

JEFF COLES RESUME: Specific excerpts – August 2008

Promotional Photography

I always look at expanding and diversifying my photographic assignments, as evidenced in the spread in this web "Gallery", (not included are details of my Documentary film & video years.). Now after many years in the profession, with the best equipment in digital, film, computing & lighting I am better placed then ever to deliver useful pictorial images in most facets of Commercial Still Photography.

- I have been maintaining to this day, photography of a diverse range of commercial, promotional and aerial assignments. In the Eastern States, clients include: Category one Private Schools, Universities, Local Government / Tourism especially regional, with their Tourist Information Centers; quite a list of A.C.T. Institutions; Sydney's Leagues and Sporting Clubs; and now Restaurants.
- A specific Quote for my photographic services, evolves from the initial surveying process, where each nominated / interesting "subject area" is identified, thereby enabling me to quote a specific photography fee / \$500- to \$1500-. (per subject area). With interiors requiring extensive additional lighting, and coordinated activity, considerable time is needed to both set-up and to move on from that area, hence three such major interiors, would end up a solid day's activity! (If on a TV Documentary shoot, with a full crew, six to eight set-ups is possible)
- We have purchased industry best Digital technology, manufactured by one of the two market leaders; "Creo Leaf" in Israel. The Leaf digital capture system is the most expensive, their products are always "ground breaking" and sophisticated. Kodak 2005 acknowledged the significance of the Leaf digital technology, by purchasing the company. Leaf Capture Backs, cost around \$45,000.
- Our two Hasselblad camera systems, with the detachable Leaf capture back provides the combination needed for high quality digital imaging. My Leaf 22 mega pixel back, generates a HDR 16-bit color depth / 126mb-164mb (Tiff) file.
- Film cameras are now only relevant when exceptional image quality, such as on-location diagonal focus or distortion control is required, and for the mural print / billboard display market. The German Linhof 4"x5" sheet film camera, of which I have several models, provides absolute flexibility and quality., Please note most of the Gallery Images except for the "Recent Assignments", were shot on 4"x 5" film cameras, and supported with Hasselblad close-up images. Recently I received an email correspondence from an optical advisor at "Carl Zeiss", (the worlds top lens manufacturer), explaining why there are no digital cameras to this date that can equal the quality of a 4"x5" sheet of film camera. (I calculate that it is equivalent to a 132 mega pixel camera) "Carl Zeiss" have recently provided a special aerial lens to an American Satellite Imaging Company that have designed a digital sensor the size of Sheet Film, (Zeiss implied; that Sensor beats my sheet film).

Aerial Photography

- Have photographed hundreds of locations throughout Australia from low flying aircraft and helicopters. An actual quote is subject to variables including: the specific angles, (therefore altitudes required) other opportunities to defray / share costs, helicopter or light aircraft availability or suitability, and proximity / access to airports. Weather delays are normal: haze; pollution, high / low level cloud, the suns actual inclination / direction (influencing the length of shadows) and distant horizon contrast all play a part. Helicopter charter is around \$1,500 per hour, light aircraft approx. \$350 per hour.
- Normally shoot onto film, using my two modified Royal Air Force F24 cameras that use 4"x 5" sheet film, with the capability to record very fine detail, beyond the capabilities of the latest digital cameras. However we also provide digital aerial photography, using our two Hasselblad's with their Zeiss aerial quality lenses, complemented by the Leaf 22 mega pixel recording back. - International lens test curves (MTF) are viewable on the Web, demonstrating the superior quality of the lenses I use.

Movie Film / Video Documentary Productions

Movie Images Aust. Ltd., a Tax Office approved entity, I established (1984-5) raising \$2.24 Million Production Finance, over six years, from Australian taxpayers, for the production of seventeen one hour video Cassettes, detailing the Histories of Australian sporting clubs, including the A.F.L.; N.R.L.; Soccer; and Cricket Australia. Total marketing including video cassette sales exceeded \$2.36 Million. Investors received at least 50% return, with-in 90 days, on their 133% tax deductible investment. Essendon Football Club, my first released Video, had their switch board jammed for some days, selling 2000 units, which grossed \$100,000 immediately, with total sales exceeding 3,800 cassettes. Other clubs like Carlton, Collingwood, Cricket Australia, Geelong, Hawthorn, St.George, Parramatta and Norwood had similar total sales.