

F O O D

PHOTOGRAPHY



AND
STILL IMAGE
POST PRODUCTION

Luminere Imaging





LUMINERE IMAGING

Orlando Luminere

PHOTOGRAPHER with extensive & broad experience base, technical depth and creative ability, actively engaged in photography since the age of 8.

HIGHLY EXPERIENCED in the use of D-SLR, roll film & 5x4 cameras, tungsten and mains and press flash lighting system; and in the use of light shaping tools. Adept in both the studio and on location.

EXPERIENCED AND QUICK in setting up LIGHTING necessary to create desired image. Well developed ability to self ART DIRECT and add creative value as needed.

HAS A COMPREHENSIVE UNDERSTANDING OF SENSITOMETRY (the science of what happens when film or digital camera sensors are exposed to light), colour management, calibration, DIGITAL IMAGE WORKFLOW for both CMYK press and web output.

IS AN EXPERT PHOTOSHOP USER (since 1996) and is competent with a suite of imaging and design applications, including raw conversion software (Capture One, ACR, Kodak PhotoDesk and Fuji Hyper-Utility), and Microsoft Office, on both pc and mac.

HAS AN ESTABLISHED TRACK RECORD IN TRAINING delivery on digital photography and Photoshop essentials.

Has a track record in training and in management of logistics of more complex photoshoots.

Is able to LISTEN to the client and deliver what is needed.

HAS AMPLE OUTSIDE PHOTOGRAPHY EXPERIENCE, including excellent communication and writing skills, and ability to place work in the context of the larger picture of a clients needs.

Thanks to Ray Strange for above image



SOME TESTIMONIALS

We have worked with Orlando for some years. Few photographers have the ability to produce desire creating images of food as does Orlando, whose images have played a key role in our marketing efforts."

Robert Shields
Zest Cafe/Bar
02 6232 5216

"Orlando is a self-taught photographer and art director, with an amazing ability to use light and deliver outstanding images"

Keli Lenfield
Green Star Developments
0412 824 299

"Orlando's work is always done with a creative flair and has always delivered results. The work is delivered on time and is professionally executed."

"The images have enhanced my business by injecting an exciting edge and by raising profile within the business community and with my clientele."

Gail Lubbock
Escala Shoes and Accessories
02 6232 7666

"Orlando's friendly approach meant that he was able to put the clients at ease. As we were photographing in the client's bedrooms, this was essential. Orlando quickly established rapport and after a short time, the client was comfortable, leaving Orlando and his team to do their work. Few photographers... have this ability."

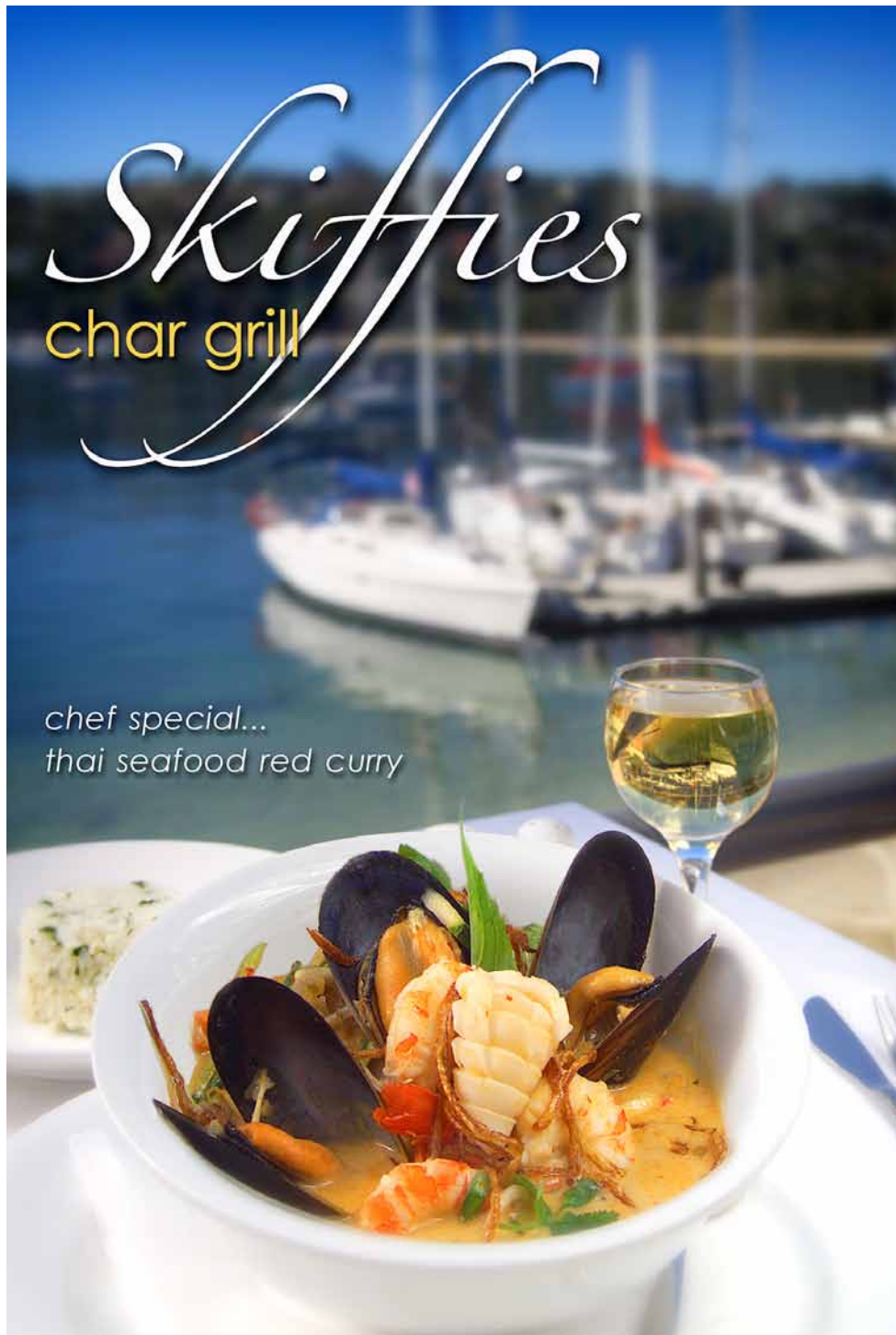
In one day of the shoot, he worked on 3 different sites. The results of the shoot under such pressure did not suffer and the creative results were excellent."

