



ABOUT DAVID SIMMONDS

Accredited Professional Photographer AIPP

B. Arts Photography (with distinction) RMIT, Master Photography II (AIPP)

I am passionate about making images, and have over 35 years experience as a commercial photographer across most areas of the photographic industry. Diversity is a real strength and, along with my wife and business partner, Sandra, we bring a complete service to our clients.

This document outlines these services which support every aspect of providing you with great images for all your purposes.

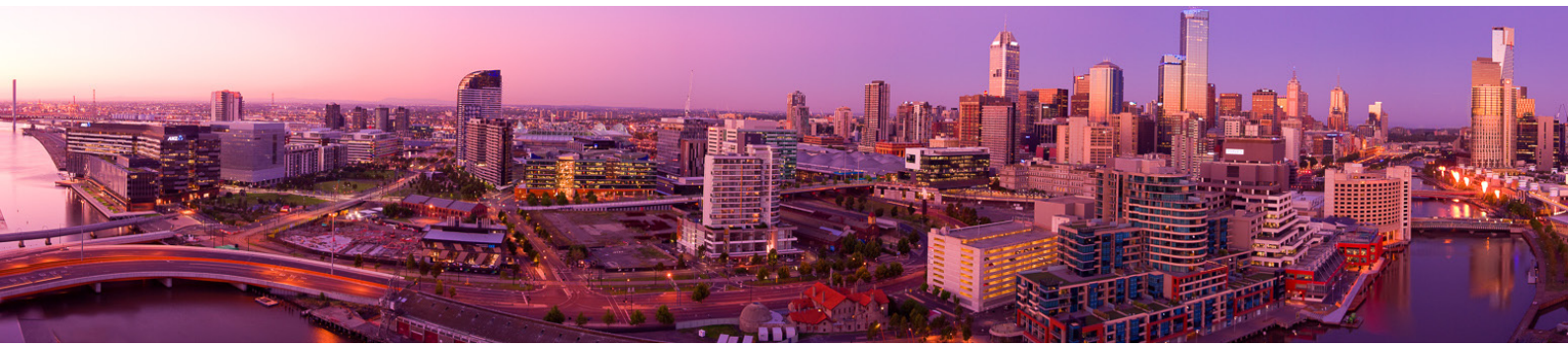
MY APPROACH

As a commercial photographer, I adapt my approach to suit what my clients need their images to do for them. Sometimes there are multiple purposes ranging from basic documentary through to creative and interpretive. Also different markets and media require different file types and sizes eg. from website and social media, to coffee table book, or large scale prints for board rooms or displays.

We simply get all this clear before we start, as part of the brief, and work accordingly. This is important as good planning means we work more efficiently. I bring many years pre-press experience to making sure your image files are perfectly ready to go for all your uses.

When the brief allows, my favourite approach to any project - architecture, landscape and even people - is to get beneath the surface of my subject. Going beyond the literal, creating images that have emotional and visual impact, to make it as if the viewer was actually there. Images like this need to be more dramatic, as I am only engaging the visual sense. There is no running water, movement of wind through the branches, birdsong or perfume in the air etc to appeal to rest of our senses.

That said, these "hero" images don't work everywhere and are best seen printed large. So I adapt my style to make sure that there's also clean functional documentation & that I'm creating images useful to my clients.



OUR SERVICES

PRE PRODUCTION AND PLANNING

We can manage all aspects of photography from concept through to delivery. However, we also enjoy working collaboratively with your team. We make sure we do site inspections where needed, logistical planning and liaising with all concerned. This makes sure the brief is clear, the costs are accurately estimated, and the shoots go smoothly.

STILLS IMAGES

I have experience in all kinds of locations including high places and aerial photography. Some locations are vast in scale, some tall and narrow, others are very small. Each has its own technical challenges in order to get really great images. I've developed techniques for dealing with these extremes of scale.

- 1) Hero images that are iconic and dramatic
- 2) Project documentation
- 3) Your people eg. dynamic, informal portraits in situ
- 4) Aerial photography
- 4) Photographing from high places eg. cherry pickers, roof tops
- 5) Portraits eg. company boards, project teams, support staff

TIME LAPSE

I approach time lapse the same way a film director approaches a film. For me, it's not just sticking a single camera on a pole in one solitary place to click away (the usual approach). This yields a predictable single viewpoint which can be boring over a long job. I like to use multiple camera angles, ensuring the viewer sees all aspects of the project in a way that is interesting, dynamic and flowing smoothly from beginning to end, and stays fully engaged for the whole time.

