

Thursday, December 11. 2008

### **2008.12.11: New Business Cards**

I still owe this blog a lot of writing for which I already have content. However, I think that this note is worth sharing before I get to the other stuff.

My first roll of business cards. Fuji Sensia 200 (consumer film . . . purchased at half price from McBain Camera Kingsway because it was expired). The idea is to hand off two adjacent frames to potential clients. One frame would be an original sample of my work and the other would be my logo and contact information. No simulated film effects on paper, no copies . . . the original positive film.

This scan shows how one of the business cards will look like. Each business card is unique and has no duplicate though I am scanning them to keep an archive of what has been produced and I intend to eventually start a log of who gets these cards.

Another shot from the roll. This part of the roll was very curly and unlike the standard film holders, the Microtek Artixscan M1's glass film holder doesn't have a pressure plate or anything to keep the film flat so the scan is distorted and light is hitting different parts of the film very strangely. Contrast and colour balance adjusted differently for this scan.

This wasn't shot on film but it was shot immediately after shooting the last frame on the roll. Shot with a Nikon D300 and the same lens that shot many of the frames on the film camera, the AF Micro-Nikkor 60/2.8.

An underexposed frame resulting from my failure to connect the sync cord to the camera. Hahah . . . I prefer it over the properly lit images from the same look.

One of the reason why I am hired is for my quick turn around of images and high yield. Quick turn around is a product of getting most things right with lighting and capture so that minimal, if any, additional processing is required and high yield offers the client more content for the same amount of time or less shooting time and image bulk to sort through to get what they want. How do I prove that I am confident in my work straight out of camera and my yield? Give clients unaltered, original pieces of film. A 36 exposure roll yields eighteen business cards assuming that everything works out. A roll of film is normally about \$14. Processing only without mounting through Don's Photo is a shade under \$10 a roll so each business card's production cost is about \$24. However, I managed to find a large cache of expired film at McBain Camera. On top of that, a bulk spool of slightly expired Provia 100F happened to be available. 100foot spools tend to be half the price per frame of pre-rolled film. And McBain Camera's policy for selling expired film is to sell it at half price so I am getting a total of about 75% off of the film cost.

Leanna's still my preferred business card model so she'll be featured on pieces of the new business card concept for the foreseeable future. I realize that he likely won't see this entry but I'd like to thank Leanna's father for lending me his Nikon F-301. I don't own any 35mm film bodies that are worth shooting anymore so the F-301 has made this first roll possible.

Posted by Klyment Tan in News at 04:45