



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



Well, here we are in the midst of autumn, that season of mists and mellow fruitfulness. It's also the best time of year for outdoor photography, as you'll discover when you read our tips below...

TAKE IT EASY

Top Tips for the Shooting Season

Light and shade

The low autumn sunshine gives a wonderful natural light and fantastic shadows, which result in particularly effective landscape photography. The loveliest lighting is around 3pm, before it gets too dark. Look out for the changing colour in the trees and the dramatic way the sunlight hits the sides of buildings. Budding fashion photographers: why not try shooting your models against this glorious natural background. Parents: photograph your children kicking up the crunchy leaves, and enjoy the glowing light on their faces.

Party on, dude!

Pictures of places and products are all very well, but nothing beats pictures of people that you'll look at again and again. Halloween is a great chance to capture images of your friends and family, maybe all dressed up for a party, dunking apples or off trick-or-treating. Remember you'll need to use flash if you're photographing indoors or outdoors after dark.

Gunpowder, treason and plot

Fireworks night offers another great photo opportunity at this time of year. To capture all those exciting aerial explosions, you'll need a good viewpoint, a tripod (to stop camera shake) and a slow shutter speed. Oh, and wish for clear skies!

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STUDIO NEWS

Christmas is coming...

Many businesses send out standard Christmas cards overprinted with their details. Nice, but not very original. Why not consider something special this year? If you want to send a card to your clients that really stands out from the rest, you could include a photo of:

- your staff in Santa hats
- your products dressed with holly leaves and mistletoe berries
- your building retouched with a cartoon sleigh on the roof

Your image can be as traditional or as quirky as you wish. Our photographers have oodles of inspiration, and now's the time to get started! The printers are already getting booked up to deliver all their Christmas printing on time.

Of course, you can also use bespoke photos on gift calendars (there's a whole range of formats to choose from), or family Christmas cards (well, if it's good enough for royalty and politicians, it's good enough for anybody!).

Please contact Charlotte on 020 8916 2399 for more ideas and information.

Bobbing along

We're proud to be official photographers at the Croydon Business 'Best of Borough Awards' taking place on 22 November at Addington Palace. It's always a fantastic occasion, with photos of delighted award-winners and reportage-style shots of people enjoying the glamorous reception. We're also setting up our portable studio to capture everyone in their finery as they arrive, and instant prints available to buy on the day.

Who do you know that's organising an awards ceremony? We'd be happy to help make it an event to remember.

CAPTION COMPETITION

Cheers!

The winner of last month's competition was Christine Venner of Frost Commercial (one of our neighbours here at the Capital Business Centre). She was awarded a bottle of champagne for writing the best caption to our Matt Dawson picture: "I'm gagging for a wee, where's the little boy's room again, mate?"

Chrissy said: "I was delighted to hear I'd won the S.E.A. caption competition. Last month I won a bottle of wine from the Croydon Business caption competition. With such a lucky streak, I'm off to do the lottery now!"



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OVER TO YOU

What some of our satisfied customers say

"We sell advertising on forecourts, in particular petrol pump nozzles, and required a professional photographer to get shots of the advertising and the forecourt environment in general.

What worked really well is that Simon Emery of S.E.A. Photography is very flexible, and can adapt to an ever-changing brief while on location. Our brief required Simon to take a large quantity of photographs within a relatively short space of time.

He ensured he delivered exactly what we wanted by downloading the photos on his laptop on the spot and reviewing them before moving on to the next location. He's very friendly and easy to work with, and we will definitely use him again in the future."

Sarah Clark, Alvern Media

OFFER OF THE MONTH

You are invited to an Open Evening at our studio

We are opening our studio to invited guests only, from 5pm to 8pm on Thursday 29 November (before the Christmas frenzy kicks in). Readers of this newsletter are all welcome to attend for a studio tour and other special things we've got planned. Full details will be in the next newsletter. Places are limited so please keep the date clear in your diary and pre-book with Charlotte on 020 8916 2399 quoting 'October newsletter invite'.

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