

**From:** "Pechman Imaging Management" <feedback@pechmanimaging.com>  
**Subject:** **Fun and Excitement Does Sell Portraits**  
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## Fun and Excitement Does Sell Portraits

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Hollywood and amusement parks share a common marketing proverb -- **fun and excitement sells!** Hollywood has made outstanding use of digital applications to cinematography, especially when applied to science fiction films generating \$billions\$ in revenue. With current movie goers it is rare for a vintage science fiction movie to stand up to today's digital special effects. Even with digital cameras and an abundance of software, there are still far too many portrait studios preoccupied with business as usual while adhering to an old and outdated dogma. For years one studio was a clone of another. Are consumers describing some studios' photography as being 'dull and boring' or relegated to the past? Maybe it is time for some studios to re-invent themselves. Kodak is in that phase right now as manufacturing restructures for digital.

All professional studios need to be in a creative mode with an abundance of new digital photographic products that promotes renewed excitement for portraiture in the 21st century. Photographers entering the pro-market are busily re-inventing portraiture to gain a foothold with the wave of savvy and technologically empowered consumers, that is, brides and high school seniors. Software has opened the door to the creative mind; those with the talent and willingness to explore and innovate will excel. Mastery of Adobe Photoshop and Corel Painter software just might make the difference for success or even survival in the portrait market. Hopefully, most studios will leave the 'dull and boring' world of being a clone of their competition to evolve into an exciting and fun retail enterprise — where the consumer easily relates to the photographer's creative initiative and energy.

Where to begin? May we suggest the following as a basic in-studio exercise to please the visual palette and explore the artistic possibilities. Using your Photoshop program, open an image, go to **filters** and experiment with each filter, using the adjustments and sliders provided for most filters find what looks best to you. Critique what you see, likes and dislikes. When combined with use of Photoshop's **tool box** the possibilities become endless. This simple exercise will enable a photographer to create *works of art* that will hang on the wall as a large portrait versus that of a generic 8x10 tucked away in some album to be forgotten.

## Filters

- Artistic - color pencil through watercolor
- Brush Strokes - accented edge through sumi-e
- Texture - craquelure through texturizer

We recommend keeping a notebook handy so that you can record your filter combinations. Actions can also be written to perform these tasks but be advised that one filter may look different from image to image. Most of all have fun with the process! At some point you may want to consider doing some fabulous studio samples or a

digital slide presentation. Survey your customers on their likes and dislikes. Make portraiture fun again for both you and your customers.

For those photographers who cannot spare the time to learn the 'nuts and bolts' of Adobe Photoshop or Corel Painter, a lab can take your ideas from conception to a final product just for you.

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If you think a friend or studio would benefit from our newsletter, have them contact [Pechman Imaging](#) to sign up. *Let us know your thoughts.*

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