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Imaging Consultancy from The Universody

Overview:

The aim of this service is to extend a technical support service for our clients to ensure that they achieve the best results for their investment in digital photographic technology.

We will accomplish this with an audit of your working practices in the area of image capture, manipulation and production. We will look at your current practice and make recommendations based on our experience of best practice.

As the photographic profession has evolved into the Digital Age we have embraced the opportunities that this has brought. By keeping pace with developments we can guide your organisation through this continuing transition and help ensure that you are aware of the possibilities it affords. With technology still advancing at pace we can advise on the advantages of replacing equipment or reassure you that you don't need to - as we feel is relevant.

You may like to take advantage of this service before you embark on re-equipping or making significant changes to your working methods; use us as 'a sounding board'.

Alternatively you might like us to assure you that you are making the most of the potential of existing facilities.

This service is designed to enable our clients to obtain best quality results in the most cost effective way.

Contact: alan@theuniversody.co.uk

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What we will do:

Look at your organisation 'from the outside'
Provide a written audit of your working practices as
we see them.
Advise on any existing issues we feel we have
identified.
Make suggestions - where relevant - about working
practices, software or equipment.
Offer training to augment your existing skills base if
we feel this would be of benefit.

For educational establishments:
In addition we can advise on the areas of teaching that we feel are important as the key
skills required for photographers. Thereby ensuring that students are able to obtain the
best results that the facility can provide and be prepared for the larger working
environment.

What we will not do:

We do not claim expertise in the area of reprographics and non-photographic printing we
will not advise in these specialities.
We will not suggest expensive equipment upgrades where they are not necessary

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How we will do it:

We will carry out this process by working with key members of your staff.

Our first task will be to define your goals, ascertain what you need to achieve.

We will then look at your current practice, following your methodology and analysing it against our knowledge of best practice.

This process will enable us to highlight any discrepancies between existing and optimum working methods.

We will then provide you with a written document explaining our findings and suggestions.

Where relevant we will demonstrate alternative procedures

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Areas of Interest:

Image Capture: from camera and scanner
Colour Management:
Image Manipulation: computer software based techniques
Image Work-flow: best practice for individual and batch processing of images
Image Output: options for printing for differing purposes and sizes

Existing equipment:
Optimising use of existing facilities
Possibilities and advantages of augmenting current hardware

Software:
Currently use software
Suitability for purpose
Recommendations on future acquisition
Looking at alternative solutions

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Scenarios:

It is not uncommon for us to see organisations who have been well advised and who have 'the right equipment' but are not making best use of it. In many of these cases the equipment is blamed for poor end results, when the problem lies either in unrealistic expectations, or unoptimised working practices.

We can advise you on exactly what you should be able to achieve with your existing facilities, and show you how to get the best from them.

Alternatively if we feel that you do not have the best equipment for purpose, we can advise on possible replacements.

Expectations:

With the advent of digital photography and computer based image manipulation, expectations placed on the photographer have grown, not always realistically.

Whilst it is true that many more things are now possible, there are still limits, and understanding these is as important as realising the possibilities.
By understanding the technology, and in some cases being part of its development we can separate the possible from the impossible and help you take advantage of the potential it offers.

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Reality Check: ✅

How do your working practices compare to others in the profession?
Are you working in the most efficient way?
Are you aware of the opportunities available?
Are you taking advantage the latest advances?

Legacy Thinking: ❌

"We have always done it that way"
Do you continue to work in the same way only because you do?
Have you a fear of change?
Do you recoil from the thought of learning new practice?
Do you think that change will inevitable involve expense?

We will show you what is possible,
how you may save time and money
by adopting new working practices or
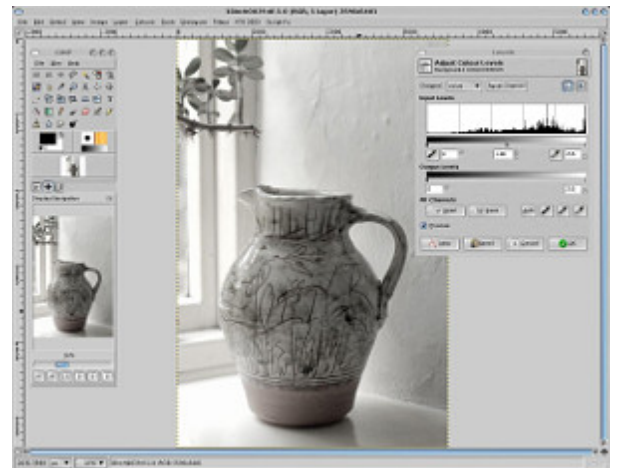adapting your current work-flow.

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Training:

Following on from our advice service we can offer training in areas of the digital photography / print production process.

Digital imaging should not be thought of as a 'black art'

Only by fully understanding the technologies you are working with can you develop its potential. Our training is designed to enable you to achieve this goal.

Topics might include:

Work flow management
Colour profiling and management
Image manipulation
Preparation for print
Printing technologies and use of RIP software
or specific areas that are of concern to you or
your organisation.

The Universody   (The Universe of D - My Digital Universe)

Is both an on line training facility and a one-to-one practical teaching practice.
It covers all aspects of current photographic practice

Equipment
Software
Technique
Work flow methodology

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