

# Photo Talk

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



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**W**elcome to another in an occasional series of newsletters

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

I'm now excited to announce corporate video services using a Panasonic DVX 100A digital video camera, which has been used for Hollywood feature films.

## Digital video

I've been in the photography business since 1978. I now bring the same eye and people skills to the video field, working at a manageable scale to document your company's annual conference or sales programs. And I bring professional lighting skills to interviews with management.

Consider a short Quicktime movie on your web site to explain your company and highlight products and services. Or videotape your service for a direct mail DVD promotion. Please call to discuss your company needs. It's affordable, jazzes up your web site, and it's very cool!

- Professional digital video and sound capture, 24P capability for film look
- Digital editing with option for adding still photos
- Output to DVD or web-format

## Luminescence

*Making it glow*

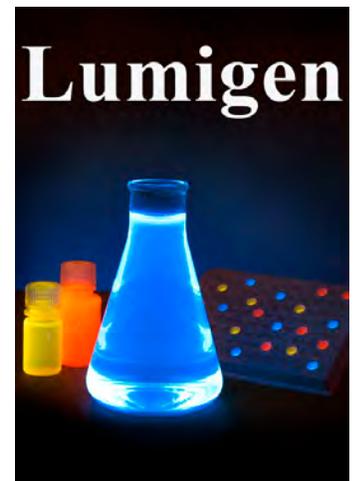
Lumigen is the world's largest supplier of chemiluminescent reagents for the immunodiagnostics market. Whew! They make glowing stuff for medical research.

The goal of the photography was a striking representation of their glowing compounds for a cover story for IVD Technology magazine. The liquid glows as a result of energy released from a chemical reaction. Unfortunately, photographing the reaction posed a big problem. The compound glowed brightly initially, but the reaction rapidly faded, leaving little time for the photography.

Not to mention the expense of each reaction.

A much better alternative was using a black light, which nicely illuminated the liquid with no time limits. The last time I'd used a black light was in 1970, for my college dorm room posters. But a bit of experimentation showed the light to be quite effective. The setup included a blue gelled light on a black background, a reflective black glass base, and various beakers and chemical holders. A bit of cardboard cut to the shape of the beaker and placed just behind it solved the problem of some nasty reflections.

Various setups and long exposures later, we had a nifty illustration for the May issue of the magazine. ■



## Recent assignment work

Recent photo work runs the gamut of corporate, agency and editorial clients. Magazine work includes environmental portraits for MX, Style, Computerworld, Bloomberg and Modern Healthcare.



I've covered a three day conference on Mackinac Island for the Detroit Regional Chamber, two store openings

for John Deere Landscapes, and photographed a radiologist for Holt, Rinehart.

In addition I've shot for a Harley Ellis Architects annual report, photographed ceiling tiles for brochure use, arranged an illustration of an accountant with his laptop in a hospital operating room, and photographed a cancer survivor for a chemotherapy drug maker's annual report. All in all, the usual eclectic mix. ■



## Larger coverage area

Besides Michigan, I travel easily to Ohio, Indiana and the Chicago area. I'm also just across the border from Canada. Please call if you have a photo need anywhere in this region. I also travel throughout the country for annual report and brochure shoots.

My overseas experience includes Europe, Japan, China and Ghana. I know how to get things done and solve problems on the road. Please visit my website for images from these locations. ■

Dwight Cendrowski Photography LLC

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