

# Photo Talk

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

Dwight  
Cendrowski  
**PHOTOGRAPHY LLC**  
www.cendrowski.com



**W**elcome 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 the web site where you will find a link to the video site.

## Industrial photography Making the big machines look good

**Manufacturing** is coming back. Certainly in fits and starts here in Michigan. But overall there's a definite upward trend. And that means growth in a dormant industrial photo market as companies rush to update their marketing materials.

Superior Controls manufactures testing, control, and factory automation systems. They found their one-of-a-kind units flying out the door before they had any promotional images. Dwight now regularly visits the plant floor as machines are finished. He drapes white seamless paper behind and under the systems and sets up studio lighting for photos the company can use in catalogs, sales sheets and powerpoint presentations. His lighting expertise combined with necessary Photoshop

retouching gives the company striking images of machines they used to kiss goodbye with only a point-and-shoot remembrance.



Machines sit still. People don't. Dwight brings years of photojournalism skills to the action shots so important to

naturalistic brochure images. People bring scale and interest to otherwise inanimate shots. But employees are not models and actors. They need direction. They need to feel at ease in order to get photos that don't scream, "Fake!" Working well with people as well as with steel is a crucial trait a photographer needs. Make sure you get both.

To view industrial images from Dwight's archive click the Corporate link at cendrowski.com



## Signs of the Digital Times

The times they are a changin' in photography and publishing. Digital technology continues to revolutionize both businesses. Here's some recent milestones.

- ∞ Kodak announced in June that the iconic film Kodachrome will no longer be manufactured, ending its 74 year run. The film dominated the film world, especially in magazines like National Geographic.
- ∞ High end digital cameras like the Canon 1D Mark IV continue to incorporate video, providing

stunning HD video owing to the very large image sensor. Video capabilities will only improve

∞ USC's Annenberg Digital Future Study highlights, July 2010:

- Only 22% of newspaper readers say they will miss print editions. Just 56% rated newspapers as important sources of information

- Americans spend an average of 19 hours per week online.

- 0% of users say they would pay to use Twitter

- Looking at unprecedented levels of online communications, authors ask, "Have we reached the point at which users are going into 'online overload?'"

## Magazine update



Dwight photographed an amazing Detroit girl named Amiya Alexander for the fall issue of American Girl magazine. She takes dance classes right to young dancers in her bright pink dance bus.



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