



S.E.A. VIEWS & NEWS: March/April 2008



How the year is racing by already! At the time of writing, the clocks have sprung forward, the sun is shining and the blossom is blooming on the trees (even though we had a snowball fight just a few days ago at Easter and howling gales recently blew down all the local fences). Still, this is England. If we didn't talk about the weather, what would we talk about? I know, photography! We always seem to have plenty to say on that subject...

TAKE IT EASY

Putting people in their place

Photographing groups

If possible, take everyone outdoors, as this gives you more composition options. The simplest approach is to get everyone standing in rows. If it's sunny, position them so the sun is shining in their faces rather than behind their heads. Find a plain background without distractions, or arrange them around a feature of the scene such as a car or tree. Try putting people in clusters of three, or with some standing, others sitting, some looking directly at the camera and others looking to the side. For close family or friends, perhaps they can squash their faces together or all jump *in the air. If photographing groups indoors, keep the people only a couple of rows deep and within the range of your flash.

Semi formal portraits

The best portraits are the result of careful planning, not just a chance snapshot. You need to choose the right equipment, lighting, clothing, hairstyle, pose, props, composition and setting. Make the background relevant to the 'story' you are telling. Soft, diffused lighting such as a cloudy day or indirect window light can be flattering to your subject's features. Shoot close-up for an above-the-waist or head-and-shoulder shot, or stand further back for a full body shot. Try with them sitting on the floor or with no shoes on. Position your camera at your subject's eye level or slightly below (or above for a distinctively unusual angle). Get them to relax so their head and hands don't look awkward.

Continued...

Self portraits

You'll need to use the timer feature (or with long arms, use the close-up or wide angle mode and point the camera towards you). Consider what environment would suit your personality. Do you want to be seen as classic or contemporary, serious or fun? Choose a background and props accordingly.

STUDIO NEWS

What's on in the S.E.A. world

In the studio, we've mostly been shooting...

Full on, high energy, corporate images for Dynamo Boxing, to be printed on postcards and used online. We've also taken static table-top shots of make up, for 2True Cosmetics.

On location, we've mostly been shooting...

Staff portraits at our client's premises, where we set up our 'portable studio' in one room and the team troops in one after the other – a quite economical way to capture professional images of a number of individuals to use in your marketing literature and online.

Check out our new portfolio

We've updated the pictures at www.seaphotography.co.uk, and added a whole new section covering PR and events. We've also added some new trendy images at www.seaphotography.co.uk/kids. Why not have a look and tell us what you think?

WHAT OUR SATISFIED CLIENTS SAY...

A word from the wise

"Great newsletter. If you want to use my photo to advertise your quick photographic slot please do. I had a client recently say she chose me because in my photo I have a very kind and caring face. This is [due to] your new photos so thank you."

Paola Bagnall, Inner Power



As a hypnotherapist, it's important for Paola to have a friendly and approachable image, so people feel they can talk to her and trust her. If your current photo has been in use for 18 months or more, now's the time to update it (especially if it's even older than that and you're wearing flares, a kipper tie or shoulder pads)! Please contact Charlotte on 020 8916 2399 and ask about our affordable 'coffee break' portrait service.

Top tip: Collect tear-sheets of pictures you like – if you bring us examples to follow, it's much easier for you to communicate what you want and for us to visualise it and work in a similar style (or improve upon it).

Continued...

CASE STUDY

Cake Catastrophe

We heard about a cake baker who wanted postcards printed to market her business. The visuals were produced by the designer using professional stock shots from a photo library. The problem was that they didn't represent real cakes that the client had baked. People viewing the postcards were likely to say to her: "I want one of those!". The baker then provided her own pictures, but they were not taken professionally and didn't have good lighting or cropping to show her fabulous cakes to best effect. The images were fine to put in a portfolio for customers to see her work and choose a design of their own, but they didn't do justice to the product and were not really good enough to 'sell' her services in the first place. She was convinced to invest in 'decent' professional photos for marketing purposes. We can't stress enough how important this is. Why waste money on print or web design if you let your business down with the images you use?

COMPETITION

Win a box of chox



This close-up is from one of the images on our site. Just tell us which picture it is in, and at the end of April, we will pick one winner from all the correct entries and send them a tasty box of chocolates (no, not our Easter leftovers, we promise it will be a fresh new box, especially for them!)

To enter, please contact Charlotte on 020 8916 2399 or email charlotte@seaphotography.com.

We look forward to hearing from you soon.

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