

Photography Services

Tak Auyeung

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1 Purpose of this document

The main purpose of this document is to let a potential client quickly evaluate Dr. Tak's expertise in photography and determine whether he can be considered as a candidate for photography related freelance work.

2 Expertise and Equipment Capabilities

Dr. Tak has general expertise in photography. He understands the physical aspects of photography fairly well. Nonetheless, Dr. Tak is only an amateur photographer, and clients are advised to think of him as such. His main interests include macro (of flowers, small products (like rings), insects and etc.), landscape and architecture (interior and exterior of houses and buildings).

Pictures involving people are very volatile, and the interpretation of results can be extremely subjective. As a result, Dr. Tak does not like to assume responsibilities of pictures involving people. The only one exception are candid type photographs.

Dr. Tak has access to better-than-consumer-type equipment for many types of photography:

- macro lenses: suitable for macro work, down to 1:1 magnification
- wide-angle lenses: suitable for landscape work
- wide-aperture variable focal length lens (zoom lens): suitable for situations in which quick switching of focal length is needed. This includes candid photographs and most people-oriented photographs.
- portrait lenses: suitable for close-up work (facial and shoulders-and-up).
- tilt-shift lens: suitable for a variety of highly specialized applications. The shift feature is well suited to architecture work (buildings and even forests). The tilt feature is useful for pictures that need both the foreground and background to be sharp.
- medium telephoto lens: suitable for animals at a distance. Note that bird photography requires very long telephoto lenses with wide apertures. A medium telephoto lens (200mm to 400mm of focal length) is equivalent to a 4x to 8x telescope. Such a lens is suitable for pictures of animals in a zoo or large animals in the wild.
- multiple-head flash system: suitable for up to medium sized products (small furniture) and groups of up to 15 people.
- professional SLR body: in addition to being rugged and reliable, a professional SLR body also has superior auto-focus capabilities.
- digital imaging: this is great for quick delivery of raw (unprocessed) files.