



The Benefits of Studio Photography

By Simon Taylor

Investing in your practice comes in many shapes and sizes. Equipment, staff, marketing and the latest technology in practice management... you would never have thought that models would come into the equation!

Well, start budgeting as studio photography will help you create an image that is yours and yours alone. And, contrary to many people's beliefs, it does not have to be expensive.

Most of you will use lifestyle images of beautiful women with beautiful smiles, families enjoying time together or people talking in a relaxing atmosphere as it portrays the right message about your team, your practice and your quality of work. You will get the feelings from the viewer of your website or brochures that want them to come to your practice. They will feel at home, relaxed and safe in your hands.

Imagine if you could create those exact same shots but with your own models? There are many benefits to studio photography and I would like to discuss them in detail throughout this article.

WHAT IS AN IMAGE BANK & STOCK PHOTOGRAPHY?

There are many image banks created around the world to provide companies with images for their design pieces. You visit a website, type in the style of image you are looking for and they will list the different images available. You will then purchase that image, with the price based on format, size and usage. Everyone has access to these images and anyone can buy them. Individually or a CD full of a range of images, the image bank will make their money from the multiple uses of one image. The images are broken down into categories, with literally hundreds of images available for every possible situation. These image banks are fantastic for general use however as I mentioned before, EVERYONE has access to the same images. You may create your advertising around a family image to only find that the same family image is being used on a product that may compete with yours, or create a mixed message to your patients.

UNIQUE

When you spend time and money on creating great looking marketing collateral, wouldn't you prefer the images used to be your own? Images purchased from an image bank are available to anyone that wants to use them. Anyone around the world can purchase them and use them for a

variety of advertising mediums. With your own studio shots, they are yours, end of story! They will not be sold to anyone else and you can use them as often as you like without having to purchase different sizes or resolutions.

PATIENTS

You may have staff or patients that can be used for this type of photography. If you have a case that you are particularly happy with and the patient is happy being used for promotional purposes, even better! To get a patient or staff member to agree to model for your photography increases the power of your message. To show an actual patient means that the viewer can see a real person with real results that YOU have achieved. The power of that message is priceless.

EXACTLY WHAT YOU WANT

Your marketing brochures, website, advertising campaign has been created and you have certain ideas of exactly the style of image you want and the exact pose that will work perfectly with your image. Once a model has been selected, just bring your requests to the studio shoot and you can create the exact shot that you want. If you have seen something in a magazine, bring it in, if your brochure has a curve that the model needs to work around, you can do it. If you want to have certain props in your shots that tie into a theme within your practice- it can be done! The ability to find shots that are EXACTLY what you want in an image bank is time consuming and the outcome will never be the 'perfect' image that you need.

FLEXIBILITY

When images are purchased, they are a set size and from a set angle. The people that take the shot do not think about a specific industry or use of that photograph. It may be aesthetically pleasing but if the smile isn't exactly what is needed from a dental perspective, why use it in a dental shot. Even if the shot is perfect but the hands are covering the mouth, this causes a problem. Take that shot with you to a studio and get your model to take on the pose but positioning their hands differently. The flexibility is endless when making your shots perfect for a dental environment.



PRODUCT PLACEMENT

If your practice is affiliated with particular brands and products, why not include them in the photography. It may be worth thinking of if you are using the technology to promote your practice. This creates something completely individual to you plus may get the other company to contribute to the photography costs.

COSTS

The costs of studio photography will range depending on the props needed, the model chosen and the length of time it takes to create your images. The Photo Shop charges \$995 for a full days photo shoot and that is normally plenty of time to create an extensive image library for you. The studio will cost around \$500 for the day however, again depending on what the requirements are, additional equipment may be required. This isn't always necessary and does not generally add much to the cost. The only additional costs will be the models used. If you choose to use a patient, quite often you will find that they will do it without charge if they get their whitening for free, for example. It is normally easy to come to an arrangement with a patient as they are happy to get a great smile and to be part in the excitement of photography. If models are required from an agency, this will range depending on the models chosen. If you wanted to use Megan Gale for example, this may bump up the price slightly!!!!

NO MODEL REQUIRED

You may just have a product and therefore no model is required. Believe it or not, products are very difficult to photograph. Making sure the lighting is right, the angles work and the brand is seen, can be a pain staking exercise. You will not get a truly professional finish unless you use a studio to achieve these results. All Somnosed products were shot in a studio over the course of a full day and using a seamless white background to give the end result.

MORE IMAGES THAT YOU KNOW WHAT TO DO WITH!

During the day, you could quite possibly end up with well over 100 shots. It is important to take more than necessary as you can use them down the track for different advertising campaigns, brochures, posters etc. Also, some shots just won't work when you see them printed out. They look great in the studio but when you see them out of that environment, they might not portray the image correctly or give the right atmosphere. The more the better!

USE DIGITAL

Using digital photography in the studio has many benefits. Seeing the shot at the time will give you the ability to make minor changes there and then to give you the advantage of fine tuning the final result. Downloading the images onto

a computer on the day also gives added space for taking more photographs but without the cost of additional film. The use of digital photography will give you the shots you want, faster!

OTHER TECHNOLOGY IN THE STUDIO

The white background

Professionally known as a cyclorama, the white background gives a seamless finish to the photograph. A pure white background will allow your image to be placed anywhere. Your designers can change the background to suit your image and artwork, placing it around wording, curves and individually designed work. The flexibility of the image when the cyclorama is used is endless and a must when considering professional studio photography.

Medium And Large Format Cameras

Sometimes a particular campaign will require the use of large photos. Such examples could include a wall-sized poster or a banner. In situations such as this it is necessary to use a film camera that produces large negatives. A medium format camera, such as Mamiya, Bronica or Hasselblad will provide a large negative or transparency (slide film), which will be scanned to produce a huge hi-res image. A large format camera such as a Sinar can produce negatives up to 8" x 10". When scanned with a drum scanner these produce truly massive images easily suitable for covering the side of a bus or building. This equipment can be used comfortably within the confines of a studio and can help achieve the sort of large-scale images not yet within the reach of conventional digital photography.

THE BENEFITS SPEAK FOR THEMSELVES

When looking at the importance of your image, studio photography will pay for itself in no time at all.

- Individuality
- Unique Images
- Use of Patients for Impact
- Flexibility in Medium
- Product Placement
- Value for Money

The individual shots will give your brand the edge it needs to stand out amongst the crowd and give your practice that professional touch.

For more information on any photography needs you may have for your practice, home or family, contact Simon on 02 9211 1477 or 0410 487 007. For samples of the work completed by The Photo Shop, visit www.thephotoshop.com.au.

