

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, 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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