



Photographic arts

Unique studio uses Adobe® Photoshop® CS4 and Adobe Photoshop Lightroom® 2 to produce stunning photographs of musical performances and works of art



Steven Kennard

Innovative Imaging Studio is more than just a photography studio. The business, run by husband and wife team Steven and Ellie Kennard, combines expertise and experience in photography, fine art reproduction, and graphic design to serve artists, photographers, craftspeople, and art galleries. Steven is a professional photographer who specializes in product photography, performance photography, and fine art reproduction work. Ellie is in charge of image editing and uses Adobe Photoshop CS4 and Adobe Photoshop Lightroom 2 software to optimize and enhance images for delivery to clients in print and online.



Elizabeth Goluch



Steven Kennard

Steven photographs products and pieces from fine artists working in various artistic mediums. Ellie processes the images using Adobe Photoshop Lightroom 2 and custom presets created for studio setups for product photography shots.

“Adobe Photoshop Lightroom 2 makes it so easy for me to sort through a shoot and identify the images that tell a visual story.”

Ellie Kennard, Innovative Imaging Studio

Love of the arts

A former musician, Steven supports several music events and venues in Nova Scotia and has produced performance portraits since the 1970s. For artists, he photographs everything from live concerts to CD covers and promotional photographs. On location, Steven uses Canon professional equipment because it produces low noise files in low light conditions, which are typical for performance photography.

Steven and Ellie attend many performances in the course of a year, photographing musicians of all genres. “Performance photography lets me combine my love of music with my love of photography to document events of significance to the artistic community,” says Steven.

Steven also photographs products and pieces from fine artists working in various artistic mediums. In the studio, he uses Hassleblad with an Imacon digital back and Broncolor lighting. After shooting and processing both performance and product photographs, Innovative Imaging Studio often creates online galleries for clients.

Team effort

Ellie loves working with Adobe Photoshop Lightroom 2 to enhance Steven’s photography while maintaining the integrity of the images. After pre-editing images in Adobe Bridge CS4, she imports the images into Photoshop Lightroom 2 and performs an initial edit. She uses the star rating system in Photoshop Lightroom to select photographs for processing, then filters the images so only the five-star images display. “Adobe Photoshop Lightroom 2 makes it so easy for me to sort through a shoot and identify the images that tell a visual story,” says Ellie.

Using both the Adjustment brush and Graduated Filter gradient tool in the Develop module, Ellie brings out vivid colors and sharpens image details. In many cases, she uses her own custom presets to easily apply copyright information metadata, specific keywords, and new file names.

Ellie has also created custom develop presets for specific venues that Steven photographs regularly and for studio setups for product photography shots. “The custom presets I’ve developed in Adobe Photoshop Lightroom 2 help me support Steven’s creative vision while ensuring consistent, high-quality results for clients,” explains Ellie.

After making adjustments, she creates Adobe Portable Document Format (PDF) proof sheets through the Print window. Ellie also uses presets



Yadong Guan



Cliff LeJeune and Jennifer Jones, Blue Engine String Quartet

After Steven photographs an event, Ellie uses the star rating system in Adobe Photoshop Lightroom 2 to select photographs for processing. She then creates Adobe PDF proof sheets in Adobe Photoshop Lightroom 2 that keep images secure, while providing a convenient way to distribute proofs.

during this process to produce different style proof sheets for different shoots. “The Adobe PDF proof sheets we create in Adobe Photoshop Lightroom 2 really appeal to our clients,” she says.

The security feature in Adobe Acrobat 9 Pro enables Ellie to create Adobe PDF proof sheets from Photoshop Lightroom 2 that cannot be saved or printed. “The amount of theft in the photography business is shocking,” says Ellie. “Adobe Photoshop Lightroom 2 and Adobe Acrobat 9 Pro are fantastic because they provide an added level of security, while giving us a convenient and accessible way to distribute proofs.”

In addition to the proof sheets, Ellie also creates online photo galleries that play in the Adobe Flash® Player. Photography clients appreciate the added benefit of having their images available in an online gallery.

Fine art reproduction

For fine art reproduction work, Steven photographs the artwork digitally, using a Hassleblad medium format digital camera. This cutting edge, museum-quality technology enables a digital file of the highest resolution and color accuracy to be made directly from the camera.

The 16-bit image files that Steven delivers to Ellie are typically 380 to 390 MB in size. Ellie uses Photoshop CS4 to correct fading, remove tears and discoloration, fill in missing pieces, and make cosmetic changes to old or damaged photos.

original artwork. As adjustment layers are added, the file size increases. Ellie takes advantage of the 64-bit capability of Photoshop CS4, which speeds up her workflow when simultaneously working with multiple large files.

“Working in a 64-bit environment in Adobe Photoshop CS4 can cut the processing time for fine art reproduction images in half,” says Ellie. “I can have Adobe Photoshop Lightroom 2, Adobe Bridge CS4, and Adobe Photoshop CS4 all open at once and not see a difference in speed.”

