

## The100 in 1 Project - Information

The purpose of this document is to describe the *100 in 1 Project* (100n1) that I have undertaken.

Many photographers assign themselves projects throughout their careers to help them focus on an area of interest, to grow proficiency, or for many other reasons. The 100n1 project I have assigned myself is one of these and is in addition to my other work.

The primary purpose of the project is to force me to reach out and take a lot of images in a studio setting and to produce certain specific deliverables that should be of interest to the person I am collaborating with in the session. The project targets both amateurs and professional people who believe they would enjoy a session or who believe that they might need a photography session to update a portion of their portfolio. People do not need to be totally and awesomely beautiful to participate!

I do not believe that there are any catches, hidden clauses or other negative or questionable tactics associated with this program.

### Summary of what's in it for you!

- Fun – a lot of it if you are like most people!
- Images – the best of the images on a DVD for you to have and use
- Prints – my favorite of the images printed professionally after retouching in an 11x14 size for framing
- A surprise, really cool gift you will want to share with others – and no, I'm not telling you beforehand! You will just have to wait and see.

### Here is the entire scoop!

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## Why would I offer this?

I am taking on this project for a number of reasons – all personal. They are as follows but are not necessarily in priority order.

1. **For the fun of it** – already this project has me thinking and planning how to accomplish it – it is already a challenge to get enough time in the day and to focus on my life priorities. This is now an additional life priority for me – I will be enriched by doing it.
2. **I love to shoot.** Collaboration is a wonderful interpersonal time for me and so far it has been a great experience for every one of my models. I am looking forward to all of the studio time and the work.
3. **To meet and work with a lot of different people** – I am interested in various kinds of people's interests and specialties such as: dancers, body builders, fighters, glamour, runway, couples, pregnancy, and boudoir. I am very ok with working with regular people who want to enjoy themselves with this. I am hoping this will open people to express their inner selves - perhaps differently in any event - hopefully in wonderfully revealing ways. I would like to be a part of that.
4. **To work on skills and techniques** – The more someone works, practices and tries new ideas the better they get! I want to be very good.
5. **To get some great images for my site** – do I need to say more about this? Pictures may be placed on one of my sites unless we agree otherwise in advance of the session. The main web site I use right now is [www.michaelstraley.zenfolio.com](http://www.michaelstraley.zenfolio.com) - if you have concerns please check out the site and talk to me before committing to the session times.

## Why might you want to participate in this?

1. **For fun** – this should be a really great time and a lot of fun. There is some prep and planning work, you should get some great professional images – but make sure you are planning to have a great time! Expect nothing less.
2. **You may want the experience of shooting in a professional studio** under studio lights – multiple lights, backdrops, wearing makeup, with me using professional equipment etc. It is cool, fun and energy packed.
3. **You may want to end up with personal images** – of course this is a reason! I am willing to discuss your conceptual ideas. If you have a specific idea – a favorite headshot of yours from a previous time you would like redone, an old Marilyn Monroe shot you thought would be great, a Bruce Lee shot, an advertisement you saw in W magazine, or a shot relating to a specific hobby or interest, etc., - bring it to me and we will see if we can do it together. If you do not have a specific idea you can of course just let me shoot and we will see what we create together as a result!
4. **You may want to update your portfolio** – if you are a working model and you need to get some specific shots taken please let me know in advance, I will work with you on your portfolio images. You will receive a non-exclusive right to use the result as part of this project.

## I'm interested - what do I need to DO to participate?

1. **Contact me somehow**
  - a. Michael@StraleyPhotography.com
  - b. [StraleyPhotography.com](http://StraleyPhotography.com) – send a message
  - c. Model Mayhem # 1651902
  - d. Call me at (860) 487-1081
  - e. Smoke signals – wait for a day without too much breeze please!
2. **Talk to me about the session and bring the things with you that are needed**
  - a. I am not providing costumes, makeup, hair styling etc. for these sessions. If you need help with any of this I can provide contacts but the costs and responsibility are yours.
3. **Decide whether to do this or not** – make an informed decision based on the information I will provide – there are no catches, tricks, or bait and switch plans on my part. But you really need to commit to participate fully in the project for it to be successful. Read all of the info, get your remaining questions answered, checkout my past work. Ensure your safety, good time and general enjoyment!
4. **Show up on time** – I will plan the session with you and reserve space, equipment and my time – you need to show up or let me know in a responsible manner if something unavoidable keeps you from your time slot. I will do the same.
5. **Leave enough time in your schedule** - You may spend between 2 and 4 hours on the session between prep, setup of the lights and the shoot itself – leave enough time in your schedule so we are not rushed.
6. **Plan to have fun** – If you are distracted, having a fight with your parents, or have disapproval from your spouse, lost your dog, etc. - well I do feel for you and I sincerely hope you can get it handled. I also hope that when you do get it handled that you will contact me for a session after all is good. I do not need excessive drama in my life or in my sessions with you – we both need to focus to get a great result – OK?

