

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.

2003 is my 25th year in the photo biz, shooting for a wide variety of corporate and editorial clients. I'm in the Detroit area. Call me at 734 971-3107.

Digital update

I've added a dual 1 GHz Power Mac G4 to my digital darkroom. You can be assured of a smooth post-production workflow and delivery of images. Soon to come: another Canon EOS series digital camera.

Digital photo tip

Any image from a digital camera, whether a point & shoot you slip in your pocket, or a high end professional model, will need a final sharpening before printing. If your printed photos lack that snap, remember to apply Unsharp Mask under the filter menu in Photoshop. Just be sure to view the image at 100% and to make the sharpening your very last step.

The settings may vary according to taste and the type of reproduction. Here are some typical ranges:

Amount: 50 to 200%
Radius: 1 to 2 pixels
Threshold: 3 to 15

Most often I will leave this sharpening to the art director and printer, who know best the printing requirements.

For more information check with your printer.



25 Years and Counting!

I started my business in 1978, photographing for newspapers, hospitals and various businesses. Over the years I've expanded my client base to include agencies, corporations, and magazines of all types.

25 years ago photography was a simpler field, offering far fewer options in a film based world.

The digital revolution has changed every aspect of the business, creating great opportunity as well as new challenges. I've not been in my darkroom in over two years. My darkroom is now my computer station.



I love the immediate feedback of digital cameras, the speed, and ability to provide clients with print-ready images on CD. I recently photographed a Borders Book executive here in

Ann Arbor for a Dutch magazine. I was able to provide a web gallery for them to review all 125+ photos, then digitally deliver their chosen hi-resolution images. I could not have provided quality images in such a timely way even a few years ago, and I find that an exciting development.

The difficulty is keeping up with the whirlwind of improved cameras, computers, drives, scanners, and peripherals. But I accept that challenge. I know there's no going back. Digital capture and production now dominate the photo industry, and that will only continue and increase. And I'll be there.

Stock file keeps growing.

While I primarily photograph on assignment, I also have a large and extensive stock image file. All images are available for licensing for corporate brochures, trade show displays, magazines, web sites and advertising.

Images include the following:

- Business
- Healthcare
- Industrial
- Education
- Lifestyle
- Photo illustrations
- Travel

Call or e-mail for a usage fee quote. Potential images are available for preview on my web site or via e-mail.



Digital video needs?

I'm making plans to offer services in video, a longtime love of mine. Like my still photography, the video would be digital, using a professional Canon camera and Adobe editing software for final delivery on DVD. If your company or agency is contemplating making a video, I'd like to talk to you. Please call me at 734 971-3107.

Dwight Cendrowski Photography LLC

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