



***Digital Services
2011 Pricing***





About Us

Jen is an artist living and work in the Cleveland area. She was born in 1969. Her B.A. in Sculpture was received from Eastern Michigan University. Jen taught art in inner city schools for a few years and then turned her energy to creating unique sculptural wedding cakes, sugar flowers, and custom designed cake toppers. Jen has spent the last 10 years honing her graphic art skills and is an expert at free hand Photoshop techniques. She also works with Dale, her husband, on their artistic portrait projects where Jen does; set building, costuming, hair styling, makeup and even body painting using an airbrush!

Dale is the eternal "artist with a day job". He turned from music to Photography in 2001. Dale has been on a personal journey to be the best of the best. Never satisfied with the tidbits of knowledge available he embarks on scholarly studies of different subjects - filling the house with books and experimental gear. Dale routinely shares the treasures he has uncovered with others by way of workshops and classes that he teaches. Most agree that he has a knack for teaching others and a passion that shows through! Dale is an expert at the camera, photographic lighting, as well as Photoshop.

Dale and Jen (aka BlackWatch) tell stories through their images.... creating images that make you think, bring you to another time, or make you laugh. A talented artist in California once said of their work "a superb story teller. In my opinion this is how Hitchcock would have photographed people." Who wouldn't love being compared to Hitchcock!

Their inspiration comes from old movies and television...pop culture...painters (especially Jack Vettriano)...a ridiculous sense of humor...and all of the little absurdities that surround us daily! A favorite quote of theirs is "If you are looking for a common theme in our work...think blatant disdain for reality!" They like to think of themselves as artists that use a camera rather than photographers.



Why choose us?



- Because life is too short to do things the same way everyone else does!
- We will help you stand out in a crowd!



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Basic Lab and Retouching Services

Price of **\$25 per image** includes the following (as applicable):

Lab Services

- Cropping
- Straightening
- Color correction
- Contrast and brightness correction

Standard Retouching

- Removing “red eye”
- Whitening teeth
- Removing average blemishes *
- Softening (or removing) wrinkles
- Softening skin
- Removing minor “fly-away” hairs **
- Minor background repairs
- Minor “nip and tucks”

Finishing

- Applying customers logo or copyright
- Resizing images to customers specifications

*Blemish removal applies to occasional blemishes found on skin. Retouching for removal of wide spread skin conditions is not included in the Basic Retouching Services.

**Removing “fly-away” hairs is limited to hairs that are not knitted together in close proximity to the main part of the hair. Removal of these types of hairs can change the hair line and requires advanced services.

Proof Sheet Packages



Price of \$40 includes:

- Preparation of proof sheet packages from a single shoot. A maximum of 10 separate proof sheets (groups) is included from your pre-sorted groups of images***
- A “quick” brightness and white balance adjustment using batch processing
- Images renamed and renumbered for easy identification
- Each proof sheet package will be a multi page Adobe PDF document with a cover sheet that includes copyright information
- Contrast and brightness correction

*** We recommend that you sort your images into a separate folder (Group) for each change or “look”. The reduced number of images in each folder will allow your computer to run faster and your proof sheets will be less overwhelming to your customer.

<http://www.blackwatchart.com/>

Jen @ BlackWatchart.com
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Discounts- Are available to regular or pre-paid customers. We also offer 10% discounts on Lab Services when a Macbeth Color Checker Chart is used in the first image of each new lighting scenario.

We can also provide you with the ability to upload files to us via a password protected connection. Just ask us!