

Creating a Work-flow

A well practiced, established work-flow will save you hundreds of hours of work. Work-flows are the one skill most ignored and least appreciated. The following is a very basic overview of where to start with different styles and how you would achieve them at our facilities. They should only act as a starting point and our resident specialists are always happy to talk about improving work-flows.

Analogue Photographer

Shooting on film is growing in popularity and developing is a skill that requires a lot of practice. Analogue film requires a lot of upfront work and a lot of post processing. The following steps are involved:

Purchase film stock



Film stock is both hard to find and expensive. Find a consistent supplier that isn't overpriced

Shoot



Shooting analogue means every shot costs you money. Learn effective shooting skills

Store Film



Once you've shot your film you need to store and label it. Find a way to stop wastage and loss

Book darkroom



Darkrooms with solid equipment are few and far between. Organise your darkroom session

Develop



The magic happens when you develop. Learn a solid a developing process for best results

Store / Display



Analogue photography produces prints. You have to store and display them with the respect they need

Digital Photographer

Cameras with ever increasing specs automate more and more tasks, allow us to shoot large numbers of images. Optimising and organise large libraries lies at the heart of digital processing. The following steps are involved:

Prepare camera gear



Digital needs solid equipment prep. Ignoring this step will hold you back more than you realise

Shoot



Shoot like nobody's watching. Digital is cheap, fast, efficient and easy. Blast away as much as you can.

Backup data



It's digital. Once it's gone it is GONE! Back up all data or you WILL lose it. Then back up your back up

Collate + Organise



Thousands of shots soon add up. Learn to process hundreds of shots effectively. Organising photos is an art in itself.

Process



Processing is the epitome of digital photography. Know how much you want to do and keep on top of new skills

Share & Archive



It's digital so share it. Be able to recall shots when needed. Archiving is really key with large libraries

Mobile Photographer

Mobile photography is often looked down upon by many DSLR owners, but the best camera you have is the one on you at the time. Learning to use it well can give some incredible results. Steps to refine are:

Shoot



Most people take phone photos but few learn how to take great shots. It is possible with practice

Collate + Organise



Organising shots can span across multiple apps. Develop good organisational skills using a small screen

Process



Mobile processing is advancing at a huge rate. Mobile producers are like small factories when well organised.

Curate



Curating on mobile is all about volume. Learning all the tools and platforms is a job in itself

Share



Sharing in near real time is what makes mobile photography special. Sharing effectively is also worth learning

Respond



If you don't engage your audience you'll find yourself posting a lot with little engagement