



S.E.A. VIEWS & NEWS: May/June 2008



Yippee, summer is here! Well, it is at the time of writing – the sun is shining and the garden is blooming. Long may it last! Anyway, here's another fact-filled and fun-filled issue of our newsletter. This time, as well as our usual features, we look at what we can learn from photography on TV...

AS SEEN ON TV

How we laughed...

The candidates on BBC's *'The Apprentice'* were recently challenged to photograph shoppers in Bluewater. One team got a Beckham lookalike and a football backdrop; the other decided to 'glam up' their subjects with luxury drapes and jewellery. These ideas were OK, but both teams spectacularly failed to deliver what their customers wanted! They got the beginning right, but fell down on the middle and the end parts of the process.

One team got plenty of orders, but couldn't deliver the goods because their technical people let them down – they didn't know how to use the computer to process the images and even printed them upside-down on mugs. The other team lost track of which shot the customers had ordered, and presented them with the wrong pictures.

It made good TV, but we think the only way to get good photos, is to get a professional photographer!

Lighting makes the biggest difference of all. Have you ever held a torch under your chin for Halloween, and seen how the shadows make your face look all spooky? Professional photographers use the power of lighting to make your face look fantastic!

On *'America's Next Top Model'* and similar shows, the trainee models learn that a photo is a 2D representation of a 3D reality. They're taught to 'catch the light' with their face, and that moving their chin by just 1mm can make a big impact on the light and shade in the finished shot.

Continued...

If we had a pound for every time someone said "I hate having my picture taken," we wouldn't have to work again! You have to remember that people only ever see themselves in the mirror, which is the opposite way that everyone else see them (including the camera). So any picture of you is going to look slightly different from the mirror image you're used to.

Our job is to get the best photo from non-professional models. Everyone has a 'good side' and posture is important. We might ask you to exaggerate a pose, or insist you sit up straight, then a bit straighter, then straighter again. It might not feel comfortable to you, but it will look better in the picture. Trust us, we're photographers!

TAKE IT EASY

Tips to make your corporate events go with a swing (or a click)

We often get asked to take pictures at awards ceremonies or fund-raising dinners, but if you don't know what you're going to use the pictures for afterwards, we won't know what equipment is best to bring.

If you want a photographer to attend your event, it's best to plan in advance what the resulting pictures will be used for. For example, do you want to give every winner a framed image of them accepting their certificate? Will the pictures be used on your website or for PR? Maybe a combination of these end-uses, or you have some other idea?

We can take pictures of award recipients on stage, standing them with a logo in the background, and snapping away in the brief moment while the prize is handed over, they shake hands with the presenter and the audience is applauding. That can work, but people can appear rushed, flustered and awkward. For better results, we can bring our backdrop and set up a mini-studio away from the stage. The prize-winners can move there and have another set of shots taken later, when they are more relaxed.

In short, event organisers need to plan ahead, know the photographic end-product they want to achieve, and get organised in advance!

STUDIO NEWS

What's new in the world of S.E.A.

On the move

We're still at the Capital Business Centre in South Croydon, but we've moved to an even bigger and better studio space than before. You'll now find us at Unit 36. We have easy ground floor access and a higher ceiling, so we can photograph larger items. We love having visitors! You're welcome to come along and have a look around. We'll treat you to coffee and a chat about photography or anything else under the sun. And if you can think of any photographers who need to hire a studio, just let us know. We're happy to share it!

Continued...

WHAT OUR SATISFIED CLIENTS SAY...

A word from the wise

"I have recommended several of my clients to S.E.A. Photography for portraits, location and product shots. Simon is a joy to work with. He produces professional photographs with a creative twist that goes beyond what I imagined in advance. On occasions I have even cut the copy I've written to fit his photos, because they tell the story better than my words!"

Jackie Barrie, Comms Plus (Writing Without Waffle)

COMPETITION

And the winner is...

Rachael Ross of Purely Peppermint gets a tasty box of chocolates for identifying that the flag in our last newsletter was from the army photo on our website. Congratulations to her. We hope she enjoys the chox.

OFFER OF THE MONTH

F.R.E.E. photo for eBay!

Have you got a collection of 1972 Smurfs you want to sell online? An old cat basket to get rid of? Or some unwanted treasures you found in the loft? Whatever you're selling, you'll need to upload a decent picture of your product(s) if you want buyers to bid a good price.

This issue we are offering one f.r.e.e. picture of any item for you to sell online. It gives you the chance to test out our services *and* the chance to get a better sale price!

Please contact Charlotte on 020 8916 2399 or email charlotte@seaphotography.com and quote 'NEWSLETTER OFFER' for your f.r.e.e. eBay photo.

We look forward to hearing from you soon.

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