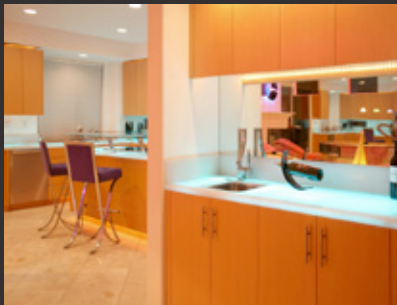


BRAD GRAVESEN



PORTFOLIO

PHOTOGRAPHY | RETOUCHING

Photography, as a powerful medium of expression and communications, offers an infinite variety of perception, interpretation and execution.

Ansel Adams

BRAD GRAVESEN



As Principal Photographer and Image Editor for SoniaDane.com, the most visited pictorial website in its class, Brad has gained 18 years experience, shooting more than 60,000 pictures for well over 600 separate photo shoots. Having edited tens of thousands of digital photos, Brad has mastered the art of photo retouching, image optimization, and manipulation of digital images.

In his freelance work, Brad has gained experience in everything from the macro photography of small electronic parts, to photographing objects as large as 12-foot stand-up paddle boards and real-estate.

A seasoned Photoshop Expert, his skills include: blemish and wrinkle removal, body shape correction, makeup correction, unwanted object removal, clipping path cutouts, background swaps, panorama stitching, text overlay, optimizing color balance, saturation, and histograms, and correcting lens distortion and geometric distortion.

In addition to being a Photographer and Photo Editor, Brad is also the Webmaster and Web-server Administrator for SoniaDane.com and more than 30 other websites. His responsibilities include Apache Web-server administration, web design, web development, search engine optimization (SEO), website analytics, copy writing, videography, video editing, and website promotion/marketing.

Table of Contents

06

Real Estate Photography

12

Object/Merchandise Photography

18

Retouching

24

Manipulation

Real Estate

The challenge in real estate photography, is to capture the feeling of a space in such a way that when the viewer visits the property, they feel as if they've already been there.

One of the obstacles to this goal is the wide-angle lenses that are often used in real estate photography. They allow the photographer to capture more of the space in a single shot, but only at the price of a distorted image.

Brad's approach is to avoid the wide-angle lens, and capture key views of the space that provide a proportionally accurate impression. And when necessary, he will stitch a series of photos into a panorama that emphasizes grandeur, rather than offering a single shot that gives the viewer the uneasy feeling that they're viewing the space from the inside of a fishbowl.





Panorama Stitching

Rather than shooting this panorama with a wide-angle lens and distorting the proportions of the yard, in this situation, Brad shot two pictures from a tripod, in landscape orientation, and stitched them together seamlessly, for this panorama

