

snapshots by Jing of Imaging Photography

June 2007

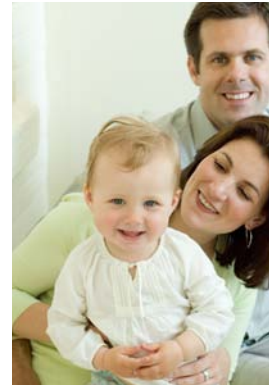
May recap

Gift promo for Dad

Focus on Makeup

Snapshot Tip

Sponsorship



May days

May was an eclectic mix of weddings, baby portraits, events, sports and cars. More samples from all of these shoots can be found under the News section of my website.

Highlights include the wedding of Sarah and James (who I have known since grade 8) and getting to climb on trains at the Markham Museum.

Rhiannon and Eric (who came to me via Julie and Andrew - thank you) had a lovely wedding. They looked gorgeous and since it was on a Friday, the only competition we had at the popular photo location James Gardens, was a raccoon!

It was also a great experience shooting the cars of the GTA Ford Mustang club. I have Paul Sveda, a long lost high school classmate to thank for this assignment (back in touch via Facebook).

There's nothing like growing babies to remind you how quickly time passes. I've updated the Babies Portrait section with new photos from this month and you can see how much Tessa and Samantha have changed over the past year or so.

Thank you to everyone who has taken advantage of the new referral program. I forgot to mention last time that if you are a returning customer, it's like you are referring yourself, so you earn yourself bonus print credits for coming back.

I'm looking forward to the rest of June for fashion shoots, more events, weddings and family portraits, as well as a short vacation to Calgary.

Deserving Dads

Father's Day is Sunday, June 17th. I'm still running the family portrait session promotion for the rest of June.

Family portrait packages are \$225. I come to you, at a GTA location of your choice for an one hour session. The package includes a print credit of \$25. If your family portrait session is scheduled for June, receive an additional \$25 print credit! Or maybe he would prefer a photo shoot of the car he is restoring in the garage?

The referral program is in effect - both you and your friend can earn print credits by passing on this information!



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Focus on Make-up

You should look like you - but better! A little make-up goes a long way in evening out your skin tone, giving definition to your eyes and adding colour to your cheeks. For brides who are not daily makeup wearers, it may feel like you are wearing too much, but trust me, that long white dress can wash you out.

Agnes, a bride from last summer was convinced too much makeup was applied. The makeup artist asked me to take a quick photo and after I showed Agnes the result on the camera screen, she agreed that it looked natural. They did a great job using soft browns to define her blue eyes and the effect was even better once she put on the gown!



Snapshot Tip

Using your fill flash

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Last time we talked about turning off the flash. This time we'll talk about using fill-flash. Photography is all about using light strategically - and some situations call for a bit more light courtesy of your on-camera flash. If your subject is significantly darker than the background (i.e. sun behind the subject), or there are strong shadows on the face (i.e. sun directly overhead creates raccoon eyes) you want to combat, then force the flash to fire. The closer you are to the subject, the brighter the effects of the flash.

In this example, fill-flash was used to overcome the spotty lighting coming through



the trees. Not only was the lighting uneven, but it was also very green. The little twinkle in their eyes is good give-away that additional lighting was used.

A cool effect you can try is to force the flash even if you don't need it - it will create a brighter-than-day look. As with all tips, I'm going to assume that you are using a digital point-and-shoot camera, with limited manual override. If you are a lucky one with a DSLR, then you can experiment with manual flash, aperture and shutter speed settings.

Sponsorship

Imaging is still a young business so I'm a long way off from funding hospital wings and university chairs, but I do like to offer my services to some great organizations as a sponsor.

I have been the official photographer to the Toronto Dragons rugby club for the past three years. I offer a special Dragons print price for game photos and treat club members as returning clients if they come to me for portraits, weddings etc. Game photos can be found at www.imaging.com/dragonsrffc

An organization new to me is the Scadding Court Community Centre. In partnership with city leaders, they offer several annual anti-racism scholarships to inner-city youth. I will be photographing their awards dinner later this month. ■