



S.E.A. VIEWS & NEWS: April 2007



Welcome to our third newsletter, and thanks to all those who popped in to visit us (and Dylan the studio dog) since the last issue.

This time we focus on portraits – with top tips, the results of our makeover competition, and the incredible power of retouching (scroll down to the P.S.). We look forward to hearing what you think.

TAKE IT EASY

Hints and tips on taking superb portraits

Let's get high!

One of our most useful pieces of photographic equipment is a folding step-ladder. Shooting 'from above' is great for groups, and flatters features like nostrils and double chins. For safety's sake, always use a step-ladder with wide steps and a guard rail, and never try to balance on the top. A lightweight step-ladder is easiest to transport (for obvious reasons). When you're not using it, make sure it doesn't appear in the background of your shots! With practice, you can also get a good angle if you hold the camera at arm's length above your head.

It's all in the angles

If your subject sits or stands with their head and shoulders facing straight towards the camera, the result will be a bit like a passport photo. Not great. If you swivel your subject so they are sitting or standing at an angle, and looking over their shoulder towards you, you'll get a much more flattering shot.

Pretty as a picture

Under harsh photographic lighting, make-up can lose almost 40% of its colour and tone. In order to look 'normal', women should apply make-up that's a bit heavier than their usual 'day' make-up (but not as heavy as their 'evening' look). Applying the correct base is important, to smooth out blemishes and avoid shine, but go easy on the lip gloss and shimmery finishes, as they may reflect the lights badly. Deeper colours for lips and eyes are particularly effective in black-and-white photography. As for men – a dusting of powder can be applied to avoid flare from balding heads!

STUDIO NEWS

What we've been up to lately

As you may know, Charlotte spends much of her time out networking, and runs a monthly lunchtime meeting on behalf of 1230 The Women's Company.

She offers great food, great company and great networking on the 3rd Thursday of every month at My Old China restaurant in Purley (on the A22 Godstone Road, near Tesco). If you're a local business-woman and you haven't yet been along, why not give it a try? She'd love to see you there!

Charlotte was also the official photographer at the recent 1230 'Any Other Business' event in London. PC-users can see the results if you click the 'View Pictures' link here:

www.helloworld.com/members_myworld.aspx?ID=1230

Please contact us if you want a professional photographer to record your next event(s).

OVER TO YOU

What some of our satisfied customers say

"We were both quite reluctant to start with, but S.E.A. put us very much at our ease. It was quite fun actually! The pictures are very nice, and we wouldn't hesitate to recommend S.E.A. to anyone."

Lesley Pavoux and Nicky Upchurch, Valeswood Nursery

COMPETITION UPDATE

Mother's Day Makeover

We promised to share the results of our recent makeover competition, so here are the 'before' and 'after' images of our lucky winner, Chris Southam.



We hope you agree what a difference a flattering photo can make!

Chris was delighted with the results, especially because she's never won anything before! She also loved having her make-up done – many thanks to Louisa and Sue from www.theacademyofnails.co.uk. Why not pop along to the salon in Wallington for your next make-up, manicure or massage?

OFFER OF THE MONTH

FREE still-life table-top product shot

If you have a range of products to be photographed, we'll do the first one FREE so you can try before you buy! If you like it, we'll quote for photographing the rest.

Just bring your first product along to our South Croydon studio before the end of this month. We'll photograph it and email you one high-resolution image at absolutely NO COST!

This offer is valid until 30 April 2007.

To book your FREE initial product shot, please phone Charlotte on 020 8916 2399 and quote 'April newsletter offer'.

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We don't want to hassle you with unwanted emails. So please reply to this message if you'd like to unsubscribe from our mailing list.

P.S. On the subject of makeovers and retouching – have you seen this?

www.campaignforrealbeauty.ca/flat2.asp?id=7134

It's amazing what can be done with decent lighting, professional photography and PhotoShop retouching! If you have a picture that needs a bit of enhancement, please let us know and we'll get Nigel on the case – he's our resident PhotoShop whizz!