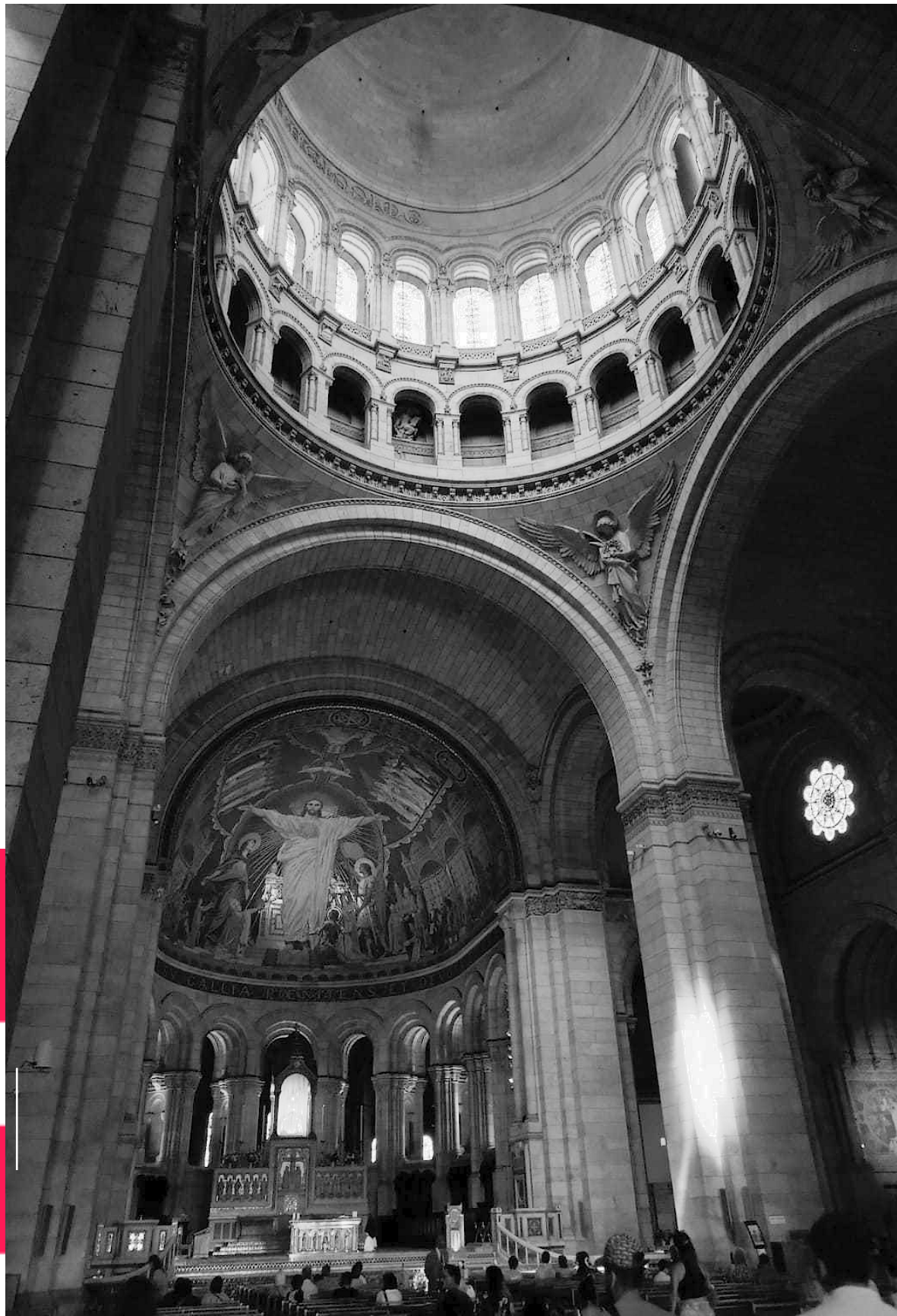


Photography Portfolio



Address

9, Melbourne
Business Court,
Derby
DE24 8LZ

PRODUCT MARKETING

In the dynamic world of pharmaceuticals, product marketing plays a pivotal role in communicating the value and impact of groundbreaking innovations to healthcare professionals and consumers. Through the lens of a camera, we delve into the captivating world of pharmaceutical product marketing, capturing the essence and spirit of these remarkable endeavors. Join us on a visual journey as we explore the artistry and significance of product marketing within the pharmaceutical sector.

Shot through our Sony A7IV using our Sony lens we captured the product as specified by the client. We were tasked to photo the product that is used to help patients as part of fertility treatment so we wanted to grasp the product, both as received in box to open and held.

Demonstrating within the image the process of incertion proceedure was an important element to the client. The images taken and used were placed on all marketing platforms and were used within the clients website.

Camera: Sony A7IV -Lens - FE 3.5-6.3,
24-240
Lighting: Background - PixAPRO Lumi II,
Foreground - Neewer LED
Prop - White screen.