Lynn Scott
Creative by Design
0418 44 6666

"Orlando has more creativity in his little finger than I have in my glass of wine"

David Myers
Digital Masters Australasia
02 9949 6090





post production & retouching & poster design by
Digital Masters Australasia



COMMISSIONED BRIEFS



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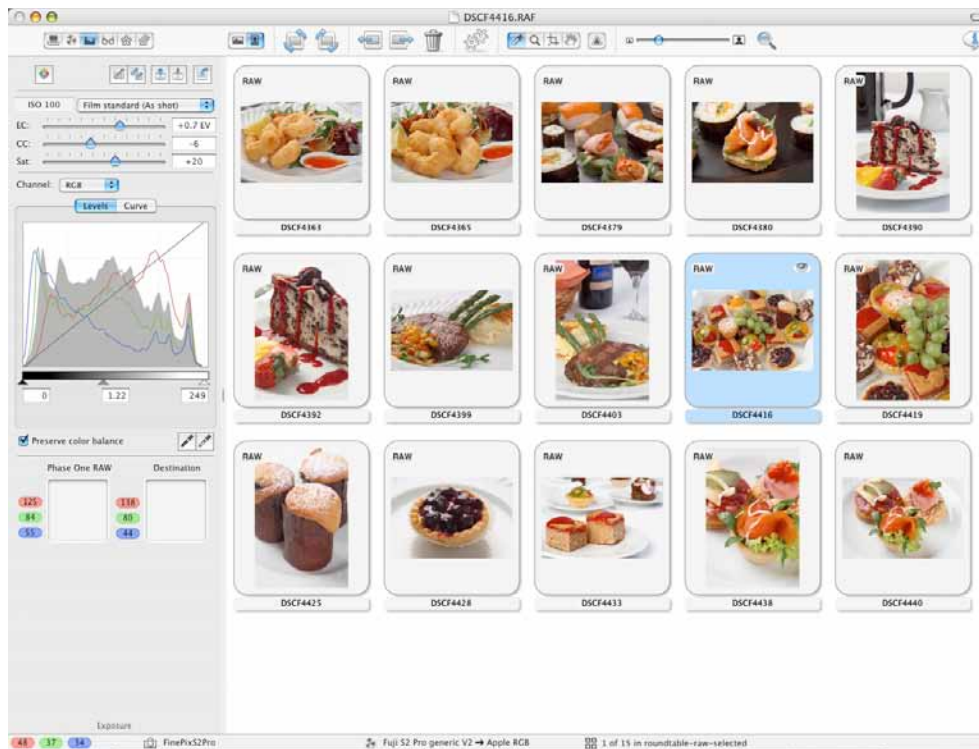


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Few people know that JPG images discard at least 75% of what professional digital cameras record.

For this reason, I take the extra effort of using the much larger camera **RAW** file format (12-20mb per click compared to 1-3mb for JPG's) as this saves 100% of what my pro-digital cameras record.

Non-professional cameras don't capture this information in the first place.

I then convert your **RAW** files into TIF images using dedicated software (screenshot shown above) after giving them preliminary colour, exposure, sharpening, plus a host of other adjustments - I counted over 30 of them. Think of the camera **RAW** files as really like fresh produce ready to be turned into a great meal compared to the JPG files that a camera produces being like a frozen dinner...

I then retouch and check these TIF images in Photoshop to create a high resolution **Master File** of each image - these master files are for use by professional graphic designers and printers.

In Photoshop, I take each image through a 36 stage **QUALITY ASSURANCE** process which is finished off by personally inspecting every pixel! - and fixing it if necessary - serious! I wish I could miss this bit as it is time consuming, but it is the only way I can be 100% certain that I am giving you the best. I could cheat if I wanted to...

I also create JPG copies so that you can use the images on any PC, email them, use them in power point presentations, even take them to the minilab!



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A Recipe:

Your artistry for creating great food, add my passion for photography and know-how, mix and simmer in a creative process, and a week or so later - serve to all your prospects, through all your marketing avenues, photographs that **unquestionably show how good your food really is!**

