

STUDIO NEWS

Clayfield Studio Newsletter Winter 08

You might well be wondering what an FJ Holden is doing on the studio's winter newsletter. Well it's actually a model photographed with our new Nikon Digital System.



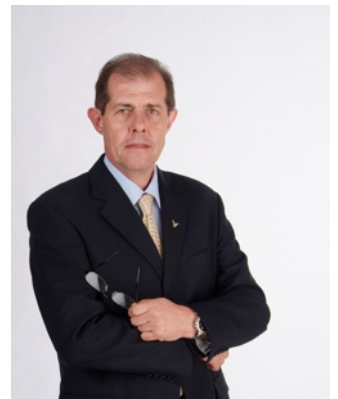
At last! Our new Nikon has arrived! State of the art digital capture.

By mark taylor

After what seems a like lifetime waiting, our new Nikon D300 digital camera body has arrived. We have had this on order with our great supplier Kayell (Qld) for several months now. Nikon can produce 400 of these cameras per day; sounds like a lot but the USA have ordered over 100,000 of them in one hit. What all of this means to you, our client is even better images. Brighter, sharper and with a much wider tonal range. And we've just teamed this with our new Triflex colour management system designed here in Brisbane by legendary local photographer Rodney Pforr. We're sure you'll notice a difference when you get your next images from us. Let us know what you think!

Of course this all marries together perfectly with our recently acquired Mac computer system. After 20 years of using PCs, we've at last finally been persuaded to go with Mac; and we just love it. You should also notice with these changes that you're getting your images on DVD now instead of CD. For large jobs they hold more data and therefore your costs have come down as we can now burn to one DVD instead of two or three CDs. And remember we always label your job with your corporate logo for you if we can get it. (If you're not seeing your logo on your DVDs, please call us or email and we'll be sure to get it sorted for you for your very next job.)

At the studio we have also added a new 2 metre softbox that takes 2 studio strobes. Powered by an Elinchrom floor pack it can punch out 1200 watts. (This unit produces stunning lighting) Below is a picture of 4BC personality Marty Doyle that was shot with this system.



1 Visit Clayfield Studio on the net: www.clayfieldstudio.com

WYSIWYG? Sometimes!



WYSIWYG! (What you see is what you get) **But without Colour Management, what you see may not be what you get!** Sometimes here at the studio we get calls from clients telling us that their new images are too dark, or too light. And 99% of the time, their monitor is not calibrated correctly. In fact most folks are surprised to know that a colour monitor has to be calibrated at all. (And then in an ongoing regular manner; they do “drift” off target) Think about this; if



Did you know that only 8 years ago, a 2.7 megapixel camera was considered a wonderful thing? Now we regularly work with 12+ megapixel cameras. These produce better results than film!

you work in a spreadsheet, you can see the numbers in each cell. Well digital colour is like a spreadsheet. The difference is this.. while a cell may have a certain number of units of red, you cannot see the number. All you can see is your monitor’s interpretation of that number. If you work regularly in graphics, then consider investing in a simple “Spider” monitor calibrator. It can save you a lot of heart-ache and ensure that what you see is really what you get.

So what’s been happening lately?

We thought we’d show you some of the things we’ve been photographing lately; people often ask us, so here are a few!



A Classic Old Radio.



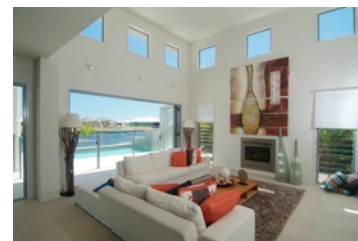
A Weber Q Barbeque.



A new Stanley tool kit.



Testing a new brew!



A stunning lounge room.



A lovely couple.

Event Photography

If you have an event coming up soon for your organisation, we can cover it for you for a modest fee. Images are then available for viewing and purchase by your attendees on our website. (Follow the “Buy Photos” link) Here your people can order copies of photographs in varying sizes, pay by credit card and we will process and post them directly to the purchaser. We have covered events for the Brisbane City Council (Apprenticeship and trainee awards) Clayfield College (Awards night) Lord Mayor’s Office and other organisations. We even do school reunions. Drop us an email at info@clayfieldstudio.com to enquire how we can be of service to you.

Want to know more about our services? Then please visit us on the internet at our website www.clayfieldstudio.com where you’ll learn more about us. You can even press our “button” to have us call you back within one minute during most normal business hours. Or ring us on 07-3862 1333, email mark@clayfieldstudio.com and we’ll get back to you ASAP!

Catch you next time!