

# Analysis of kudler fine foods essay



**ASSIGN  
BUSTER**

While these photos are not necessarily bad to use, there are some areas that become problematic.

For example, if a company uses a stock photo off of a free-image website such as [Biaxial. Com](http://Biaxial.Com), the chances of them being the only ones using it are greatly lowered as royalty fees do not need to be paid. Not to say the use of these types is all bad. Stock photos can actually come in handy, and the royalty-free photos can be altered in such a way that a company can make them appear different in order to give them a different look and feel.

Assuming that a company does not want to use stock photos however, there are other options. For one, a professional photographer can be hired or contracted for series of photo sessions. While the likelihood of these images being the same as another company's is drastically reduced, there are other parts to think about. How expensive is this photo shoot going to be? How many photo shoots will be necessary in order to achieve the look that the company is going for? Does the company have the money to spend on a photo shoot or possibly more than one?

While a great photographer does not always charge a substantial fee, their work after taking the photos may be sub par. How does one avoid this? You can ask to see samples of their work, what the hatemonger is going to do after he or she has taken that photograph, and you can also shop around. Just because a company has asked one photographer does not mean they must stay with that photographer.

There is also another option that is open to companies wanting to create photos that will highlight them: in-house photography. This can be a tricky option, however.

If there is no one in the company that has the knowledge of proper photographing then they must learn. This can cost a great deal of money and time. It also requires the company to have their own infrastructure in order to take these photos. Again, if no employee has the previous experience. Of this, acquiring the materials can cost a great deal of money.

While there are classes that can be taken at community colleges, or other community centers, these also tend to cost money. The price can vary depending on the level of the course, length of said course, and how in depth the instructor is going to get.

Some courses offer the use of their equipment, but these types of classes can be difficult to find. Whether the company decides to use stock photography, a professional photographer, or an in-house photo shoot, there is always the difficulty of choosing models. Are they going to be professional models? Will the company put up an advertisement for this? Is it a possibility to use someone from the company as a model? After this question has been answered, there can be the issue of money to pay the model (an expense that must be looked at, thought about, and remembered), and legal issues.

Normally, a contract would need to be drawn up stating that the model agrees to allow the company to use the images for a business-related matter and that the model will not attempt to sue for use without consent.

If an outside photographer is used, there will be more legal paperwork between the company, model, and photographer. This paperwork will have to say that the photographer allows the company to use the images, the model allows the use, and that the images will be linked back to the photographer.

Not only does this allow the photographer to gain more work, but it also denies the company the chance to claim the images as their own. This also solidifies the price the company has agreed to pay the photographer, and allows the parties involved to iron out any other important details. Due to a professional photographer using their own equipment, a price quote may seem high. However, what a photographer charges per hour or project does not necessarily mean that is what they are taking home.

A great deal of the money received for a project pays for materials used and to keep their business up and running.

Thus, it really becomes a question of what the company is willing to pay for. Of course, the cheapest option would be using stock images. However, there is always the possibility that another company is using the exact same image.

This presents multiple issues. Firstly, this can show customers that the company either does not have the funding to pay for a professional photographer or that there is a great lack of creativity. If the customers believe there is a lack of funding they may begin to wonder if the company's slogan describing their fine foods is truthful.

Due to this, customers may begin to believe that the company is lying to attract more customers which ends up causing customers to avoid the company. If customers believe there is a lack of creativity, they may not be able to remember the name of the company among the many others.

Unfortunately, this becomes a major issue because this lowers the amount of possible customers the company can have.

Another issue that comes from using stock images is the very real possibility of using the exact same image as another company. This can also cause the company to become lost in the sea of competing companies.

There is also the issue of a possible lack of images that correctly show what the company is attempting to portray. This can cause a communication issue as the customer may not understand exactly what the company is trying to tell them.

While some customers may not question this, there are going to be some that will complain about the confusion. If the company wished to use something that was in the middle as far as cost goes, they may wish to look at doing in-house photography. The main cost would be obtaining the materials needed (lights, cameras, back drop), but there are some ways to get around the cost issue.

While many companies advertise that one camera is better than another because of a special feature, taking advertising photos really does not require a top-of-the-line camera. The only time that this would require a more costly camera is if the company decided to do action shots and needed a quick shutter speed. While the initial cost can be daunting, the more

important thing to look at is how much each model (in-house, professional, or stock imaging) will cost a company in the long run.

First, taking a look at stock-images, there are multiple costs that can be incurred.

There are only so many websites that allow the use of their images without paying a subscription fee. This fee can be monthly, half a year, or yearly.

While many websites do not charge a substantial fee for their membership, this cost can add up, especially if the images being used are not drawing in a great number of customers.

