

Photo Talk

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

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www.cendrowski.com



Welcome to another in an occasional series of newsletters from Dwight Cendrowski.

2001 will be my 23rd year in the photo biz, shooting for a wide variety of corporate and editorial clients in the Detroit area, around the region, and around the world.

NEW!

I now have a Canon D30 digital camera for high resolution imaging with my full contingent of Canon lenses. Assignments can be shot digitally and delivered on CD ROM or via the internet. Call for details.

Tokyo stock

I traveled to Tokyo, Japan and environs in late November to photograph in this bustling city, from the jammed trains and shopping districts to the shrines and rural areas. Go to my web site to see a sample.

Have an assignment abroad? I can handle it, as I have for companies like Kelly Services and their annual report.



Licensing of photographs

Like other photographers experienced in the *business* of photography, I license the use of images. In general, the more extensive the media exposure, the higher the creative fee. This is the fairest way to handle pricing; clients pay only for those rights they require, and the photographer is compensated on a level commensurate with the value of the project.

Beware of photographers willing to do work for a very low fee. The result will often be lower quality photography and could end up being more expensive in the long run. A photographer with

experience who knows the value of his work will mean a smoother, more productive, and happier photo shoot for everyone.

A photographer without business sense is no bargain.

When I first talk to a client, I'll spend time learning about the project and defining her needs. How will the photos be used and for how long? What's their purpose? And what can I bring to the project? Once I've gleaned all the information I can, I will do the calculations to arrive at a

creative fee.

Next I'll fax an estimate with terms to the client and follow up to discuss it and negotiate further if necessary. Only when all the provisions are agreeable to both the client and myself will we move ahead. Images are delivered on time and with a delivery memo.

Ask your prospective photographer if he is a member of ASMP. If so you can expect he's a professional who's as committed to proper business methods as he is to good photography. For more info on ASMP, go to www.asmp.org.

People. People. People. *That's where the action is!*

I'm primarily a people shooter. (OK, poor choice of words). I bring together a photojournalism background with lighting expertise to bring life and realism to both editorial and corporate assignments.

Besides a wide variety of business clients, I also photograph for more specialized clients like universities. Michigan's Alma College has used my services the last three years to supply images for their promotional publications.

The editorial/corporate mix produces a nice synergy. My candid photo skills are useful in bringing authenticity to meeting pictures for a company's brochure. And more than 20 years of experience in lighting is important in producing vivid



Alma College dorm room

environmental portraits for magazines.

In addition I enjoy spending time chronicling peoples' everyday lives, as I did recently in Tokyo. For other examples of photo stories I've photographed and written, visit my web site at

www.cendrowski.com.

While people can be unpredictable and demanding, they're just as often funny, erudite, and entertaining. In fact, I enjoy the unpredictability. It can make for more striking photos. And while I do photograph catalog products and buildings, I really enjoy photographing moving objects.

If you're looking for potent 'people' photography on assignment or in stock, please give me a call.



New name. Same images.

Note that I'm now operating under the name Dwight Cendrowski Photography LLC. This replaces the former business name FocuSing Group. Different name. Same great images.

Dwight Cendrowski Photography LLC

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