

## **Photographic Services**

This leaflet relates to our photographic services for web and printed material. For special photographic services including, family, premises and other work, as well as our range of prints and cards, please contact us.

We offer two services, on site and at our small but comfortable studio.

Product photography is an important part of any marketing campaign – a picture speaks a thousand words! However, not everyone sees life like that so pictures alone may not be enough, however, they are very important.

Wherever possible we like the client to be involved in the photographic process. This is because you know your product; you know what works with what and which way up it should be. You also may have an idea of how you want your product to be seen, or what your potential customers may be expecting – how do you want to present yourself?

Prior to the actual shoot we will discuss with you what you want, whether plain no background pictures taken on a light table to reduce shadows or having your product surrounded by flowers or ancillary items or stood on material; the choice is hard but we will help guide you. We deal with a large range of subjects, so all props are your responsibility.

### **The Photo-Shoot**

If we come to you we need to allow sufficient time. There is no point in rushing these things!

We may need an hour to set up, we may also need time to select where we are going to take the pictures. As a guide we like to use as much natural light as possible, preferably without having to have your room lights on. We add flash and daylight lights to the natural light as this maintains colour and we can control the shadows and other lighting effects. Because of this we do need a mains supply, an ordinary 13amp socket is fine, we do not need 3 phase or other strange things!

The time taken depends on the complexity of the props and the setting up of the products, and the number of products. At the end of the day it takes a little while for the equipment to cool down and to pack it all away.

If you come to us and are staying we will have set the equipment up. If you are dropping the products off to us to photograph in our own time we will provide an agreed completion date.

### **Post Photo-Shoot**

All of our work is digital, so the first stage is to transfer the images onto a computer, resize and burn a basic image disk which is sent to the client. This is used for the basis

of the rest of the work. When the images for use have been agreed they are then processed – that is lightened, contrast and brightness adjusted and colour corrected as well as being cropped. They are also sized as required. Web photos we then incorporate into the web site. Photos for print work we either incorporate or send to the designer or printer as instructed.

As with all things this part can take a considerable amount of time.

## The Photographs

1. The photographer retains the copyright of all photographs.
  - a. The photographs are licensed for particular purposes and should not be used for any other purpose.
  - b. Any copies of hi quality images on disk remain the property of the photographer and cannot be used without permission.
  - c. This includes use by others without prior consent.
  - d. All images must be acknowledged with R Croxson © year as specified.
2. Although we retain the copyright we will not use your photographs for any other purpose without your consent.

## Pricing

After much thought the pricing is as follows:

It is broken down into modules:

1. Taking the photographs
  - a. At your venue
    - i. A fixed fee (which includes local travel) of £40 per visit
    - ii. £25 per hour or
    - iii. £80 for half a day (upto 4 hours) or
    - iv. £150 per day (upto 8 hours)
    - v. All times include set up and breaking time. Local travel time is not charged. The period is agreed in advance. All times rounded to full hours.
    - vi. Over 20 miles travel costs (time and mileage) is by negotiation.
  - b. At our venue
    - i. £25 per hour – no other arrangements
2. Processing the images
  - a. Initial camera to computer and rough pictures (only resized and low quality) and burned to disk and disk sent to client – FREE
  - b. Preparing images for web including any adjustments and cropping is charged at £25 per hour.
  - c. Preparing images for printing is £25 per hour

3. Multiple print use or high number printing for resale. This is part of the copyright license, and this can be on an annual or individual print basis. Also, if you require a disk of high quality images for unspecified use and wish to purchase an unrestricted licence you may.

All work is subject to contract / agreement

If you have any questions please contact us:

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