



Craig Mitchell - Newsletter 2011



Hello and welcome to my first newsletter. I hope to produce a newsletter every quarter but this issue will cover what has happened with 'Craig Mitchell Photography' during 2011. In each newsletter I hope to cover not only whats been happening but also whats on the horizon and news of events and offers which I hope is not only relevant to you but will also benefit you as previous, present and potential customers.

This newsletter features low resolution sample video footage (high res full versions viewable on my site) with links to my site and more information so please explore the newsletter fully. I hope you enjoy the content and please feel free to offer your feedback. Finally I wish you all a very happy, successful and more importantly healthy 2012.

Contents:

1	Portraiture	2
2	365 Project	6
3	Newborn	10
4	Wedding	12
5	Corporate Photography	13

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2011 started with a visit to the SWPP convention held annually, every January, at Hammersmith in London. The Societies Convention is the most memorable gathering in the history of worldwide Professional Photography with a stunning array of speakers from all over the world.

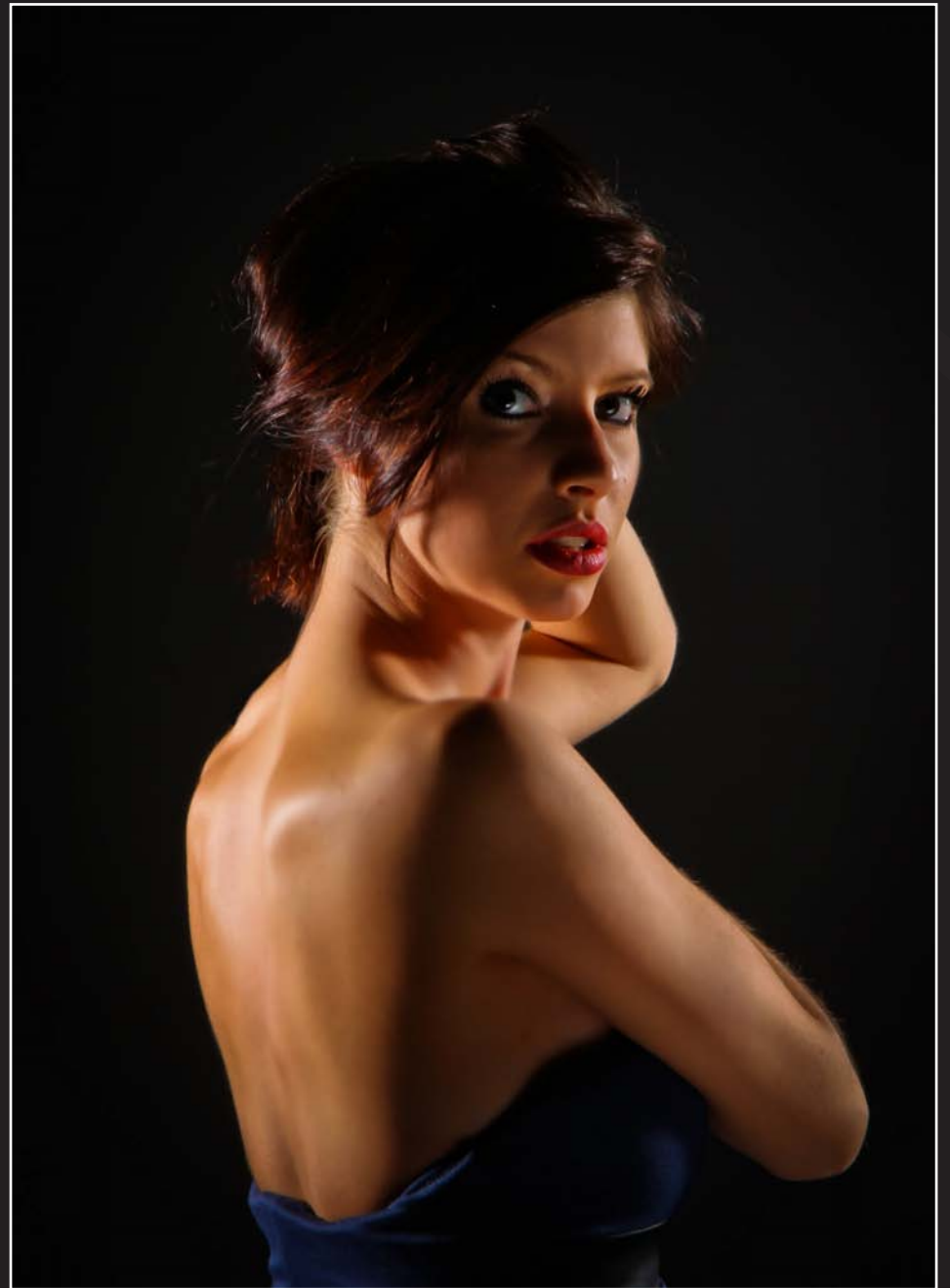
It attracts the support of over 200 of the most influential companies supplying goods and services to professionals worldwide in a trade show that delivers face to face contact with an energetic and aspiring market.





