



Do You Need to Design and Build an In-house Photo Studio?



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Setting Up an in-house photo studio can be daunting if you don't have over 40 years of experience in a high volume, photo-production environment. There are an endless number of variables that can be encountered, especially if a certain level of quality is desired. Fortunately for you, I am available for hire to guide the process - to consult on specific production requirements or as an overseer for the entire studio design and set up.

The first three things I want to know are -

- 1 - What types of items will be the subject of your photographs and what are the range of sizes?
- 2 - How much space do you have to set up the studio and is there enough power available for both the lighting and computer requirements?
- 3 - Are you shooting to technically match something like the Amazon spec (primary image on white) or do you want to be able to use color backgrounds or even build appropriate sets to stage the items?

There are many other important questions (i.e., do you already have any equipment, must the photographs be *color accurate to the product itself* for print, are there space limitations that require accommodation, to suggest just a few) that are relevant to the process, but this will get us started. And if questions arise where a demonstration is called for, then we can use my studio to explore and test proposed solutions and other options that may be best suited to your application.

My main word of advice - start making a list of all the normal circumstances you might face in the studio to attain all your photo objectives - and then consider a range of extreme possibilities (because you will stumble on some of those extreme requirements more often than you might realize and then learn of your studio's limitations after the fact - not something you want to do).

Remember, it is easier to design solutions into your new studio from the inception - to gain the flexibility, efficiency and quality you desire - than it is to try and jury-rig and adapt after the fact.

Also note that I am available to help you make the most of your new studio to take advantage of all the equipment and studio attributes I will suggest.

301-470-4046
bdeuster@verizon.net

www.billdeuster.com

