

Get in tune with the senior market and offer the products that all the cool kids are buying

Senior ideas and add-ons



New Actions and Flash instruction from **UNIQUE DESIGNS** give your images hip, creative photo effects. For that Andy Warhol feel, try a Pop-Art Action. To turn a photo file into a black-and-white pencil sketch masterpiece, use the Visage Action. Learn how to use Photoshop to make subjects “fly” out of images with the step-by-step instructions in the Flash mini video. Various Actions and Flash tutorial bundles are available as downloads or on CD. Bundle prices start at \$99.90, but you can get a special price until June 15. If those

looks aren't quite what you're after, alternatives abound. Consider Artistic Tools from Kubota Image Tools, or the AlienSkin Software selection from the Eye Candy Effects Collection, or film grain and other effects from DxO FilmPack and Imagenomic RealGrain, or the popular LucisArt artistic effects, or the amazing options from onOne Software PhotoFrame Pro 3.1. www.photoeffects.biz/photofx.html; www.kubotaimagetools.com; www.alienskin.com; www.imagenomic.com; www.dxo.com; www.lucisart.com; www.ononesoftware.com

This is the season to catch some rays and infuse some inspiration for the upcoming march of high school seniors with the new book, **“SENIORS MY WAY”** by Jim Lersch, M.Photog.Cr., API. Lersch gets into the minds of his clients with the best of intentions—to create images that resonate with his teen audience. He walks you through the process of discovering the client's personality and capturing it in a unique portrait. With his background in commercial photography, Lersch knows how to create stunning sets with diverse lighting. He gives the particulars on several sets he's used with great success, and offers suggestions for making them your own. The book also covers such topics as photographing seniors for competition prints, mastering organization in a small space, marketing and branding. If you've seen him speak, you know his senior imagery is way out there in the cool zone. The softcover book sells for \$45; eBook PDF download (48MB) \$25. www.lerschphoto.com/seniorsmyway.htm



Do more with those stunning senior photos than frame them or imprint them on coffee mugs. Offer customers the option to be “in print” in the Illuma Memory Book and Guest Book. Custom design it online yourself with the **APOLLO PHOTO IMAGING** layout template, using your images and text. Part of the Inscrubables line, the guest books have blank or lined pages for friends and family to jot personal notes to the graduate. Get it fast—finished books ship in five business days. Available with hard or soft covers the books have reinforced perfect binding, a silk lining and a vellum fly sheet. The hardbound photo cover comes in padded leatherette or a suede-like fabric. Also consider using a high-gloss laminated jacket of your own design. The hefty inside pages are acid-free, archival stock. Memory Books come with glossy stock, Guest Books in a pen-friendly matte finish. The standard-size book has 10 doubled-sided sheets (20 pages total). Additional pages may be added in increments of two for a small fee. Illuma Memory Books come in sizes ranging from 3.5-inch square to 10x15 inches, Guest Books 9x6 or 12x8 inches. Pricing is based on binding and size.

www.apollo-imagizing.com

Complexion editing too complex? The **IMAGENOMIC PORTRAITURE** plug-in eliminates time-consuming selective masking and pixel-by-pixel editing. Portraiture taps a database of skin color and tonality, from extremely fair to dark-skinned. The software automatically applies a mask to the skin, leaving all the hair, eyebrows, eyelashes and other details untouched. Skin defects and blemishes are instantly smoothed with a single click. Additional controls and preview modes allow fine adjustments and finishing effects through familiar Photoshop-type tools and layering techniques. Your high school seniors never looked better. List price \$170.

www.imagenomic.com



As add-on products, **EMOTION MEDIA** slideshows on DVD practically sell themselves. Choose DesignerShow or CustomShow templates with music and animation and up the cool factor. DesignerShows boast high-end title sequences, 3-D animation, eMotion color match background layering and music. DesignerShows have clever image timing and transitioning that move to the beat of the music. CustomShows, built with 25 images or more, have varied animation styles and a library of over 200 songs to choose from. Take a look at eMotion Media's online slideshows and be sure to read the helpful hints on marketing them. Use your best senior photos and turn a DVD into a powerful marketing tool. Production turnaround is fast, usually four to six business days, but allow two weeks for eMotion to process your first order. The company also handles short- to large-run DVD duplication. Prices start at \$29.99 for a 25-image DVD. For a limited time, you can get a 25-image trial DVD free.

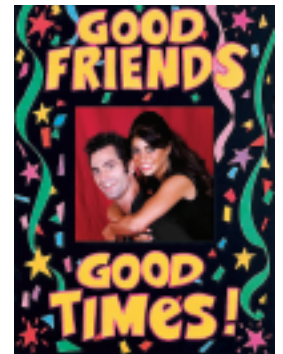
www.emotionmedia.com/free_trial.html



The simplest thing you can do with a photo is frame it, and you can't go wrong with a frame from **KENDALL-HARTCRAFT**. The 11½x24-inch Achievement folios, perfect for displaying multiple proofs, are available with eight vertical 4x5 openings or six vertical and two horizontal 4x5 openings. The folios come with a black and silver pewter and silver satin mat. The outside cover is black simulated leather with "Senior" embossed and foil stamped in silver. Wholesale accounts with Kendall-Hartcraft are available for professional photographers. Folios start at \$12.30 each; volume discounts on orders over 25. Kendall-Hartcraft also offers a graduation-perfect tassel frame in black wood with a black marble mat for an 8x10 photo. It features an easel back in a sturdy presentation box. The recessed display space adjacent to the photo window holds the student's graduation tassel. The year can be imprinted in gold on the mat. Price, \$24.53 each. www.kendallhartcraft.com



For some awesomely retro, carnival booth fun, inexpensive add-ons, look to CASI/QLT for products like the 6x8-inch paper greeting card



frame with a 3x3-inch opening. Made of super-glossy stock, the cards bear original artwork and/or a variety of greetings. The prices for 10-card packs start at \$5.25. And don't forget key chains. CASI/QLT has nearly every size and shape imaginable. The 2-inch fob for two photos is an easy, inexpensive up-sell. The key chain comes in clear plastic. Prices start \$8.90 for packs of 20; volume discounts. www.qlt.com ■