Fueled with inspiration and knowledge from the convention I was eager to take more images of people. This was something which had been hugely absent in my work to date. Landscapes, cityscapes and still life are much easier to control and to ultimately please so I avoided people altogether. As my work has evolved I realise that in order to potentially earn a living from photography then people and in particular weddings, family portraits and babies was the direction I had to take. The shots featured here were simply friends and family taken at a well-known skate park on the South bank at Embankment, London. Although only friends and family the 'models' were extremely patient and professional throughout. The top image was taken at a nearby, now demolished, abandoned council office.







Late in 2011 I had the wonderful fortune to meet with Terry McCormick, a successful and wonderful photographer based in central London. I was introduced to him by Richard Jane, a fellow photographer who inspires as well as amuses me. Terry does much commercial photography and has produced work for Argos, McDonalds as well as famous people such as Michael Essin. He owns a studio in central London and happily donated his time and expertise as well as his studio for our first ever studio experience.

I managed to arrange my first studio shoot with Rosita and Roz and after a quick crash course (30 minutes) in lighting we were able to achieve an enjoyable 4 hour session practicing some high-key and low-key images, playing with lighting and also using natural light and location that surrounded the studio. My extreme thanks continue to go out to Terry, Richard, Roz and Rosita.

I have many more ideas for both studio and location shoots planned for 2012.





In a bid to get myself more dedicated to regularly taking photos and challenging myself I decided to begin a '365' project. For those of you that don't know it's one of the many websites that encourages you to take one photo a day for an entire year. I started my 365 project on April 1st and have noticed an improvement in my work within that time. I currently have another 2 months to go and am proud to say I have not missed one single day. The project is more a diary project for me rather than a showcase of my work but it has encouraged me to not only carry my camera everywhere, but to get it out and use it!

The project consists of a wonderful online community of keen beginners and more enthusiastic photographers and currently boasts over 80,000 users worldwide. The image top left won the 'Theme of the week' vote and the image of the two pigeons flying in front of the London Eye on page 9 received runners up in the best photo of the week during early December.

I look forward to completing the project and then continuing into my second year with more of a themed approach to the 365 project.



