

## **COMMERCIAL PHOTOGRAPHY SERVICES FOR WEB SITE & GRAPHIC DESIGN**

### **PHOTOGRAPHING JEWELRY FOR THE WEB**

This client needed to feature 9 different 18 to 24 carat collectable, unique jewelry pieces. Originally, a family member was going to take the photos with their point and shoot digital camera until we showed a sample result. The difference in resolution between family cameras and a more commercial grade camera can make a big difference!

### **When We Take the Picture, We Want the Finished Exclusive Use Image to Tell a Story**

Organizations with a budget and a need for photography have several options: they can employ someone directly to take the photos or obtain rights to stock photographs.

First, we do not categorize ourselves as “professional photographers” and we do not provide wedding photography or professional portraits.

Instead, we categorize ourselves as artists able to use a more complicated, commercial, still photography digital camera with 35 mm lens, F-stop and aperture settings, have an eye for an appealing layout and can improve the photo into an art piece in PhotoShop. Because of this, our prices tend to be lower.

We consider photography is an art and the photograph is beautiful to the viewer.

Our beginnings started while working in the newspaper business making photographs was part of our work. The Publisher handed over an Olympus camera and the fascination began. After wearing out several Nikons, Canons and others, we now use a Konica Minolta.

The photography services we provide are related to the web site construction and graphic arts projects we create for our clients.

We have no minimum time requirement so if you need only an hour of photos or a full day to complete the web-site or advertising project, either is fine.

We offer studio sessions for small e-commerce related items such as the jewelry featured on this page as well as on location settings associated with your business.

We have the right eye for composition and timing and you can trust your product photography to us.

We can capture an image so that it will enhance your business and products, engage viewers and compel them to action.

The photos we take for your business are exclusive and your use of them is protected by copyright and in most cases we assign the ownership to you.

We do not get into the complicated "license" or “usage fee” of these photos or add exact controls regarding how often the photograph will be used, in what territory it will be used (for example U.S. or U.K. or other), and exactly for which products. We only charge for our time in taking and creating the photos. And once you have the digital file, you can have it reproduced anywhere if you wish to be.

Photographs that we produce for you are not shared, distributed or sold to social websites that other users may download them for further publication or use.

The contractual agreement thru us defines those photos as your property and allows you prosecute those that steal images from your website and use without your knowledge.

We maintain that your photographs are valuable and consider it to be especially disturbing in the case of photos stolen by businesses and individuals and then claiming the stolen property is theirs.

Likewise with photos sent in to us for use on your website, magazines or advertising remains your property and we only use your photos for your benefit.

We happily provide the name and credit of such photos so that the photographer receives all credit.

We want to ensure that our group has a good record and is in good business standing.

When we photograph food, we determine what works and does not work in terms of contrast and similarity. And we make sure that you have enough paper to completely cover the entire field of view. We experiment with serving pieces, whole place settings, napkins, placemats, and tablecloths and even candles to convey the right mood. We like for you to have multiple food subjects available (like two dozen of the same from which to choose, and then we use only the best examples. We also use techniques to make food shine and make them look more appetizing, because shiny food appeals more than dull food.

- Advertising Photos
- Architectural Photos
- Black and White Photos
- Commercial Photography
- Documentary Photos
- Fine Art Photography
- Food Photos
- Jewelry Photos
- Pictorialism
- Product Photos
- Public Relations Photos
- Stock Art Photos
- Marketing Photos
- Nature Photos
- Still Life Photos
- Straight Photography
- Street Photography

If your budget allows for a professional photographer who will provide access to more lighting techniques, vision and skill to the assignment and more sophisticated cameras, there are several photographers in Charlotte that we can highly recommend.

The professionals use more responsive cameras, manipulate focus settings, the feel of the shutter, focus point selection, auto white balance, dynamic range, color rendition, and are capable of creating incredible quality files directly out of camera. Please call us and we will be happy to direct you to one of the best.

### **Non Exclusive Use Stock Photo Services We Source for You by Using [iStockphoto.com](http://iStockphoto.com)**

For a very minimal fee, usually \$10 to \$30 per image, we use iStockphoto.com, a stock library of 1000's of digital image photographs and secure these on your behalf. Your team can use on these photos for their marketing materials and advertising campaigns. It will save you time and money for years to come!

We have tried many stock image providers on the web and have found this source to be the best buy. Some of our personal photos are available on this service too!

Sometimes, we use these stock photographs on your site to supplement your images and might use the photo in a different situation to a different company for use on calendars, magazines or many other products.

The contract usually with these types of photos is for non-exclusive use of the photograph (meaning the photograph can be sold for more than one use)

Call us and let us compile a portfolio of stock photos for your business. Below is just a sampling of the many available images.

The provider that we use has several different collections of files, which sell at different price points. Files with higher prices are indicated with the following:

**Exclusive** - Photos and illustrations by contributors whose royalty-free stock is only available from this family of companies and their distribution partners.

**Exclusive+** - The best files from the Exclusive collection selected by the artists, available at a slightly higher price point.

**Vetta Collection™** - Creative, hand-picked images with exceptional art direction, execution and rarity.

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**Agency Collection™** - Niche images offering high production value, regional content and cultural diversity.

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