

Laura Novak Photography
Photographer's FAQ

This sheet is designed to help people answer commonly asked questions that people email me about my photography studio.

How did you get started in photography? Ever since I was a child, I have been interested in fine arts. As I went into high school and college, I developed a passion for oil painting as well as graphic design. I ended up assisting a wedding photographer in Cape Cod when I was in college, which eventually led to the career I have now. I feel as though everything I have experienced in the past has contributed towards my life today.

What kind of equipment do you use? I use Canon digital cameras but I am in love with the look and feel of traditional film, so I process my files in that nature. My favorite camera right now is a 5d and I have a tendency towards preferring prime lenses.

What is your workflow? I shoot JPG for weddings, RAW for portraits just because I believe as though that yields the best results in each of those given situations. After each session is completed, I back up my unedited files, edit the session using adobe bridge/Photoshop, and make three backups of each finished set of files.

What type of lighting do you use? I prefer natural light whenever possible, but if that isn't available to me I tend to use off camera lighting such as a flash attached to a sync cord or an off camera light stand.

What software do you use the most? We run the entire studio using Sucessware. of course I use Photoshop every day, as well as iview media pro for easy image cataloging. I ftp using Transmit, and our calendar is sync-ed every hour with the miracle of ical.

What is the best computer to buy that will have the memory and Ram needed for this business? I would recommend an apple tower (g5) with as much memory as you can afford at least 120 gigs of memory and at least 2 gigs of ram. Most of the towers in our office are running on at least a 180 gig hard drive and 4 gigs of ram.

When starting out, what are the biggest mistakes a photographer can make? Artistically speaking, it's great to find inspiration outside of yourself, but the core of what you do needs to come from within. Business-wise, it's not doing what you say you are going to do for a client... It's so much better to under promise and over deliver.

What advice would you give to someone just starting out in photography these days? Never stop educating yourself: never be above learning from others. And when you find out what others' do to achieve success, pick out the pieces of what they do that makes sense for you and modify it to be your own. No one ever achieves great success by simply emulating what others have already done.

What's your business philosophy? What do you do to become successful? Tell me all your secrets! I don't claim to have any kind of secrets – but I wish I did because I would certainly tell you! I believe in any kind of endeavor, you have two choices when you hit a roadblock: you choose to fail or you figure out how to succeed. I have so much riding on what I do, both financially and artistically, that I am dedicated towards figuring out how to succeed even when I am feeling discouraged or uncertain. I believe work ethic and dedication is SO more important than natural business skills.

What's your motto? When photographing, everything unimportant becomes noise... and if you watch people long enough, you can learn to anticipate moments. Most people just don't realize how beautiful they are until they see themselves through the lens of someone who sees their beauty.

Do you have any openings for assistants & associates at your studio? Not at this time, but feel free to email me your resume and I will happy to keep it on file. I only bring trained assistants to paid jobs, and my assistant schedule is set into place about six months in advance. Please pay attention to grammar and spelling in your application, as I am a photographer (read: creative) but still care very much about presentation and attention to detail.