



## **S.E.A. VIEWS & NEWS: July 2007**



It may be the height of summer but you wouldn't know it with all the rain we've been having! So this month we're sharing some tips on how to look after your camera equipment, whatever the weather. We also announce our course dates, and update you about last month's competition and some of the things we've been up to. There's also another superb special offer, not to be missed!

### **TAKE IT EASY**

#### **Taking care of your kit**

##### **Keep it dry**

A little bit of damp won't do your digital camera any harm, but it's no good if you drop it in a puddle or soak it in a downpour! To protect it, you can buy waterproof backpacks, camera bags and boxes. For bigger cameras, you can buy a rain cover (you've probably seen them at Wimbledon and other sporting events). If the case gets wet, make sure to take out the camera and air the case well, otherwise it could go mouldy and damage the camera. If your camera gets wet, do NOT turn it on! Immediately remove the battery and memory card, disconnect any attachments and drain as much water as possible. For a week or two, put it with all its 'doors' open in an airing cupboard or closed box with some silica gel crystals to absorb the moisture. Whatever you do, it may still end up with smudges on the lens or corroded internal workings. In this case, it's probably beyond economical repair, so you'll have to claim on your household insurance.

##### **Losing your memory**

With digital cameras, all your image data is stored on a memory card. Be sure to keep the card away from magnets (including credit cards), and static electricity (such as nylon floor-coverings) as there is a remote possibility that your data will be wiped. You can also lose data if the card is formatted incorrectly, if the battery or system fails, and if the card is removed while an image is in the process of being written to it. There are photo recovery services but they can be unreliable and not guaranteed. Our advice is to be very careful with your precious memory card!

## **Still using film?**

You probably know that extreme heat or cold affects the end result you achieve. An even temperature is best (we used to keep our unexposed film in the fridge). When you've finished a roll, make sure to curl it all the way back into the canister so you don't reload it accidentally and double-expose the film. If you send film away for processing, always take the first shot of your name and address. That way, your prints can never get lost. Finally, if you ask for the negatives to be returned to you as a roll (not cut into strips), it's a lot cheaper when you order reprints.

## **COURSE DATES ARRANGED**

### **Book them in your diary now!**

Last month we announced our NEW training courses – the details and dates are now finalised as:

#### **STUDIO COURSE**

Topics: Lighting, portraiture and still life  
Tutor: Simon  
When: 2pm to 4pm, Saturday 4 August 2007  
Cost: £50

#### **LOCATION COURSE**

Topics: Urban landscapes  
Tutor: Nigel  
When: Full day from 10.30am, Saturday 11 August 2007  
Meeting place to be arranged (London)  
Cost: £75

Each course is suitable for anyone from expert to absolute beginner. Bring your own camera.

Places are limited! Each course is for up to 6 people only, so you each benefit from dedicated attention from your tutor.

Please contact Charlotte on 020 8916 2399 if you are interested in either or both of these courses, or if you know anyone who is.

## **COMPETITION**

### **Answer to last month's challenge**

The close-up is from the fork lift truck image in the Tony Avery testimonial on our website (scroll down to see the full shot) [www.seaphotography.com/testimonials](http://www.seaphotography.com/testimonials)



## **CASE STUDY**

### **Squaring it up**

MSE UK needed professional photos of 8 heavy machines for their catalogue. It would have taken a huge truck to transport them to our studio, so we went to their site. They had previously attempted to take their own photos, but suffered from the 'parallax' effect you sometimes get, where the sides seem to go in. Taking pictures of square machines to fit into specific square boxes is quite an art! We used special lenses to compensate.

You can see the results in the Mark Henderson testimonial on our website.  
[www.seaphotography.com/testimonials](http://www.seaphotography.com/testimonials)

## **OVER TO YOU**

### **What some of our satisfied customers say**

Referring to photos we took for a corporate brochure, including scientific equipment and a New Addington factory:

*"We have been more than happy with the service that S.E.A. provided and are very impressed with the photographs that Simon took. We will definitely be using S.E.A. services again in the future."*

***Jo Carmody, Centronic***

## **OFFER OF THE MONTH**

### **Book 2 studio sittings for the price of 1**

Last month, we launched our NEW children's portrait sittings for only £25 + prints. With this month's two-for-one deal, the sittings are even cheaper, so you can capture those special memories for just £12.50 each!

Why not share your child's photo shoot with a friend, so the kiddies can have their portraits taken one after the other? Or book a sitting now, and another in a few months' time to see how the little ones have grown? If you arrange the follow-up shoot for November/December, you can use the resulting images to make perfect Christmas cards or presents!

This offer is valid until 31 August 2007.

To book your free pair of sittings, please phone Charlotte on 020 8916 2399 and quote 'July/August newsletter offer'.

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[www.seaphotography.com](http://www.seaphotography.com)