

Photo Talk

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

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www.cendrowski.com

Welcome



Welcome to the first in an occasional series of newsletters from Dwight Cendrowski. This is my 21st year in the photo biz, shooting for a wide variety of corporate and editorial clients in the Detroit area and around the region.

I'll use this forum to pass along information and hopefully helpful tidbits (try saying that fast) on lots of issues, from communicating with a professional photographer to getting the most out of a photo assignment, to using new technologies to streamline your projects. I'll also pass along some interesting images and stories from my own travels and assignments.

I'd like to learn more also, so please send me your thoughts and suggestions for future stories via e-mail, fax or (gasp!), the U.S. mail.

Photo Tips

Some tips on taking better group portraits for your company or organization, whether for a newsletter, web site or bulletin board:

- If people are walking in for a shot at 2:00, get there early to scout the location and deal with any problems. You don't want the CEO fuming while you fiddle.

- Use a plain background, and look out for all the potted plants and light poles that end up distracting from the photo.

- Get in closer

- Take a moment and replace those flash batteries now. You can count on them fizzling out right at the key moment. And while you're at it, load the film now, or put a little post-it note on the back of the camera to remind you. It's too easy to get distracted on site.

- When shooting a large group, instead of lining them up in a row and moving waaaaay back, try grouping them more haphazardly in an oval arrangement and shooting from a chair or ladder. You'll fill the frame with people and end up with a more interesting photo.

- Take as many pictures as you can. The more people in a picture, the harder it is to get everyone looking good at the same time.

- Try to have fun and even tell a joke or two. Smiles are infectious.

China The emerging power

Notes from Xiamen



China.

Home to one fifth of the world's population. The land of temples and rice paddies, Mao and the cultural revolution, and ping pong. And a surging, charged economy that is changing the face of world trade and the lives of all Chinese.

I visited the city of Xiamen and surrounding region in April of 1998. Located in Fujian province across the straight from Taiwan, Xiamen was one of four original special economic zones named in China in 1980, where foreign investment was encouraged and business restrictions eased.

It's now exploding with construction as companies pour money into the region.

I came away from China with strong impressions of a



country in transition.

Alongside teenagers sporting the latest fashions you'll see an old man in a Mao jacket, face deeply worn and tanned. Cities like Xiamen and Quanzhou to the north boast endless new building projects, but much of the work is still done by legions of men and women using muscle instead of machine. Striking also is the prevalence of cell phones. China now has the world's largest cellular network, with over five million subscribers, estimated to hit 13 million by



the year 2000. And pagers are even more prevalent...30 million now, and 70 million by the end of the century.

While its streets are clogged with bicycles, cars and trucks moving in a chaotic, freewheeling ballet, Xiamen is blessed by relative quiet since the city council banned the use of horns.

And the city and nation have been transformed in the last decade as restrictions on privately owned businesses have eased. New entrepreneurs are now in garage sized storefronts throughout the city.

To sample many more images and read a story on an American teaching in a Xiamen international school, visit my web site.

Digital Data

Digital imaging is becoming more widespread. If you're set up to receive and handle images with photo software like Photoshop®, I can scan images to your specifications and send them digitally. I can also photograph with my digital camera, which gives me a photorealistic 8x10. If you need it in hand NOW, or want to promote your event on your website as it happens, just say "Pixel me!"

Visit Dwight's web site for more information and sample images: www.cendrowski.com

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