Ellie’s goal with each fine art reproduction print is to match the color seen in the original artwork. This can be challenging when photographing different mediums, such as oils or acrylics on canvas or board. “The perception of the color is affected by the type of paint, the type of light, and how light hits the medium,” explains Ellie.

The sophisticated Gretag Macbeth Profiler Pro with an Eye One for color calibration helps ensure the closest match possible to an original painting. For some paintings, the color match is so close that it is difficult to tell the original from the reproduction.

Improved efficiency

In addition to reproduction work, the studio also provides photo restoration services. Using Photoshop CS4, Ellie can correct fading, remove tears and discoloration, fill in missing pieces, and make cosmetic changes to old or damaged photos.

Innovative Imaging Studio

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Challenge

- Document significant events or works of art in the artistic community
- Protect images from unauthorized copying and theft
- Create fine art reproductions that match the color seen in the original artwork

Solution

- Import, manage, and enhance images in Adobe Photoshop Lightroom 2
- Leverage 64-bit environment in Adobe Photoshop CS4 for processing high-resolution images

Benefits

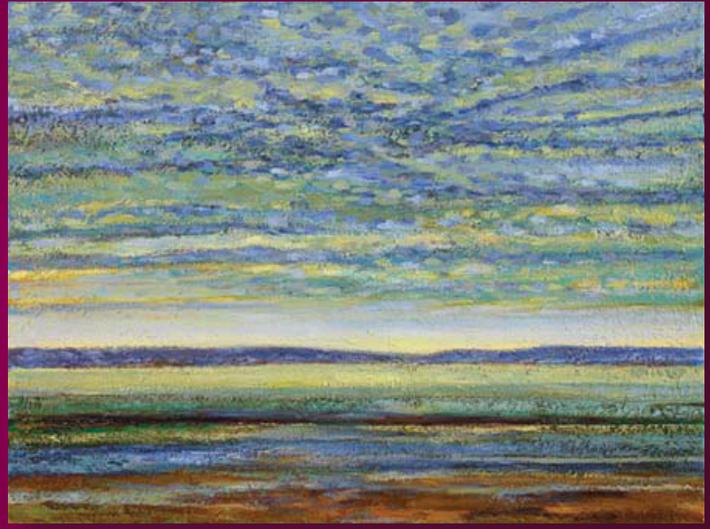
- Deliver product and performance images that capture the essence of an artist
- Create a historical record of performances and works of art for the public
- Securely deliver proofs to clients using Adobe PDF technology
- Reduce processing time for fine art reproduction images
- Produce stunning, color-matched fine art reproductions that rival the original artwork

Toolkit

- Adobe Creative Suite® 4 Design Premium. Components used include:
 - Adobe Photoshop CS4
 - Adobe Bridge CS4
 - Adobe InDesign® CS4
 - Adobe Flash CS4 Professional
 - Adobe Dreamweaver® CS4
 - Adobe Acrobat® 9 Pro
- Adobe Photoshop Lightroom 2



Enlightenment—Ron Hayes



Rhythm and Blues—Ron Hayes



Steven photographs fine art digitally and delivers 16-bit image files to Ellie. The 64-bit capability in Adobe Photoshop CS4 speeds up Ellie's workflow as she corrects color and makes tonal and contrast adjustments that are true to the original artwork.

When making adjustments to images using the Clone tool, the Bird's Eye View feature helps Ellie smoothly and accurately zoom in and out from one area of an image to another. Ellie also likes the Adobe Photoshop Camera Raw 5 plug-in for Photoshop CS4 because it lets her create presets and apply them to raw images from within Bridge. "The Adobe Photoshop Camera Raw 5 plug-in for Adobe Photoshop CS4 cuts processing time to a bare minimum and this alone is worth the upgrade," says Ellie.

Integration among Bridge, Photoshop Lightroom, and Photoshop CS4 lets Ellie accomplish all of the tasks she has to do with much greater efficiency. "Moving smoothly among Adobe Bridge, Adobe Photoshop Lightroom 2, and Adobe Photoshop CS4, I can save up to two hours processing a product shoot, which I can put to giving better service to my clients," says Ellie.

Embracing diversification

Reproduction of limited edition or open edition fine art prints makes up 50% of the studio's business, with the remaining 50% divided equally between professional photography and graphic design for web and print. Innovative Imaging Studios produces all of its own work, in addition to producing exhibition quality prints for other photographers. The studio uses Epson printers with archival inks and a wide variety of museum quality papers.

Innovative Imaging Studio takes on a more varied workload than other photography studios, and Steven and Ellie wouldn't have it any other way. Artists themselves, the couple welcomes the opportunity to work in close collaboration with photographers and the fine art and craft community and take part in their activities and accomplishments.



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