



S.E.A. VIEWS & NEWS: Mar/Apr 2009



After that stunning snowfall of February (did you enjoy it as much as we did?), spring seems to have sprung at last, the daffydownillies are poking their yellow faces to the sky, and the sun is shining as we write this. Hoorah!

UP, UP & AWAY

Three technical tips

Photography in public places

There have been a number of incidents in which photographers have been wrongly stopped from taking photographs by police officers, security guards and other officials. There is no law in the United Kingdom preventing a photographer – whether amateur or professional – from taking photographs in a public place, except in the most exceptional circumstances. Nor do individuals have a legal right to stop a photographer from photographing them. Photographers are therefore perfectly free to shoot street scenes, landscapes, buildings and people, for commercial or private use. A card is available from the BFP that you can carry, to help clarify the situation if you are challenged. Of course, you should co-operate with the police at all times and take care to avoid obstructing the police or emergency services.

Source: Bureau of Freelance Photographers

Screen v print

Here's the science bit. Many digital cameras have a default setting of 150dpi (dots/pixels per inch). It's important to know the different image requirements when reproducing your photos for screen and print. Screen images can be 72dpi while print images need to be 300dpi. If you grab an image from a website and try to print it, it will appear fuzzy or pixellated, as it's only 1/4 the resolution you need. Either use a high-resolution image of the size you require, or use a low-res original that is at least four times larger and reduce it to size. What's more, screen images are made up of RGB (red, green, blue) light, while print is CMYK (cyan, magenta, yellow and black) ink. If you try to print an RGB image, it will appear dull. These settings are easy to change in most image editing programs.

Continued...

Emailing images

Hi-res image files take a *lot* of memory. If you're sending photos to be viewed on screen, please don't clog up the recipient's inbox with big, print-quality files! Before you send them, re-size them to 72dpi and reasonable dimensions such as 11.43 x 15.24 cm (4.5 x 6 inches). If you're sending photos for print, be aware that many email programs have a maximum 2MB capacity. You can use free services such as www.yousendit.com to send larger files over the Internet via FTP (File Transfer Protocol), or save them to disc and send by post (an old fashioned idea, we know!).

STUDIO NEWS

What's on

With a new tax year looming, many people will be setting new budgets. It's a good time of year to photograph products for your marketing material. You may think your own digital images are 'good enough' but professional photography can *always* improve them. For example, we can provide better lighting, build sets to photograph your items in situ, or use the appropriate backgrounds for crisp, clear cut-outs.

The Wildlife Photographer of the Year exhibition runs until 26 April at the Natural History Museum. 'Snowstorm leopard' (right) was the overall winner. We love this exhibition! As you may know, Simon and Charlotte are both qualified scuba diving instructors, and Simon has taken some fantastic underwater photos including the dolphins and clownfish you can see in our studio.

<http://tinyurl.com/ybtmwh>



TESTIMONIAL

What our clients say

"For many years Simon Emery has provided me with a comprehensive and professional photographic service. He has worked on a range of projects including food photography at two restaurants, numerous studio product shoots and on-location for both commercial and industrial clients. He is particularly versatile, and is able to turn his attention to all types of photographic challenges. He constantly makes valid suggestions on shot composition and creativity, so I achieve the best shots possible! Simon carries the latest photographic and lighting equipment and with technology rapidly changing, it is very reassuring. One of the main benefits of his service is being able to see test shots on a laptop before the final snap and all photos taken are supplied on CDs with proofs."

**Tony Avery, Avery Marketing Services
& Marketing Director - Columbian Press**

Continued...

OFFER OF THE MONTH

Quick family portrait only £75

Perfect for posterity or as Mother's Day / Easter gifts, there's no better time to have a professional family photo taken! The usual price is £99 but until the end of April we are offering a 20-minute studio sitting + 20-minute preview + 8 hi-res images on CD for *only £75*. BOOK NOW by contacting Charlotte on 020 8681 7070 and quoting "NEWSLETTER OFFER".

--

S.E.A. Photography Team

020 8916 2399 (corporate) / 020 8681 7070 (family) / 07889 894276 (mobile)
www.seaphotography.com

We only send our e-newsletter to people who really really want it. Please reply to this message if you'd like to unsubscribe from our mailing list.