Headshots

Sony A7IV
24/240mm

In the process of rebranding, the power of imagery cannot be overstated. Our client sought to capture the essence of their staff members while incorporating their company branding. To meet their needs, we presented them with two distinct forms of headshots. The first set of images portrayed the staff members in timeless greyscale, highlighting their individuality and presence. The second set combined the unique qualities of each staff member with the vibrant company branding logo, forging a visual connection that symbolizes unity and identity.

Greyscale Portraits: Capturing Individuality

In greyscale headshots, our focus was on capturing the unique essence of each staff member as a standalone image. Through careful composition, lighting, and expertly crafted poses, we strove to convey their professionalism, personality, and character. These images exude a timeless quality, emphasizing the individual's authenticity and establishing a personal connection with the viewer. By removing color distractions, we allowed the viewer to focus on the subject's facial expressions and the nuances that make each person extraordinary.

Branding Integration: Unity in Full Color

To visually align the staff members with the company's rebranding efforts, we introduced the full-color company branding logo as a backdrop to the headshots. This strategic integration served multiple purposes. Firstly, it created a sense of visual cohesion, forging a strong link between the individual and the organization they represent. The colors and design elements of the logo were thoughtfully incorporated, enhancing brand recognition and reinforcing the client's visual identity. Secondly, it showcased the staff members as ambassadors of the brand, reinforcing their integral role within the organization.



Sony A7IV
24-240mm



As part of our client's rebranding process, we were tasked with capturing a group image of the staff within the premises of their business. The aim was to create a visual representation of unity and shared purpose. Through careful composition and direction, we orchestrated a photograph where every member of the team looks directly at the camera, symbolising their collective focus and commitment.

Every picture has a story to tell.

Sony A7III
35-50mm

Our photography pays homage to the entire team, including the surveying company's staff, actors, and supporting crew members. We capture their enthusiasm, passion, and hard work, showcasing their contributions to the project's success.

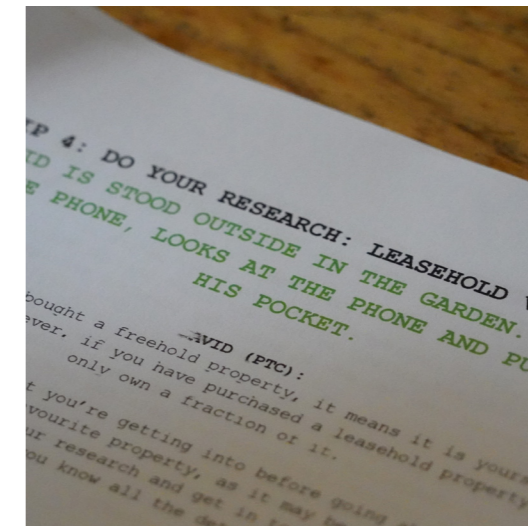
LogicBarn had the privilege of stepping behind the scenes to capture the thrilling world of a film shoot for a surveying company. This unique opportunity allowed us to document the intricate process of bringing surveying expertise to life on the silver screen. Through our lens, we unveil the artistry, precision, and collaborative spirit that merge to create captivating visual narratives. Join us as we take you on a journey behind the scenes, showcasing the seamless fusion of filmmaking and surveying expertise.

Our photography focuses on capturing the synergy between the film set and the surveying company. The images showcase the meticulous arrangement of props, equipment, and talent, merging the aesthetics of filmmaking with the practicality of surveying tools. Through well-composed shots, we highlight the seamless integration of these two distinct worlds, highlighting the creativity and technical prowess involved in crafting cinematic surveying experiences.



Through our behind-the-scenes photography, LogicBarn captures the artistry and expertise involved in a film shoot for our client. From documenting preparations to showcasing cinematic setups and collaboration, we unveil the dedication and professionalism that underpin the surveying industry's visual representation.

These images offer a glimpse into the creative process and highlight the team's expertise, ensuring that the surveying company's story is authentically portrayed on the screen.





Sony A7IV
Tamron-28-75mm



Sony A7IV
28/75mm



In the heart of Derby, we embarked on a photography project that aimed to shed light on the experiences of the homeless population and raise awareness for a local charity dedicated to their support. Through our lenses, we sought to capture the faces, stories, and resilience of these individuals, while emphasizing the urgent need for compassion and understanding. We delve into the power of photography to ignite empathy and inspire change in the context of a charity awareness campaign focused on homelessness.

Photography has the ability to tell powerful stories that transcend words. With each click of the camera, we sought to capture the essence of the homeless individuals we encountered in Derby. From images that reveal the challenges they face to moments of connection and support, our photographs serve as visual narratives, inviting viewers into their world and encouraging reflection on the systemic issues that contribute to homelessness. Each image becomes a chapter in a larger story, urging us to take action.

By employing different visual techniques, we aim to evoke distinct emotions and narratives that shed light on the experiences of individuals affected by homelessness. Join us as we explore the power of greyscale and color photography to depict the human stories and challenges faced by those without a stable place to call home.

