

the art of photoshop and value of post production

a photo is just a photo, a camera is just a camera and a photographer is just some one who clicks the button, right?

a photographer is never just a person that clicks the shutter.

they are many and varied and bring their own style, their own skill set, their own equipment and their own specialist areas. there are media photographers, sports photographers, fashion photographers, domestic portrait photographers, commercial photographers, photographic artists and everything in between with skills that cross over to other specialist areas.

with varying specialist equipment, skills and experience they will all charge you, the client, at very different rates to reflect their unique skills.

their rate is set to cover all the years of experience and skill and a style they have taken time to develop. their rate is set to cover set up time, the cost of their equipment, and of course the insurances! not to mention the time spent in post production; all the moments you don't see, the hours spent adjusting and selecting and editing the beautiful images presented to you.

the moment a photographer shows up to click is only a very small part of their story and everything they bring to the table to create that final image.

b. is a commercial editorial photographer. like most photographers his skills port over to other photographic applications, but his best work is within a commercial context.

the photography community here is rich with amazing skilled photographers, if you are in need of a domestic photographer or any other specialist photographer we can connect you to some amazing local and national photographers.

domestic photography captures beautiful moments of your life; your wedding, your new baby, a birthday party, or just your family captured in a moment of time, moments. for you and your family to cherish and keep. memories and moments; personal treasures.

domestic photographers are amazing people with an eye for capturing special moments, they work from anything to film and digital with available light to a full light set up in a studio.

traditionally, domestic photographers apply minimal post production to the images; wanting to capture your story as best as it is presented.

commercial photographers traditionally create a story, they construct a reality around a narrative. commercial images help promote an event, a performer, a product, a style or even a skill set.

commercial photographers often create images to a client advertorial brief or editorial need. commercial photographers generally apply high end post production editing to an image. this is where a large part of the magic happens with these images. just as much time and skill is required in post production as the shoot itself.

there is no lie in photoshop because there is no truth in a photograph.

the use of photoshop can be a contentious issue, but it is a vital part of the art of commercial photography. the old masters spent hours in a dark room editing and altering the final image to help it tell the story it was created to tell.

high end post production techniques strip away noise and distractions to tell a story. it is about created realities. this type of photography has always been about that. about positioning a product or a story in a particular way. it is marketing: visual communication and creative translation. photoshop offers the digital equivalent of dark room techniques used by the old print masters.

there are varying degrees of editing, from global adjustments such as basic colour correction and removing minor skin blemishes to a full high end beauty edit or a composite image.

this kind of digital altering is completed by the photographer or an independent digital artist and often charged at an hourly rate, the skill and time and perfectionism they put into creating your beautiful final image is often misunderstood and undervalued. there is magic, art and power between where an image begins and where it ends. each digital artists or photographer brings their own style to this stage of creating an image.

b. has a very distinct look to his photography and the post production style of his images. clients are paying for his unique creative translation; for his style and his meticulous post production skills.

creative translation. b.

b.packaged

b.you

\$375+gst

- 30 minute shoot
- low resolution previews for selection
- level one post production on two selected photographs
- b. watermarked digital file of two finalised photographs for social media use only
- 8x12 fine art prints or one year commercial useage for two finalised photographs
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment in full required to book
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.creative

\$950+gst

- two hour location or studio shoot
- level two post production on two selected photographs
- b. watermarked digital files of two finalised photographs for social media use only
- high resolution digital files for two finalised photographs
- one year commercial useage for two finalised photographs
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.seen

\$950+gst

- photographic and graphic design package for brand promotion including reduced rates on graphic design elements as required and consultation for concept development
- edited photographs incorporated into branding elements for print and online application
- two hour location or studio shoot
- level two post production on two selected photographs
- b. watermarked digital files of two finalised photographs for social media use only
- high resolution digital files for two finalised photographs one year commercial useage for two finalised photographs
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed images unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.special

b.madness - group special

\$249+gst per person (ten minimum)

- 30 minute shoots back to back
- low resolution previews for selection
- level one post production on one selected photograph
- b. watermarked digital file of one finalised photograph for social media use only
- 8x12 fine art print or one year commercial useage for one finalised photograph
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment in full required to book
- full terms and conditions, client agreement and model release can be found here
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.
- minimum of five bookings for shoot to proceed.

b.corporate

\$250+gst

- 30 minute shoot
- low resolution previews for selection
- level one post production on one selected photographs
- b. watermarked digital file of one finalised photographs for social media use only
- full colour/greyscale variants including one year commercial useage for one finalised photograph
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment in full required to book
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.ahead - hairstylist special

\$450+gst per look

- one hour location or studio shoot
- level two post production on one selected photograph
- b. watermarked digital files of one finalised photograph for social media use only
- high resolution digital file for one finalised photograph
- one year commercial useage for one finalised photograph
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.madeup - makeup artist special

