



## **S.E.A. VIEWS & NEWS: Nov/Dec 2008**



Golly Gosh, is it already nearly the end of 2008? Trick-or-treaters have only just turned the corner, the sight and sound of fireworks are still fading away, and half the leaves are still on the trees. And the merest hint of a glimmer of the thought of Christmas shopping hasn't even begun to drift across our minds. Apart from the idea of photos making perfect Christmas presents of course! Read on for more hints and tips and news...

### **TAKE IT EASY**

#### **Getting permission**

##### **Model Release Forms**

If you take pictures where individuals can be identified, and plan to reproduce those in your marketing material, you really need to have their permission. Especially if their presence could be perceived as product endorsement. Professionals get people to sign model release forms, which detail where and how the pictures can be used and gain their approval. Better to be safe than sued later!

##### **Under arrest**

Remember there are certain places where you can't take photos at all. A scuba diver we know got into trouble taking pictures of the Red Sea coast. Another friend was arrested in a casino in Australia. She took a photo of the roulette table "because the colours looked so pretty"; she hadn't noticed the signs stating that photography was banned to protect the identities of the gamblers.

##### **Children in public**

In times past, there was no problem with the olde masters painting naked cherubs for display in stately homes and galleries around the world. These days, you have to be careful if you photograph or video a children's party, a school pantomime, or kids at the swimming pool. To protect them (and you), you should always get their parents' permission, especially if you intend to upload the images to the Internet.

*Continued...*

## STUDIO NEWS

### What the S.E.A. team has been up to lately

As well as shooting portraits in our South Croydon studio, Charlotte has been out and about. She takes our portable studio, backdrop and lighting to schools and nurseries and photographs the kiddies there, one by one. Some venues arrange a Saturday photoshoot so parents and siblings can be included along with the children. Please contact us if you'd like Charlotte to photograph your little darlings at their school or nursery.

On the corporate side, Simon has been photographing everything from the sublime to the ridiculous! One day he was (literally) up to his knees in rubbish, taking pictures at a recycling plant. By complete contrast, another day he was photographing a make-up artist to show off her glorious skills.

Meanwhile, our Nigel, as always, has been keeping the press happy with sharp, topical, news photography.

## CASE STUDY

### What the people say

*"We supply, install and maintain security systems, and needed product photos and promotional pictures for our website and newsletter. S.E.A. Photography turned up on the agreed date, got on with it and completed it as per the brief/quote - easy! They are a great company who are keen to meet your needs, but don't over-promise and under-deliver. I am more than happy to recommend them to others."*

**Donna Kingsley, ADK Security Services**



## OFFER OF THE MONTH

### FREE 'brag book'!

Buy gift vouchers, a sitting or prints to the value of £40 or more, and we'll give you a FREE mini album worth £18 – ideal to fill with your favourite shots, keep in your handbag or briefcase and show off to family and friends. Just quote "NEWSLETTER OFFER" when you place your order.

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S.E.A. Photography Team

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