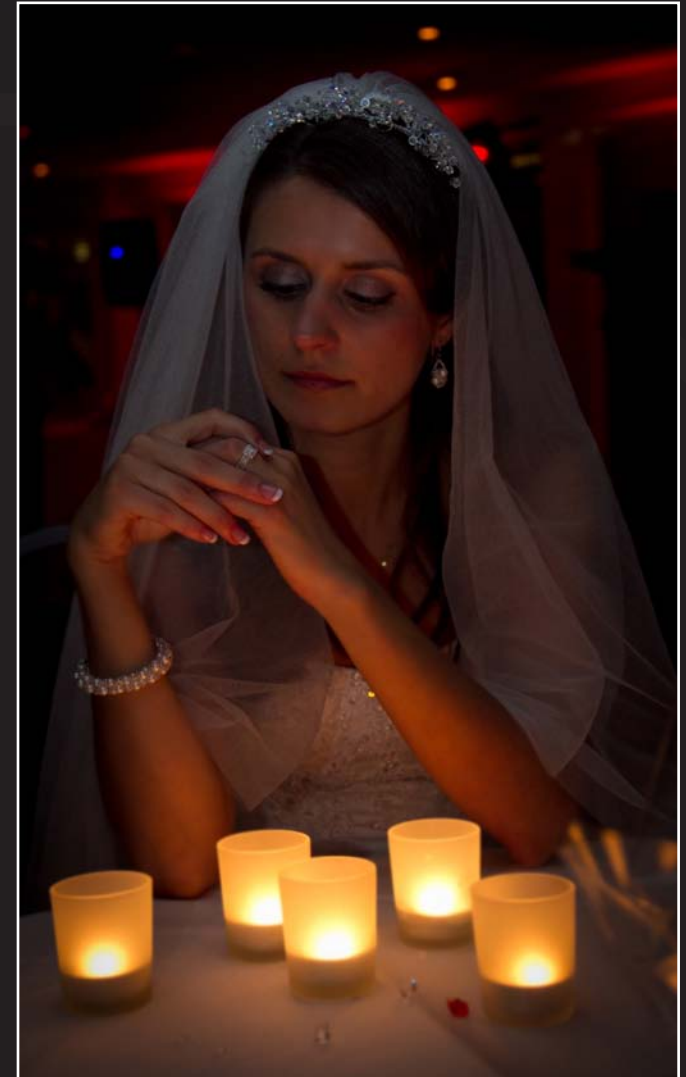






In 2011 I was fortunate enough to have the opportunity to photograph many newborn sessions, the first of which were two identical twin sisters. After a little research into the do's and don't's of newborn photography I managed to produce a set of images that Mother, Father and of course photographer were all extremely proud of. I also learned that you do not need expensive equipment and a studio setting to produce stunning imagery. All the photos here were taken using natural light in a humble lounge living area using plenty of cushions, a reflector and many baby wipes!





Wedding photography was also a first for me during 2011. Regrettably I turned down my first wedding request as I felt I was simply not ready for the pressure that accompanies this genre although the couple were very laid back and insistant. The couple were also good friends so I did not want to disappoint them. Since that regrettable day I have covered weddings and along with my good friend Richard Jane have produced some images to be proud of.

2012 looks to be even busier on the wedding front and I am looking forward to the challenges that accompany wedding photography.

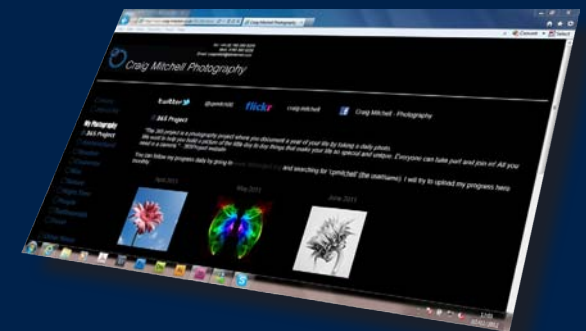


I also managed to cover many corporate events during 2011 from company 'away days' to Nursery School photography. I regularly cover Five Star Boxing nights and more recently photographing the launch of a new PR company 'Be There Moments' which involved a new style of photography to me, night club shooting. Again, there is much more planned for 2012.

2012

I have many more photography bookings for 2012 than I had for 2011 as well as many new ideas including 'Maternity' and more 'On-Location' photography.

I will also be re-vamping my website, same brand but modifying the sections and massively reducing the quantity of photos on display. I hope to set up a corporate area where you can view particular shoots but I will only be showcasing my best work in the portfolio sections.



My relationship with suppliers continues to evolve thus ensuring I can offer my customers the highest quality and great value for money prices.

I will also be looking to offer discounts and freebies for 2012 in future newsletters but please feel free to contact me if this is something you are interested in. I will never turn a volunteer away !!



Craig Mitchell Photography

