it doesn't melt! Similarly, drops of water added to make fresh fruit look enticing would soon evaporate, so glycerin is used instead. On the other hand, photography takes time, and hot food would soon go cold (or steam up the lens). So to make sure it looks sufficiently 'steamy', a burning tampon can be hidden behind the plate. Mmm, not so tasty now?

Faking fashion

We won't mention the debate about whether size zero models make the best walking clothes hangers. But we do know that to boost any bust, a little extra padding can be added inside the bra. These accessories are called 'chicken fillets' (because that's what they look like)! And clothes are often gripped by hidden bulldog clips to make them fit better. So you see, what you see is not always what you get.

Getting the light right

Study a great photo and you might wonder how the light hits the subject at so many attractive angles. It's not just luck. Outside the shot may be a team of people holding white boards, the flash might be bouncing off the ceiling, and the lights might have special silver/white umbrellas behind them...all these techniques direct the light exactly where the photographer wants it. It's more of a skill than you think!

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STUDIO NEWS

Out with the old, in with the new!

If you book new photography before the end of February, for work to be completed by the end of March, we will give you 20% OFF our usual half-day or full-day rate.

At this time of year you might be planning your 2008 marketing campaign and assessing the year's budget. Don't wait until later, book now and save £££s!

Contact Charlotte on 020 8916 2399.

CASE STUDY

A thorough clean

As you know, we specialise in photographing people, products and places. Here's an example of one client that used all three areas of our expertise...and because all the work was done at the same time, she benefited from a discounted 'package' price.

Annette Heywood from Kingswood Eco Cleaning approached us to help promote her business. We photographed the products she sells, from floor cleaning fluid to cotton flannels. We also took a range of portrait photos to help personalise the business. And we took aerial shots of the team standing outdoors beside their branded vans. So far, the pictures have been included on Annette's website and newsletter, and printed in a rollfold brochure.



With all our work you can use the vast range of images we provide anytime, anywhere. Please contact Charlotte on 020 8916 2399 to discuss your own photographic needs.

OFFER OF THE MONTH

One F.R.E.E. test shot (+ LOADS of ideas and inspiration!)

It's said that 'a picture tells a thousand words'. And if you sell products, decent photos will 'sell' them much better.

Some people think they can take their own digital product shots (or even the dreaded camera phone photos). But when you use a professional, you get something more than just a photo – you get a skilled 'eye', a new way of looking at things. We can create ideas from nothing! For example, we can make a cup look like more than just a cup. It will look like a cup that someone actually wants to buy, keep and drink out of.

January is traditionally a quiet time in the S.E.A. Studio, so we are happy to offer a certain amount of our expertise at NO COST!

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Bring us a single sample of your product range, and we will brainstorm concepts with you on how to make it look its best, including one F.R.E.E test shot you can take away and use as you wish. If you like what we do, of course we'd love you to come back to photograph the rest of the range.

Please bear in mind that professional photography doesn't have to be pricy. Of course it can add up if you want a location trip with models, loads of props, complicated backgrounds and expensive lighting, but if you want straightforward tabletop cutouts on a white background, the cost can be affordable for any budget.

Whatever your plans for promoting your products during 2008, we'd love to treat you to coffee and a chat so you can pick our brains for F.R.E.E!

Please contact Charlotte on 020 8916 2399 quoting 'January newsletter' to book your visit.

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