

Case Study

Lens Legacy

LENS LEGACY

Summary

We had the opportunity to photograph the United Way of East Central Iowas BOLD graduation. This is a business class for nonprofit leaders who want to gain more knowledge and learn about how to grow and expand their companies. This was located at the Indian Creek Nature Center in Cedar Rapids, IA. Overall this was a great experiance for our company but we did have one main issue that kept occurring during this event.

What was the issue?

Due to this being in the nature center main building, there were lots of big open windows facing to the outdoors, we attempted to see if there were blinds or curtains, but there were not. Due to this we had to work around the fact that our lighting was horrendous. When it was time for the indivual photos of the graduates, they had to walk an extra 20 feet just to be able to get their picture taken with their certificate and award. This made it very difficult to keep the flow of all the graduates. Even in the end of this when we were going through the photos, you could tell the lighting was very off and even harsh in some.



How we solved this problem

In the moment, there was not much we could do. We kept adjusting our settings on the cameras to see if that would help lessen the harshness of the natural light. But in the end it came down to fixing it on the editing side of things. We turned the brightness almost completly down and helped bring out the contrast and the sharpness in the photos. Overall we were not impressed with our photos from this project but we are thankful for the opportunity.

Will we continue working with The United Way

Yes!! We absouletly will. This company shares lots of the same values as us and are so easy to work with. We are so excited to continue our partnership with them.