



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



Ironically, our July newsletter explained how to keep your camera equipment dry. Then, as you may know, our South Croydon studio was flooded (which is why there was no August issue). Luckily, most of our kit was in use on location at the time. We've now totally recovered from the flood, having moved to a bigger and better studio (unit 10) further up the hill. We've mopped up our tears. And business as usual has continued throughout.

### **TAKE IT EASY**

#### **Briefing your photographer**

It's not easy to meet client needs if they come to us and just say: "I want some photos please!" There are certain questions we need to be answered, in order to provide a good result. Here are a few of the key things we need to know, to help you prepare next time you need some pictures.

#### **1. Where is the photo to be reproduced?**

The resolution (dots per inch or dpi) is different for screen (e.g. website), print (e.g. brochure/catalogue) or 48-sheet advertising hoarding.

#### **2. What is the layout?**

We need to know if the image is to be used portrait (taller than it is wide), landscape (wider than it is tall), square, or any other shape.

#### **3. What background does the image need to have?**

For example, we can shoot to include big 'margins' for cropping out, or with a plain area to use as copy space.

#### **4. What format should the images be provided in?**

Let us know if you want TIFFs, JPGs or some other format to suit your designer/printer (we can advise if you're not sure).

#### **5. What is your budget?**

We can quote according to what you need and our rates may be less expensive than you think!

## 6. What is the objective?

What 'story' do you want to photo to tell? Our skill as professionals is to make the picture communicate 1,000 words!

## 7. What style of photography do you want?

It can help if you collect examples of shots you like (or dislike). A folder full of 'tear sheets' and reference material is a marvellous resource and source of inspiration. Communicating visually can be a lot quicker and easier than trying to explain your 'vision' in words. At least it gives the photographer a starting point to develop ideas and ensure you get what you want.

## STUDIO NEWS

### Studio space for hire

Do you know anyone who would like to rent our professional photographic studio? We now have plenty of room and can share it with others (when it's not in use). Ideal for table-top photography and comfortable for up to four people at a time, we can provide backdrops, lights and download to our brand new 24in. iMac. We also have a seating area where you can show your pictures to clients, with a large screen on its way.

Contact Charlotte on 020 8916 2399 for further details, and to check availability and rates.

## CAPTION COMPETITION

### What is Matt Dawson saying?



With the rugby world cup underway, we are offering a bottle of champagne to the person who writes the best caption for this image, taken by Simon four years ago during the last world cup.

Send your entries to [charlotte@seaphotography.com](mailto:charlotte@seaphotography.com) by 30 September 2007 for your chance to win the fizz.

Talking of the rugby world cup... someone drove into the back of our car in March 2003, and we had to rent a courtesy car from Avis as a result of which we were entered into a competition. In September 2003, we received a letter to say we'd won flights to Australia, accommodation, and tickets to the rugby world cup play-offs and final. We arranged childcare etc. within a matter of days, and couldn't believe we were there to see our man Jonny Wilkinson take that winning kick. The crowd gasped... did it go over or didn't it... and then erupted! England beat Australia 20:17 in the final!!!

Just goes to show that good things can come out of bad (see the flood story above).

## **CASE STUDY**

### **Before/After**

Our client sells software that helps businesses achieve a 'less-paper office'. The concept was for two images for the front cover of his brochure, one to show an untidy desk covered in paperwork, the other to show the desk all tidy. (The 'untidy' desk was easy to set up in our big new studio!). To save money, our very own Charlotte posed as the model. With our photographer's eye for detail, we even wrote relevant messages on the whiteboard in the background. Because the pair of pictures shows the benefits of the product 'at a glance' the original headline could be simplified and the cover could be designed with much more impact. The real test of success will be the increase in orders received by our client when the brochure goes out!

## **OVER TO YOU**

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

*"We are very pleased with the way S.E.A. Photography took the time to listen and understand our brief. The shoot was planned well, executed on time, and we are very pleased with the images that resulted. We shall definitely be using S.E.A. again for our future brochures and other marketing materials."*

**Derek French, Business-Work-Ware**

## **OFFER OF THE MONTH**

### **10% off studio hire**

If you book our studio for your own photography any time before 30 September 2007, we'll take 10% off the rental rate. This offer is open to all, not just readers of our newsletter. Please pass it on to any professional photographers you may know!

To claim your 10% discount, please phone Charlotte on 020 8916 2399 and quote 'September newsletter offer'.

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