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MANAGING IMAGES, GRAPHICS AND COPY

Photolibraries

As an important component of branding and a communications resource, photolibraries enable clients to store and access historical image records easily and efficiently.

Client based libraries

Electronic files of product, staff and installations are labeled and stored in a central repository managed by an administrator. A photographer should ideally be contracted to maintain consistency and quality.

Professional libraries

High resolution images taken by professional photographers can be purchased on-line for just a few dollars in the case of royalty free or many hundreds of dollars for copyright where usage is more closely monitored. These images are typically used to convey a concept (low res positional) to clients and can be retouched once purchased. A fee is generally charged for image searches conducted by a studio.

Photography

Photographers can be commissioned to photograph people (portrait photography), concepts using talent and props to convey an idea and product (still photography). These shoots are conducted in a photographic studio or on location dependent on the requirements of the project. Photographers charge for their services on a time, material and usage basis.

Retouching

Images selected to represent the specific requirements of a project are often retouched by the studio.

Illustration

Projects featuring an illustrative style will require the commissioning of a professional illustrator either working in the traditional drawing manner or direct in an electronic environment.

Copy writing

A professional copy writer is employed to write original copy from client supplied source material or copy edit draft copy supplied by the client. A number of different approaches is used to convey the tone of the message including which tense and person are used. In addition, telling and selling techniques are employed for different marketing channels.