



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



Welcome to our second regular newsletter. We're delighted that issue 1 was so well received. Luckily, people loved our photos! And they particularly appreciated the snowy photographic tips. One reader has forwarded the newsletter to her snap happy brother-in-law who's off to Iceland. We're glad to help.

This time we've included some everyday photographic advice, the latest news from our South Croydon studio, plus an update on last month's Mother's Day Makeover competition. Please let us know what you think.

TAKE IT EASY

Hints and tips on taking superb pictures

Up close and personal

The biggest mistake made by amateur photographers is to shoot from too far away and crop later, which loses image quality. So if we could give just one photographic tip it would be to get close to your subject. And when you think you are close enough, get even closer until you completely fill the frame.

Blue-sky thinking

One of the most useful additions to your camera kit is a polarising filter. It uses the same principle as your sunglasses, that is, to reduce glare without losing light. You can use a polarising filter to reduce reflections from a shiny surface, or to achieve a rich, blue sky that enhances your image.

Beware the dark side!

If you photograph someone against a bright background, their face may appear too dark. The secret is to use flash – yes, it's not just for indoor and night photography, it's needed even on the brightest day! The technique is called 'fill-in flash', and it reduces the contrast between the foreground and the background. It also avoids unflattering dark shadows under eye sockets, noses and lips, caused by the midday sun.

STUDIO NEWS

What we've been up to lately

'Croydon Life' is a glossy new magazine launching in April – we are proud that S.E.A. photographers will be taking some of the pictures included in it. If you live in any Croydon postcode areas, look out for it landing on your doormat soon.

We have a lovely new mascot at our South Croydon studio – Dylan is a really cute 10-week-old cocker spaniel, and is making the perfect 'studio dog'. So now there's another excuse to pop in and visit us – you can get your picture taken, enjoy a coffee, and pat the puppy at the same time!



OVER TO YOU

A testimonial from one of our satisfied customers

"As an image consultant, my own appearance is a crucial part of how I sell my services. It is therefore essential that any photographs I use in my marketing live up to the high image standards that I set for myself and my customers. In the past I have had dreadful photographic experiences! But S.E.A. Photography did not let me down. I felt comfortable with them, and am absolutely delighted with the portraits they have done for me. I have a whole range I can use, from formal to relaxed. The pictures are so nice, I keep getting really good comments about them!"

I can't recommend S.E.A. highly enough. They are lovely, professional people who completely solved all my photographic problems."

Sue Cocks, QC Image Consultancy

COMPETITION UPDATE

Mother's Day Makeover

Lucky local mum, Chris Southam, is the winner of our F.R.E.E. makeover and photo-shoot, especially for Mother's Day. We decided she deserved it because she broke the glass ceiling to become a director of a multi-million pound company then gave it all up to run her own business, while raising two children of her own and two of her partner's.

She wins make-up by the www.theacademyofnails.co.uk beauty salon in Wallington PLUS a photo-shoot at the S.E.A. studio in South Croydon. We'll include the results in the next issue.

OFFER OF THE MONTH

Out with the old, in with the new

If you treasure your family photos but they are becoming faded and cracked with age, we can restore them to their former glory!

The price depends on the picture, but we are offering 10% OFF all picture restorations when you quote 'March newsletter'.

This offer is valid until 31 March 2007.

It's spring-cleaning time, so phone Charlotte on 020 8916 2399 and order your retouching today!

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S.E.A. Photography Team

Tel: 020 8916 2399

Mob: 07889 894276

www.seaphotography.com

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