

Photo Talk

A newsletter of imaging trends
and the world through these eyes.

Dwight
Cendrowski
PHOTOGRAPHY LLC
Photography • Video production
www.cendrowski.com

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Welcome to another in an occasional series of newsletters

from Dwight Cendrowski, Detroit-area corporate, editorial and agency photographer since 1978.

He continues to bring added value to clients who need both photo and video services.

Visit this web site link for his recent architectural video of Angell Hall on the University of Michigan campus.

www.cendrowski.com/reel_angell.html



Don't call them mug shots! Secrets of executive portraiture

After thousands of portraits, I've yet to meet someone who loves to have their portrait taken. It's right up there with a trip to the dentist. But you can make it less painful for company execs. Even fun. Preparation and follow up are the keys. Here's what Dwight does to smooth the process.

- ∞ Set up a studio in a space with enough room to move lights and provide privacy.

- ∞ Offer a choice of backgrounds to match current portraits or suit layout purposes.

- ∞ Schedule enough time for each person to try several poses
- ∞ Shoot tethered to a laptop so employees can view all images and select their favorites onsite.

- ∞ Provide necessary makeup and cosmetic touchups for both men and women.

- ∞ Take note of requests for

basic photo retouching

- ∞ Provide fully optimized high resolution photo files on a disk or via digital delivery like ftp.



Dwight uses a light but respectful touch to relax people and capture natural expressions.

Remember that photo retouching must be done subtly. A little lightening and smoothing under the eyes can do wonders, for instance. But you want to avoid going overboard and ending up with the porcelain mannequin look.

Group photos also need planning. Discuss location, composition and wardrobe beforehand. Dwight can even seamlessly add to a group an exec who misses the shoot date. The man at the right below was added to the group in this way.



More signs of the digital times LinkedIn • YouTube

LinkedIn is the world's largest and most extensive social networking site for professionals. With over 100 million users, LinkedIn spans more than 200 countries. Use it to make connections, keep track of colleagues' movements and extend your network. There are hundreds of groups and forums you can join, and the 'answers' feature let's you tap into world-wide expertise in your field. Facebook is the go-to site for social interactions, but LinkedIn means business.



Researcher, American Cancer Society magazine, Summer 2011

If you suspect the world is gaga over video, you're right. YouTube remains the web giant, with over 3 billion videos viewed every day, and the equivalent of 240,000 full length films uploaded each week.

Upload your company or organization presentations to high-light authority in your field. You can also embed videos in your own website. It's ease of use and vast reach is especially useful for small business. Just read the tutorials, paying attention to keywording, which allows searchers to find your products and services.

Consulting tips

Dwight handles high-end video and photo projects for companies and agencies. Many clients have bought digital cameras to handle their own newsletter and simple web projects. But often the operational expertise can lag behind the hardware.

Dwight offers consulting services for both still and motion. He provides onsite workshops covering camera operation, safe downloading and archiving practices, and post production software hints. Call him at 734.971.3107 for details.

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