Property

Sony A7III
24-240mm



Sony A7III
28-75mmmm



In collaboration with our client, we embarked on an exciting photography project to capture the essence of a property available for student accommodation. Our goal was to showcase both the interior and exterior spaces, providing prospective students with a comprehensive visual representation of the property.



Fashion

Sony A7III
24-240mm



Sony A7III
28-75mmmm



Through our dynamic and visually captivating photography, LogicBarn brings to life the essence of activewear for their esteemed client. Our images showcase the performance, functionality, and style of the activewear line while capturing the energy and spirit of an active lifestyle. By embracing diversity, integrating brand identity, and inspiring motivation, our photography invites individuals to embark on their own active journeys, confident in the transformative power of high-quality activewear.

EVENTS

Photography is the story
I fail to put into words.



LogicBarn is renowned for its exceptional event photography services, where we strive to capture the essence and significance of various occasions. With an expert eye for detail, we seize the fleeting moments, emotions, and vibrant atmosphere that define each event.

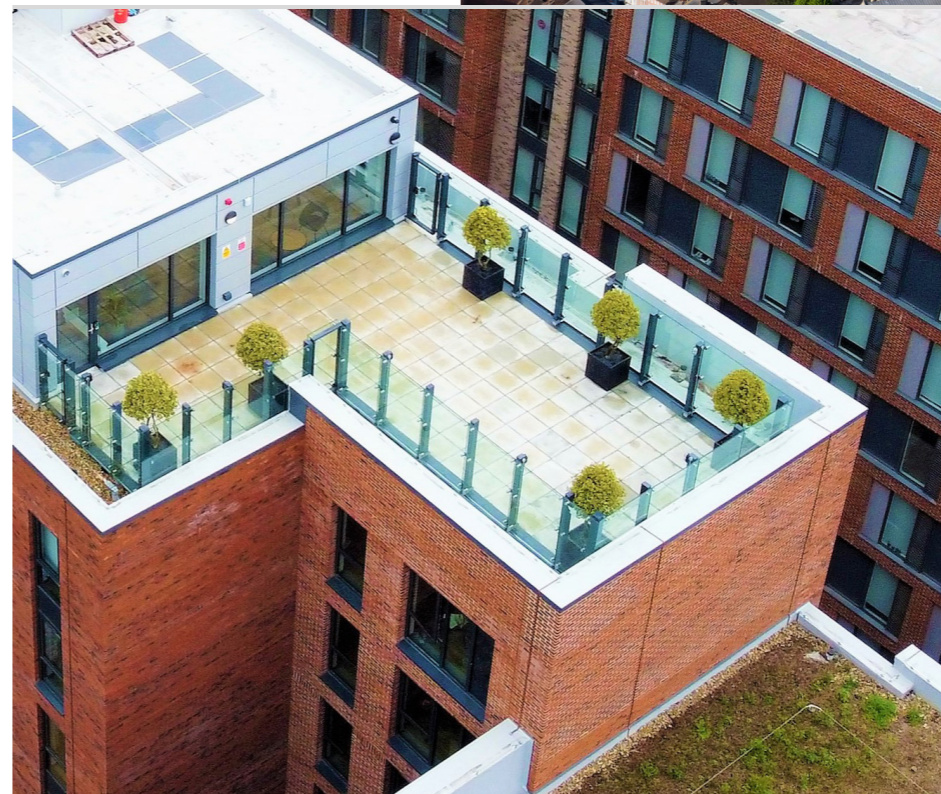
LogicBarn's event photography encapsulates the magic and significance of various occasions, from corporate events to weddings, cultural festivals, and community gatherings. With a keen eye for detail and a passion for storytelling, we freeze fleeting moments, capturing the emotions, energy, and memories that make each event unique.



Drone Photography

Capturing the world from a breathtaking perspective has become more accessible than ever, thanks to the advent of drone photography. With the ability to soar high above the ground and capture stunning aerial shots, drones have revolutionised the way we can showcase our skills and create awe-inspiring imagery for our clients.

In the ever-evolving field of photography, drone technology has emerged as a game-changer. Our in-house drone pilot has captured various scenes from around the country including photography of properties for surveying, events, construction sites and business promotion to name but a few of the projects we have completed.



Product Placement Photography



In today's consumer-driven landscape, businesses strive to make their products stand out amidst a sea of competition, and product placement photography has emerged as a powerful tool to accomplish just that. This unique form of visual storytelling seamlessly integrates products into various contexts, igniting the imagination and creating a compelling narrative that captivates audiences.

Product placement photography goes beyond mere advertising—it's an art form that evokes emotion, sparks desire, and leaves a lasting impression. In this exploration of product placement photography, we'll delve into its significance, techniques, and the profound impact it has on both businesses and consumers alike. Get ready to embark on a visual journey that showcases the powerful synergy between products and their surroundings, redefining the boundaries of creativity and commercial success.



LogicBarn

2022/2023

