



andynix PIX
 WHOLEHEARTED PHOTOGRAPHY
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RATE GUIDE 2017 ASSIGNMENT PHOTOGRAPHY

PHOTOGRAPHY FEE (BASE USAGE RATE OF B.U.R.)

PLEASE NOTE An hour of photographing entails about 5 to 8 hours of 'behind-the-scenes' work, depending on the type of photography and amount of processing required, which is reflected in the fees. Since the requirements of photographic commissions can vary, these rates are intended to serve as a guideline rather than a quote.

- half day session (up to four consecutive hours) R 7 500 - R 12 000
- full day session (up to eight consecutive hours) R 12 500 - R 16 500
- additional hours (on the day of the photo session) R 1 250 per hour

Included in the fee are: (see page 2 and 3 for more details on the following)

- the photography session on location (excluding expenses - see below)
- digital capture for RAW image conversion, selection and post processing (excluding retouching - see below)
- online digital client review, proofing and final selection process
- high resolution print-ready and/or screen-ready digital files of the final selected photographs
- licence to use photographs in 1 media for 2 years, or 2 media for 1 year, or a single publication edition, in South Africa (additional/alternative licensed use is negotiated at a percentage of the base usage rate)

SUPPLEMENTARY FEES (AS REQUIRED)

- | | | |
|-------------------------|---|------------------------------|
| ASSISTANTS | Use of assistants, where required (per assistant) | R 200 per hour |
| PHOTO RETOUCHING | Including selective adjustments to colour and tone, touching up, deep etching (cut outs), removal or addition of logos and objects, black & white, special effects, montage, etc. | R 750 per hour |
| PRE-PRODUCTION | Includes the attendance of additional meetings, briefings, location scouting and site inspection, model castings, sourcing of props, set building supervision, etc. | R 750 per hour |
| TRAVEL | Locations further than 25 km from Muizenberg (i.e. outside of the Cape Peninsula)
Traveling time to and from a shoot of greater than an hour | R 5 per km
R 400 per hour |
| SHOOT EXPENSES | All subject matter, models, props, stylists, location fees, studio rental, courier fees and any other third-party expenses are not included and are to be supplied by and/or paid for by the client.
A small fee will be added to any third-party services arranged by the photographer to cover handling. | |
| EQUIPMENT | If required, any specialist equipment will be hired for an additional fee (e.g. lighting, waterproof housings, etc.). | |

PROOFS Digital proofs are included and will be supplied via my website.
Printed proofs may incur a nominal fee to cover materials and delivery.

NOTES Rates quoted are for normal working hours (8am – 5pm, Mondays to Fridays); overtime rates may apply
A booking is confirmed on receipt of a non-refundable retainer fee/deposit;
The balance of the fee and all third-party expenses are due prior to the first day of the shoot, with the remainder of any additional fees due on presentation of invoice.
All assignments are subject to terms and conditions.



WHAT YOU CAN EXPECT

You're paying for more than just photographs - you're paying for my skills as a fine artist with a deep understanding of light, styling and angles, as well as digital post-processing, which enables me to create valuable images that fully convey the essence of the subjects. The extra time, effort and consideration put into making things just right makes all the difference!

UNSTYLED PHOTOGRAPH WITH INCIDENTAL LIGHTING AND BASIC AUTOMATIC COLOUR & TONAL PROCESSING



PHOTOGRAPHS OPTIMISING STYLING, NATURAL LIGHT AND ANGLES WITH CUSTOMISED POST-PROCESSING



RAW IMAGE, UNPROCESSED



WITH BASIC POST-PROCESSING



WITH CUSTOMISED POST-PROCESSING



WITH RETOUCHING





FEES, PRODUCTION, COPYRIGHT & LICENCING EXPLAINED

COPYRIGHT As intellectual property, photographic images are licensed rather than sold, much like software, music, books, etc. As the creator I own the rights to my images and grant licenses that will let you do whatever you need to do with them.

LICENSING The value of the licence increases with the value of the use, and my licence rates are calculated according to the industry standard which take into account three factors: the type of media the images are to be used for, the length of time for which they are to be used, and the territory they will be used in. (So, for example, rights to use an image on a website or an internal brochure will cost a lot less than rights to use the image on a billboard or in a national magazine.) The base usage rate for a license is usually determined by the photo shoot fee and covers use in one media in one country for two years, or two media in one country for one year, and all other uses are calculated on a percentage of that rate.

Please refer to www.the-aop.org/information/copyright-4-clients/faqs for more information on photographic copyright and licencing.

SUB-LICENSING The images may only be used by the person to whom the licence is granted, for the purpose, duration and territories stated on the licence, and may not be sub-licensed without my permission. Should you wish to use the images for something other than that stated on the licence, we'll negotiate another licence.

FEES When preparing an estimate I take into account factors such as the assignment description, complexity and scope, the intended use of the images, deadlines, materials, travel costs, props, crew, overhead, etc.

Prices for my commercial assignment work usually include three components: the production fee, shoot expenses, and the licensing fee. The production fee determines the base usage rate for the usage license.

PRE-PRODUCTION I need to check sites and locations prior to the photo shoot to determine best time of day for lighting, location issues, any props that may be required, etc. Pre-productions also includes the attendance of additional meetings after the initial meeting, briefings, model castings, sourcing of props, set building and styling supervision, etc.

POST PRODUCTION I take each one of my client's selected images through a series of steps to ensure a perfect image. The minimal process takes an average of about half an hour for each file, turning an average image that comes out of a digital camera into a beautiful final image for your use. (Some images with extensive retouching can take hours!)

The minimal steps involved are:

- sharpening
- correcting lens aberrations, perspective distortion and color fringing
- making global adjustments in color balance
- making global adjustments in overall tone
- making specific adjustments to highlights and shadows
- making global adjustments to color saturation
- adjusting color saturation of targeted colors
- correcting tonal levels
- dodging and burning (lightening & darkening) specific elements
- cropping image for final view
- retouching specific areas
- resizing image for client's output need
- final sharpening of image for intended output (web, printing press, inkjet printer)
- saving as final file format (jpeg, tiff, etc.)
- writing files to website, DVD or other media for client
- backing up final files to archive