Vivid Colors

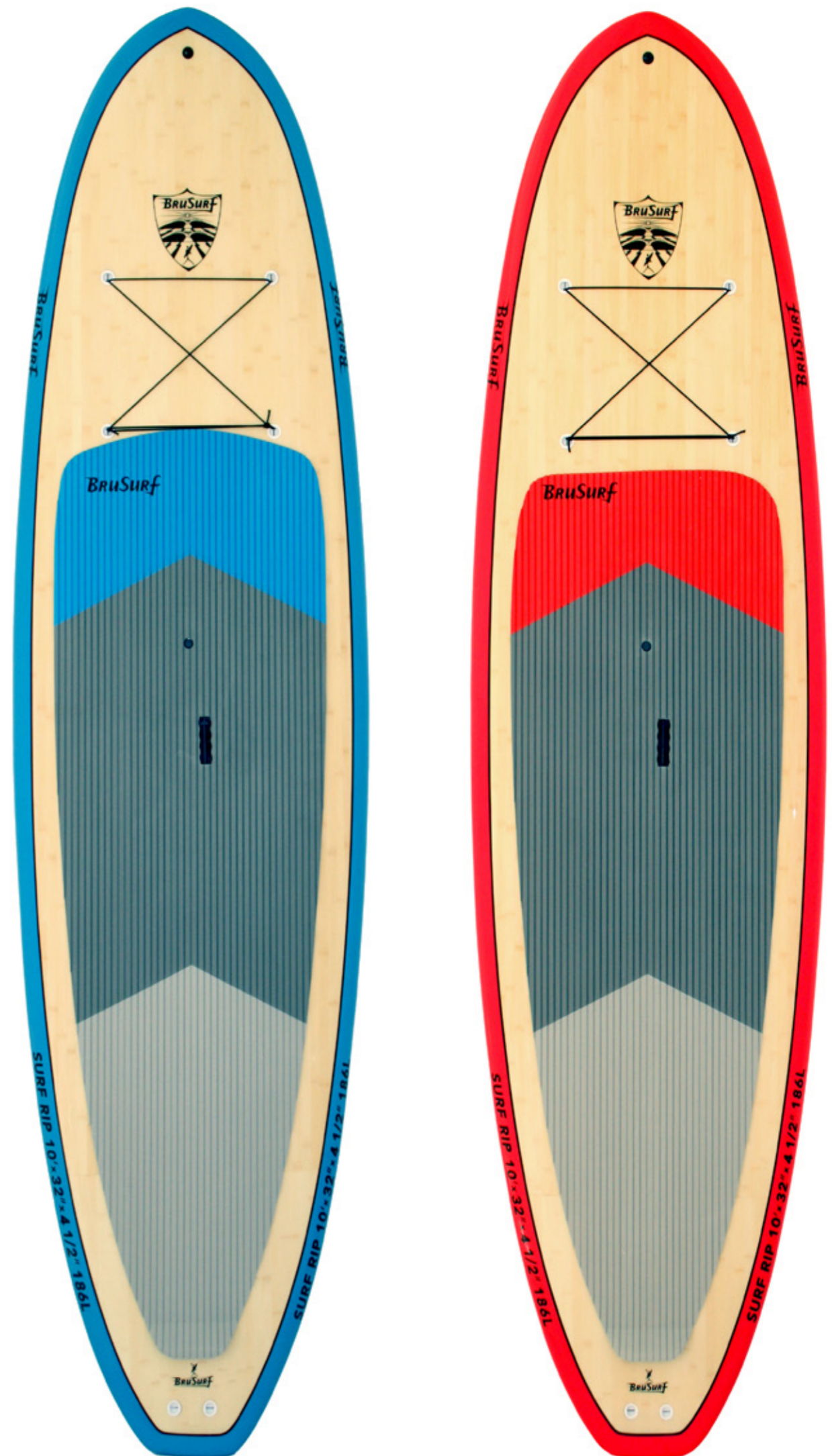
Through proper exposure, aperture, and sensitivity, along with a careful post-production tweaking of histogram levels, saturation, and color balance, Brad is able to deliver vivid images that impart a feeling of “being there.”



Objects/Merchandise

Merchandise and object photography present unique challenges as well: how to light a reflective object without allowing reflected light to overpower or obscure the image; how to capture the subtle variations of texture in a dark object so it doesn't just appear as black in a field of white; or how to capture the angles and depth of a transparent object so you can see its true shape, rather than just a reflected flash or a glaring void.

Brad has learned that the solution to these unique challenges, lies partly in his knowledge and application of lighting, camera position, exposure time, aperture settings, and other technical parameters. While the remainder of the solution is in post production: removing reflected glare, balancing image histograms, adjusting color saturation, and applying filters and effects.







Retouching

Sometimes the only way to get the look you desire, is to create it in post production. Whether it's perfecting an unrepeatable shot like a moment from a wedding, or clipping and swapping a background rather than re-shooting an image at a different location, there are a variety of circumstances in which retouching is an invaluable tool.

It is for this reason that Brad puts his retouching skills even above his photography skills: Even the most adept photographer is unable to capture images just as he wants them every time, but a gifted retoucher can make all but the most horribly produced images into a work of art.





Retouching/Editing Skills

Brad's skills include the removal of wrinkles and blemishes, body contouring, makeup correction, replacing closed eyes with opened eyes, color changes, removal of unwanted objects, changing backgrounds, and much more...





Before



After



Before



After



Before



After

Manipulation

Manipulation is the combination of retouching, clipping path cutouts, and the blending of elements from a variety of sources into a new or altered image. Angry Raccoon is a prime example of Brad's ability to manipulate an image into something of his imagination.

Presented with only an initial photo of a docile raccoon, Brad was asked by his client to produce a series of images of that raccoon expressing an increasingly aggressive and angrier disposition. Finding or creating his own elements, Brad produced menacing fangs, hair standing on end, fiery red eyes, and eventually rabid slobbering drool.





These photos are a sampling of the images, created by Brad, which were used for the smart-phone and tablet app - Angry Raccoon by NolaSoft.



Angry Raccoon is one in a series of free Angry Animals Apps, and can currently be downloaded for all Android and iOS devices.

