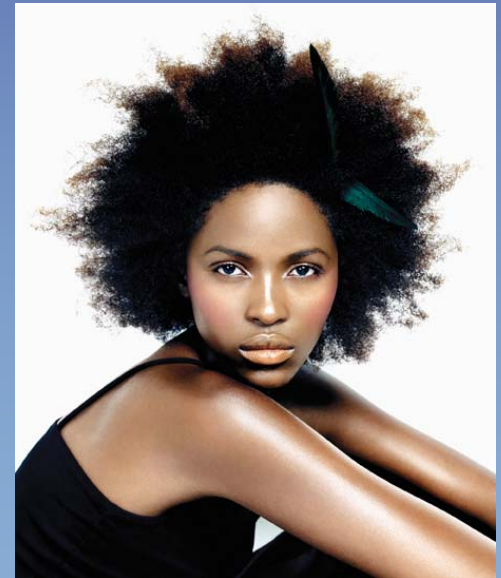




# Trends - Fashion Studio Photography Workflows

Back to Basics!



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# Industry is Talent focused



- Matching talent to budgets
- Digital knowledge not a concern
- Supported with Sound Workflows and Superior Technology



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# Process



- Technology support allows talent to focus on creative
- Increases productivity
- Increases overall quality

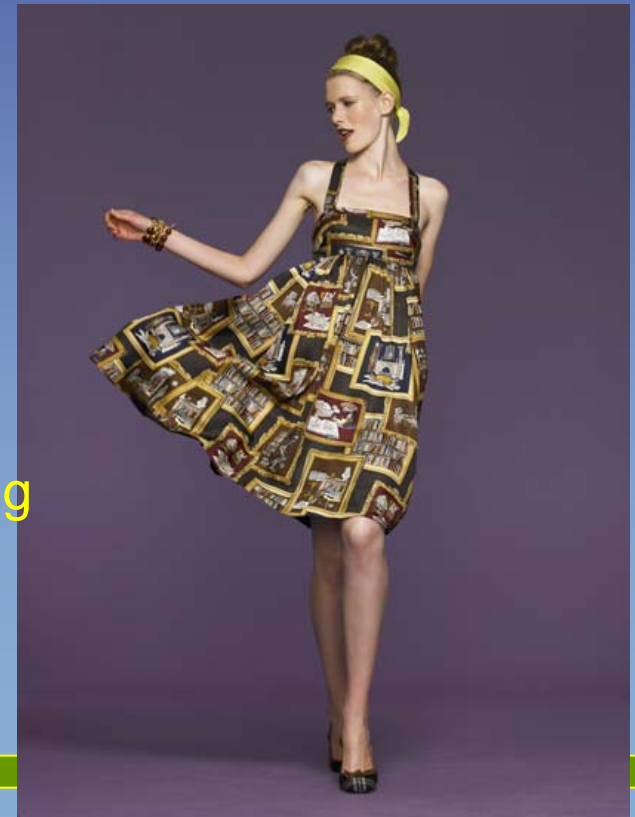


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# Guidelines



- Shoot as if you are shooting film
- Use post production only when necessary
- Minimizes post production costs
- Be conscience of exposure totals
- Follow directions of Digital Tech
- Not responsible for file management and processing



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# Advantages



- Consistent color
- Higher productivity
- Fresher photography
- Lower post production costs



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# Questions?



## Thank You



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