Whether I'm covering an event over a day or two, several months, or even years, it's important to understand the process, create a story board, script, and work out the angles that best tells your story. Add to this advanced editing, special effects, beautiful music for your audience and clear, legible credits.

VIDEO FOOTAGE

I take the same approach to creating high definition moving images. We shoot only on a full 35 mm chip in HD, giving greater facility in post production to edit, pan, track and zoom. This creates many visual options with a very light crew, compact set up and versatile way of working. Our lenses provide coverage not available to standard HD video cameras, from superwide to extreme telephoto.



OUR SERVICES

SUPPLYING YOUR IMAGE FILES

After shooting we download, process and do a first edit of images. Then we upload preview files to our website's client gallery where you can see the work, discuss with your team (links can be shared) and make your selection of images you want us to prepare for your final uses. You can order your images directly via the website, and this integrates back into our workflow in the studio.

Once we've received your order, and any specific instructions, we bring our post production skills to those images you select. Your finished files will be delivered to you via our website (for downloading), or via FTP, or CD/DVD. These images are kept in your client gallery so you can use this as an additional back up, and retrieve any image files 24/7 via your login.

POST PRODUCTION

All our files are prepared to best practice professional standards according to the Australian Photographic Digital Imaging Guidelines (UPDIG). For more information please see www.updig.com

We are experienced in high end post-production. We've won gold, silver and bronze at the National Print Awards with our work. We bring this level of expertise to our preparation of our hero image files, enhancing for maximum impact and visibility in consultation with your creative requirements.

We bring the same level of care to all our images, including documentation images, ensuring that colour, light, tonal balance etc are optimal. Your selected images are optimally prepared and finessed for all your intended uses.

We can also offer various special image treatments to suit any particular marketing needs eg. highly saturated strong colour treatments, black and white, sepia, duotone and de-saturated treatments, creating impact that ranges from very subtle, classical through to graphic and dramatic.

We deliver your files in a range of practical, usable, industry-standard formats eg. tiffs for print or design, 300dpi jpegs for fast dispatch to editorial and newspapers, sRGB jpegs for ezines, social media and websites. We can also make custom sizes to suit your most used design templates, or large scale displays.



OUR SERVICES

KEYWORDS & ARCHIVING YOUR LIBRARY

We understand that it's as important to have a good system of file management, search and retrieval, as it is to have good images in the first place, especially on a large project across a long time frame.

We consult with you about what metadata tags (keywords) are meaningful for your uses. We embed these metadata tags into the image files before we supply them to you. We also consult with you about what file naming protocols suit you.

Depending on what system you already have for image asset storage, back up, cataloguing and retrieval, we can either work within your system, or advise you on ways to improve your functioning in this area.

Our preferred way to deliver files is to upload them to our website's secure client gallery so you have ongoing 24/7 access to them, able to download files multiple times whenever you need them. Whether you opt to download them all at once, or just as you need, they are available to you here as an additional back up of your valuable image library.

FILE PREPARATION & PRINTING

I've self published books and fine art calendars, contributed to many other books, and exhibited my work over the whole of my career. Sometimes winning awards for my work.

So you can have confidence in my files because I have 25 year's experience preparing images to look fantastic no matter what you're printing on, from recycled, uncoated paper stocks to non-traditional media like glass and corrugated iron. When needed, I consult with your production team to make sure we meet their specifications. We understand that the same file will not do all jobs.

We are skilled in preparing files for exhibition, large-scale displays and installations. Whether 7 metre wide light box display, bill boards, banners, fine art print traditionally framed or mounted in a contemporary style behind Perspex. It's possible to print on almost anything with today's technology.

INSURANCE

We have \$20m public liability insurance, but you are best protected by our care and experience, we have never had an incident or claim.



AWARDS

Moran Contemporary Photography Prize - semifinalist 2015

International Colour Awards - Honorable Mention
 2013 Professional Architecture
 International Colour Awards - Nominee
 2014 Professional Fine Art
 2008, 2009, 2013, 2015 Professional Architecture
 2010 Professional Still Life

International Black and White Spider Awards - Nominee
 2014, 2015 Professional Fine Art
 2011, 2012, 2013 Professional Architecture

1st International China Digital Photography Exhibition
 2010 Silver Award

Australian Institute of Professional Photography
 2000 Australian Commercial & Industrial Photographer of the Year
 2000 Double Master of Photography

Victorian Institute of Professional Photography
 2002 Highest scoring landscape print
 2000 Victorian Commercial & Industrial Photographer of the Year

National Print Awards
 2001 Gold & Silver Award

CONTACT ME



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