

STANLEY LEARY

People & Location Photographer

I'm here now where's my trophy?

www.StanleyLeary.com

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Give Stanley a call for your next project at 770.998.3504 or email him at stanley@stanleyleary.com.

Client List

Agnes Scott College
 Allsouth Renovations American Die Technology
 American Power Conversion
 AmeriGlo
 Annie E Casey Foundation
 Associated Builders Contractors of Georgia
 Athlon Sports
 Atlanta Regional Commission
 Baptist Press
 Bank of America
 British Broadcasting Company
 Black Star Publishing
 Blessed Trinity High School
 Burke County Public Library, Inc.
 Burmeister Group
 Calvin Center
 Catholic News Service
 Celebrate Life International, Inc
 Chiropractic Economics
 Clayton State University
 Cooperative Baptist Fellowship
 Corporate Legal Times
 Country Magazine
 Creative Publishing International
 Defenderworx LLC
 Delta Airlines
 Design Directions Inc.
 Discovery Channel
 Drug Store News
 East Carolina University
 Enzymatic Deinking Technologies
 ESPN.COM
 Faith And The City
 Farm & Ranch Living
 Florida Baptist Convention
 Florida State University
 Fordham University
 fTRANS
 Fulcrum Construction
 Galloway School
 Georgia Council of Chiropractic
 Georgia Southern University

I'm here now where's my trophy?



Georgia Tech's Ramblin' Wreck after it was restored following accident this summer in Savanna, Georgia.

For many in today's iGeneration they have experienced playing T-ball, soccer, and dance classes or just about anything you can mention where if you just showed up you got a trophy for participating. For even the iGeneration knows there is more to life than just showing up on time, but strange as it might seem meeting minimum standards often will put you way ahead of your competition.

I just turned in the grades for a class I taught in photojournalism at Reinhardt College. Every project I assigned was done to give the students a real world experience. They had three assignments: an environmental portrait, covering an event and a photo story.

I continue to hear horror stories from clients about photographers who didn't meet the minimum expectations. I even know of photographers who did the work and never handed in an invoice!

It is amazing how just being sure all the elements are done for a project and turning them on time or even early will be received with excitement.



Carman Johnson is a undergraduate student studying at Southern Polytechnic State University in Marietta, Georgia.

One of my favorite creative director's is Tony Messano. He gives sage advice. I can understand why he is asked to judge advertising work all over the world. Tony expects a photographer to shoot the assignment the way Tony conceives it, but the photographers he loves to work with not only give him what he wants, but they go beyond Tony's concept and shoot it their way, also.

Georgia State University
 Georgia Tech
 Georgia Trial Lawyers Association
 GTP Enterprises Inc
 Hoffman York
 Hollywood Reporter
 Home Channel News
 Impact 360
 International Mission Board, SBC
 It's for Vets
 Journal of Accountancy
 J. M. Huber Corporation
 Kennesaw State University
 Kenyon College
 Ladder to the Moon
 Landmark Christian School
 Lifeway Christian Resources
 Lind-Bergeron
 Marist Catholic School
 Media2K
 Medical Association of Atlanta
 Medical Economics Magazine
 Merial Ltd.
 Merchandise Mart
 Mississippi State University
 Molloy Communications
 Morning Glory Farms
 MSI International
 National Education Association
 National Basketball Association
 North American Mission Board
 North Carolina State University
 North Georgia College & State Univ.
 Old Dominion University
 Ohio State University
 Presbyterian Today
 Princeton University
 Pure Fashion
 Raintree
 Reinhardt College
 Robert Rytter & Associates
 Roni Hicks & Associates
 Russell Athletic
 Sears & Roebuck
 St. John & Partners
 St. Joseph Catholic School
 Southern Catholic College
 Southern Methodist University
 Southern Seminary
 Southwestern Baptist Theological Seminary
 Southern Polytechnic State University
 SouthTrust Bank
 Sports Illustrated
 Stetson University
 Summit National Bank
 Sunny Crest Publishing
 SYNC Magazine
 The Community Institute, Inc.
 The Foundation Center
 The Georgia Bulletin
 The Saint Joseph's Mercy Foundation
 Thione International, Inc
 Travel Weekly Magazine
 Union University
 United Methodist News Service
 University Of Alabama Birmingham
 University Of Maryland
 University Of Michigan
 University of Nations, Kona, Hawaii
 University of South Carolina Upstate
 University Of Tennessee At Martin
 University of Virginia
 Upper Deck
 USC Upstate Spartans
 Vindigo
 Virginia Commonwealth University



Chris McDermott is an undergraduate student attending Southern Polytechnic State University in Marietta, Georgia.

They were to turn in their assignments as if they were submitting them to an editor. They needed a cover letter to tell me about what they were submitting. They needed a folder with their selects and another folder with all the images they shot. Each of the photos in the selects needed to have a caption embedded in the IPTC fields. Most editors enjoy being able to send a photo to the designer which already the caption is in the photo.



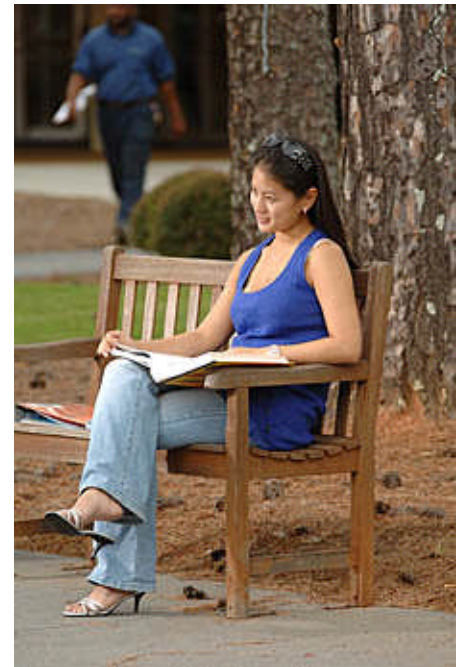
Fill flash is added to be sure the faces of the students are easily seen on a bright sunny day.

Some students forgot the captions, some forgot the cover letter and yes some were late handing them in. While most had everything done properly we still had some where the captions were lacking the: who; what; where; when; and how parts of the caption.



This was made for Clayton State University to use to promote the school. A fill light was added to make the image pop while sky was still gray.

Often they will shoot is just as he says and then will push the idea a bit farther with lighting composition or something. They bring something extra to the table.



By adding a fill light on the face the photo came to life under the overcast sky.

If you are meeting the expectations for your clients you are doing better than most others in the industry. To rise to the top—go beyond the expectations. Don't be satisfied with the trophy everyone gets for just showing up. Be the person singled out for going beyond the call of

Volleyball Magazine
Wake Forest University
Whitfield Academy
WireImage
Woodward Academy
World Council Of Churches
World Journalism Institute
Yamacraw



**James M. Baker University Center
at Clayton State University in
Morrow, Georgia.**

duty. Never stop looking for a unique approach or something different. The stretching will keep you youthful and nimble in today's ever changing market place.

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