Dale Trailer from overcomplicated. Com makes a wonderful point when speaking about doing anything in-house. ‘ You will reach a point where you may not have the skills or expertise to do the job as effectively as an expert. ’ (Trailer, 2012).

It is due to this that money cannot be the only thing looked at when deciding what will be done. However, there is also a possibility that a company can run into a faux-autograph. This is a person that has stated they are a photographer, but actually have very little experience or knowledge of what they are doing. Due to the chance a company may run into someone like this, a thorough investigation of a person’s work and experience is necessary. MAP Admit at van. N.

N. N. ‘ MichaelAliPhotography. Com have compiled a list of ways to spot this type of person.

“ 1 .

<https://assignbuster.com/analysis-of-kudler-fine-foods-essay/>

Their prices are almost too good to be true. 2. He/She uses the built in flash, and stock lens. AAA Biographer will give and post every shot that they take.

4.

A Biographer does not have a backup system for the photos. 5. There is no business contract between you and the photographer. 6. Business and ability insurance.

7. Quality of printing. 8. Our own addition to the list – Knowledge of copyright law! ” (MAP Admit, 201 2) The list created by MAP Admit gives some great points that any company should always look at when outsourcing any type of professional.

The first point could be considered the most important to a company that is just starting out with their advertising. If a professional is as good as they claim, then why are their prices so low? It can really cause someone to raise an eyebrow at the professionals claim. While it really could be that great of a deal, one must still ask the question of how are they paying for the materials they need to complete their job? The second point, while not applying to all professionals, most certainly applies to photographers.

Many photographers that know what they are doing find the built in flash to be poor when it comes to quality.

Whether this is because it does not illuminate all they need or some other reason can differ from person to person. Ultimately, it just does not work out well. The same can be said about a stock lens. Different lenses create different effects and some of the best effects come from upgraded lenses.

While the same effects can be applied and created using programs like Photos, GIMP, or Skirt, they appear false when compared to the effect done by an actual lens.

The third point not everyone will agree with. Some photographers choose to do this because a customer may want to choose their photos, and the opinions of the photographer and client may differ completely. While not every photo should be shown (some may be poor due to lighting or movement) because this can be a waste of the customer's time, it is important to give the customer the opportunity to decide for themselves.

Not having a backup system for the photos (point number 4) can cause some serious malcontent, especially if the photos are being taken outside.

Weather is not completely predictable and having the perfect outdoor lighting cannot be achieved through false lights. When a company like Judder Fine Foods specializes in a specific type of product, natural lighting can be important. It is extremely difficult to achieve the proper atmosphere for a field Of vegetables, for example.

Outsourcing to someone can come with some unease, particularly if there is no contract that has been drawn up by the professional. However, the professional does not always need to be the one that draws this up.

The client could easily come to the photographer with a list that can either be added to or taken from to draw up a contract that: A) Protects both client and professional B) Clearly states expectations such as wage, amount of photos, time limits etc. C) States the type of photos that will be taken



(individual, group, scenic) D) Explains the legal portion of the relationship

The previous point moves directly into the next: Business and liability insurance. As everyone knows, accidents happen. The unfortunate part of this is that if the accident is not covered insurance, the company can pay for it, literally.

Along with the contract, there should also be a waiver or other form that is signed to show that you have had what the photographer will or will not allow explained to you. This could cover touching the equipment, putting everyone in a jeopardizing situation, or any number of other circumstances. Either way, if they are a true professional photographer, you should not need to worry about what might happen to you. The next point can be extremely important, especially if the photographs are being used to attract customers.

The quality of the printing can both affect the look of the photograph as well as its ability to withstand elements (natural lighting, being touched). If the photographer has used a sub-par printer with bottom of the line ink, the photo can come out appearing grainy and only last for a short period of time. This causes the company to have to spend more money getting more photos taken, which can cause a stressed relationship between photographer and client. All in all, however, a professional photographer that bombards his or her customers with too many photos can ultimately lose clients.

Perhaps the most important part of the list is the last point. Copyright laws must always be followed.

If, for some reason, the client wishes to use the photographs as a slide show for a commercial, they are going to want music. While the music can easily

draw a customer's attention, it can also catch the attention of the artist that owns the music. This is a huge mistake that can cost a company a great amount of money, not to mention land someone in prison for failing to follow copyright laws. Fifth, a photographer has no knowledge of the laws, then the best thing to do would be to stay away from them.

No company, especially one just starting out, wants to be associated with copyright infringement. Another reason that choosing to outsource to a professional photographer is a good idea is that there are fewer legal issues to worry about. With photographs that are going to be used as advertisements, no music tracks will need to be used meaning that there is no possibility that the company will need to pay royalty fees. A proper professional photographer will also be able to change the appearance of advertisements with a few key strokes or mouse clicks. Ultimately it comes down to what the company wants.