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## Let's Talk About Prints

### sizing prints & your online gallery

I like to provide clients with the greatest artistic creativity. Sometimes giving a client a choice can be confusing. Let me talk about how that works.

MOST of my photo packages include basic prints -- but I can provide an almost infinite range of image options. I suggest that you view your proof gallery as a starting point from which to tailor to your needs.

You'll see that most images in my online galleries are in their original aspect: 2:3 (think of that as a 4 x 6 or 8 x 12 or 16 x 20 print -- in those sizes I'll print the entire image) But there are other popular print sizes. 5x7, 8 x 10, 8.5 x 11, and the proportions for those images are different -- meaning that they will not print ALL of the original image.

I am always happy to crop images to meet your needs. Showing you the entire image allows you to decide what is important to you.

### Your photo package includes a print package?

Some print packages cannot be ordered online.

If we have discussed this please insure that you provide me with the image FILE number for those you want printed.



5 X 7  
11x14  
8.5x11

4x5 / 8x10 / 16x20

13x19  
4x6 / 8x12

#### Relative Crop Sizes.

All prints are not the same. Each size captures a different proportion of the image.  
A print of the full width of any of my images will only show the indicated amount of the vertical image.  
I show all images in their original size to that you can make prints according to your preference.

### Print Papers

- Most of my prints are available in three finishes
- **Glossy** prints are the traditional photo papers. Their disadvantage is that they show fingerprints and they glare under bright lights
- **Matte** prints use a slightly dappled paper and are not glossy -- reflectance is minimized and the dappled surface doesn't lend itself to retaining fingerprints.
- **Luster** prints are a happy combination of the other two. I recommend them in most cases; they offer a slightly harder surface than matte and less glare than glossy.
- I offer prints on **Canvas** and contemporary speciality surfaces like the new Kodak **Metallic** paper. For gifting images I can also do images printed on photo-cards, t-shirts, magnets, mugs, mouse pads, refrigerator magnets, etc.
- If you are interested in an of these options -- just let me know.



A raw photograph may capture a moment in time - but framed prints have personalities of their own. My work is often about eliciting an emotion, a feeling, or seeing a moment of your life through another's eyes.

I frame some to be printed to edge of the media; these are what I call social images. Other images are more reclusive and need white space in order to really communicate. It's as if these want to invite you into their space.

Some images I sell in a variety of different crops and sizes; still others demand a single size or print proportion and then there are always those SQUARE images!

White space is not a substitute for matting. It is often an integral part of the image as I saw it in the viewfinder. WHITE space matters. Don't cheat yourself out of the impact your art can have by buying close cropped prints just to save a few cents.

### Color or Black & White

We live in a colorful world. So then why do so many of my clients demand Black and White?

Color is busy; black & white is simple. Color puts you in the moment. Black & White focus your attention bringing form, structure and balance to the fore -- enhancing the sheer beauty of the earth around us.

All Black & White is not the same. Images can be cooler or warmer, high or low contrast, they can simulate ultraviolet light or the aging effects of ultraviolet light on paper.

I treat each print individually, selecting treatments or color to say what I thought in my mind at the moment I created the image.

Some images want more than color. After shooting (whether event or in studio) I let some time pass before processing

images. They need to make up their mind about what they want to be. Some images will be prepared for straightforward prints -- printed right to the end of the paper. Others will be designed for wide borders. Some images want to be manipulated, and some want custom framing or matting. The list of options is almost unlimited -- but I choose the treatment that best speaks to me of image content.

I do not do "signature" images. I want each client to have an image that is unique the them -- that speaks to who they are, not just a copy of something I did for someone else.

As a result -- I often do not store treatment steps for other images. And when a client asks me to "duplicate" an image I made for someone else I often refuse. When you hire me you hire my art, my eye, my sense of balance, light and creativity. Not a duplicator.



**PETER PAZUCHA** has been a photographer for over 40 years. Much of that time his images focused on objects, not people. In recent years he intentionally shifted focus from objects to people. He now brings the unique frame, point of view, and form he used in architectural and landscape photography to events and images of family, friends, and clients. Photography is ever present. New cameras enable even the most graphically challenged camera owner to produce wonderful pictures. He creates images that communicate the moment-of-capture, the time-of-life, or the mood-of-the-moment so that your images will speak fondly to you for years to come.