

Photo Talk

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

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

2002 is my 24th 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.

Digital update

The industry continues to move toward digital. This past year about 30% of my assignments were done using my high resolution digital camera. This year I'm gearing up for even more. Call to discuss your needs and art department's workflow.

Industrial work



TMP Worldwide, an ad agency in Chicago, contracted with me in late January to photograph at a local automotive supplier for their first brochure in many years. We photographed various machines, tooling, the management team, a Cad cam, and a number of their finished products. The art director reports a gratifying shoot and a very pleased client.

Cornhusker heaven

Walgreen's called with an interesting idea. They wanted to illustrate a story on employee job moves for their company magazine using some of their transplanted employees. Nebraska Cornhusker fans all, did I think we could photograph them in the University of Michigan's football stadium in Ann Arbor? Why not!

After clearing it with the athletic department, I met our four, red-shirted, die hard Cornhuskers on a blessedly sunny day. First, the setup. Arriving early, I walked the entire stadium, the largest in the country. I found a high vantage point that seemed to work best, and set up a portable studio flash. With an assistant holding a panel to block some sun, we were all set.



Now to make the shot come alive: The art director wanted fun, animation, a lot of life. So after placing the men and giving a little pep talk, I started shooting. On and on we went, with the models whooping and hollering again and again on cue.

Our only audience for this craziness were the students and firefighters running up and down the aisles, a popular local workout

We used corn. We used flags. Hats came off. After making sure I had the cover shot, I shot the men individually, and did some additional shots outside the stadium. (That was a little tougher. We had to deal with all the catcalls from passing U of M fans.)

The art director thought it all worked very well, though she went with a slightly more sedate shot than I might have. The keys were preparation, providing many variations to aid the art director, getting the light right, and getting the models fired up. Go blue!

Traveling with camera gear post 9-11

Anyone traveling by plane these days knows about delays, increased scrutiny and random checks. Many photographers report intensifying inspections of camera cases and film. My own monitoring of photographer chat sites leads to a few conclusions.

One, there is still not consistency from city to city. You may fly by with a hand inspection at one airport, and be told at another that you will not board a plane until the film goes through the X-ray machine. Period. Fewer airports allow hand inspection of film, no matter what the regulations say.

Second, expect your stuff to be peeled apart. Make it easier for them and yourself by being cooperative. And put film in clear plastic containers.

The upside, and a relief to photographers, is that lower ISO film will do just fine going through security X-ray, even with

repeated passes. Just be sure to never put film in your suitcase. They run luggage through much more powerful machines that will ruin your film.

Even better, buy your film on site, or shoot digitally. The machines have no effect on compact flash cards.

Detroit's Arab-American community

The Detroit area, and especially the city of Dearborn, is home to the largest number of Arab-Americans in the United States. I photographed the people in this community for a story in Arabies Trends magazine, a travel magazine for Arabic people throughout the world. For a sample of those images, visit my web site at www.cendrowski.com



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