\$450+gst per look

- one hour location or studio shoot
- level two post production on one selected photograph
- b. watermarked digital files of one finalised photograph for social media use only
- high resolution digital file for one finalised photograph
- one year commercial useage for one finalised photograph
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.formative - artist special

\$450+gst per hour

- per hour location or studio shoot
- high resolution digital files for artistic reference only
- the option for additional edited photographs, prints or useage terms at an additional cost
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.polished - photographer special

\$200+gst per hour

- per hour one-on-one photoshop training
- high resolution digital file for learning reference only
- non-refundable payment of 50% deposit required to book - remaining payment required on the day of the training unless otherwise arranged with b.leideritz prior.

b.customised

pre production

\$100+gst hourly | \$400+gst half day | \$750+gst full day

- concept development for the shoot, location sourcing, model scouting, liaising with other creatives including hair and make up stylists.
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

studio photography

\$300+gst hourly | \$1100+gst half day | \$2200+gst full day

- full studio lighting shoot at the b. studio, lighting on location, hired space or hotel location.
- includes shoot time and low resolution previews for selection. custom shoots do not include editing of photographs, please see included the costing of providing additional edited photographs.
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

post production

\$150+gst hourly | \$500+gst half day | \$1000+gst full day

- when you can't go without some of the other photographs you adore or you required additional editorial photographs for print or web.
- each photograph will be provided to you fully edited as one branded digital file 'online application' and one unbranded high resolution print ready digital file if usage is also paid for.
- post production of photographs can be undertaken as one of three levels of editing, based on your end requirements
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

event photography

\$450+gst hourly | \$1600+gst half day | \$3200+gst full day

- photographic documentation of an event, available light, burlesque performances, theatre, cabaret, music, pole etc.
- includes shoot time, basic global photographic adjustments and low resolution previews for online use. event photography shoots do not include level one, two or three post production of photographs, please see included the costing of providing additional post production for any selected photographs required.
- non-refundable payment of 50% deposit required to book - remaining payment required on the delivery of the completed photographs unless otherwise arranged with b.leideritz prior.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

b.production

level one post production

b.you & b.corporate

these packages include first level of post production, it includes selections and edited photographs. shot at one location; studio, office or home. usually taking 30 minutes to an hour to shoot and 30 minutes to an hour per photograph of post production (photoshop) time.

this level of post production is about colour correction, removing image distractions and balancing out the image to tell the story you are wanting to tell; be it just you, you're corporate self or your alter ego.

level two post production

b.creative & b.seen

these packages include the second level of post production offered. these shoots generally take a few hours, shot in a studio, hotel or on location and include photographs edited to high end editorial/beauty standard.

this level of post production is about smoothing out skin, removing distractions, balancing the photograph and usually takes a few hours per photograph of post production (photoshop) time, depending on required corrections and needs.

these packages are generally about telling a story, communicating a concept or showcasing your skills and are highly styled. we can connect you with some great stylists, make up artists and hair stylists if required.

these packages are generally for performers, models, fashion and beauty shoots or for hair and make up artists looking to showcase their work.

level three post production

b.customised

advanced post production at times is required; love that face but decided you hate the back ground? b. has advanced skills in photoshop post production techniques, and understands when the photographs needs to be just so to tell the story you want to tell. this is an additional service priced on top of the shoot packages.

b.additions

photographic usage

personal/performer & small business marketing/promotion

\$200+gst yearly | \$400+gst per three years

corporate, promotion, editorial, advertorial marketing/promotion

\$200+gst yearly | \$400+gst per three years

unlimited

\$800+gst per image for lifetime

complete copyright buyout

\$1600+gst per photograph

- applicable for photographs used for promotional or marketing purposes.
- copyright of all photographs remains with b.leideritz.
- please read the terms and conditions for additional information regarding usage of photographs
- it is required that all photographs used for promotional/marketing purposes must credit the photographer and all involved in the creation of the photographs. eg model, makeup artist, hair stylist etc.
- usage fees are charged on a per photograph basis. usage of a photograph is not included in the print or post production costs.
- non-refundable payment in full required to purchase usage
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.

prints

\$90+gst per 8x12inch fine art print inc. postage within australia

\$180+gst per 16x24inch fine art print (shipping additional)

\$270+gst per 20x30inch fine art print (shipping additional)

custom print sizes, framing or mounting are available upon request, price on application.

there is something transcendent about a printed photograph, it becomes more than digital pixels, texture and tone are highlighted in way only seen in print.

b. photographs are only ever printed on fine art high quality print stock. these images are printed at one of australia's oldest print studio atkins, avid supporters and promoters of local artists and the photography industry and the best in australia for creating beautiful prints.

- non-refundable payment in full required to order prints noting that any postage or delivery costs are in addition to the print costs and payable by the purchaser.
- full terms and conditions, client agreement and model release can be downloaded
- booking a shoot or payment for a purchase or deposit for booking is taken as confirmation that you have read, understood and agree to the set out terms and conditions.