## What is it about, how does it work and what does StraleyPhotography.com (Michael) really get from it?

100n1 basically commits me to shoot 100 modeling sessions in 1 year under certain conditions. The conditions are as follows and will continue to be further defined as I go forward – so there may be more detail to come. Comments and suggestions are of course welcome!

1. **100 sessions need to be shot** – some of them can be with the same model but if so there must be different themes, costumes, etc.
2. **The work needs to occur within 1 year** – the project concept began in August and will officially kick off in September – so I need to complete it by September 2011.

3. **The shoots need to occur using studio lights** – mine or another location studio under studio lights – at least 2 but probably more lights will be used. Alternately some sessions may occur on location using at least 2 remotely fired strobes in special circumstances. Talk to me about this.
4. **The shoots will focus on models of various kinds and experience levels** – not landscapes, birds, flowers, or other objects, etc. The sessions of course may include props such as flowers, a skateboard or motorcycle, etc. but the focus will be on the model
5. **Models can be professionals or amateurs**, friends, acquaintances or strangers. They can be approached in any way including personal contacts, advertisements or word of mouth – the experience level and how they get there is not important. That they get there and have a good time doing so is!
6. **I will provide information** to the participants on how to prepare for and what to expect in the session. For some this will be old hat – for others, I hope to minimize anxiety and make it stress free. I expect that everyone will have a good time in every session. Here is what you will receive when you sign up for a 100n1 session.
  - a. **Directions** to the studio (of course).
  - b. **A link** and a suggestion to view my image web site [StraleyPhotography.com](http://StraleyPhotography.com) so you can see some of the work I have done.
  - c. **Suggestions** on what to do to prepare for a session – makeup and other ideas - sorted by gender and session format
  - d. **Ideas** on what to bring with you for props such as hats, hobby equipment, clothes of various types, etc.
  - e. **Model release** – you will be required to sign a model release – the release gives me the permission to take your picture and sets expectations on what may happen to the images. You will receive a release in advance and must sign one copy for each session we do. I will not do a session if the release is not filled in completely and signed. If you are minor and I choose to shoot with you, there will be special additional requirements including an acceptable chaperone. Please discuss this with me before arriving at the studio. No negotiation on this.
  - f. **A telephone consultation** in advance – a short conversation to make sure we are all on the same wave length – each session needs to be fun, safe, and productive for all. I need to know what you are looking to get out of the session in order to best help you get there. If you do not have the time to talk to me please cancel the shoot. It is that important!
7. **I will provide certain deliverables** for every session. These will be provided to the participant at no cost as part of my responsibilities. The following deliverables will be offered for each session:
  - a. **Pictures from the session.**
    - Following the session I will grade each image on a scale of 1 – 5. The rating of 5 being the best of them.

- The participants will receive medium resolution JPG files for all images that receive a rating of 3 or higher. Currently this is 20% - 25% of the pictures taken. Images rated at 2 or lower will not be provided or used by StraleyPhotography.com in any manner.
- Images will be provided electronically or on a CD or similar media in most cases due to the quantity and size of them, usually within 2 weeks.
- Images will be suitable for printing at all of the local places that do that in sizes up to about 5x7. The participant is responsible for any printing costs of these – and for selecting the printer etc.
- They will be suitable and permitted for posting to FaceBook and other similar social networking sites and similar purposes.
- All will have a small StraleyPhotography.com logo on them – usually on the bottom left or right hand corner.
- The non-exclusive right to these images at the resolution provided is granted to the participant for non-commercial use. You may not edit out my company logo.
- No retouching will be performed by me on these images.

**b. At least one of the images will receive a full glamour retouch**

- I will select the pictures to receive this work - it takes sometimes several hours for the work to be completed – I will select my favorite images.
- Selectively I will make adjustment such as tummy flattening, neck thinning or stretching, hair removal, wrinkle removal, skin softening, etc. This is the kind of work that would be done if the image is going to be on the front of a good quality magazine. The adjustments will be at my discretion and not subject to the participant's approval. I will be happy to demonstrate samples of these upon request. It often makes a remarkable difference.
- The hard copy of the image can be provided to the participant in an 11x14 format with a black border around it, printed on a professional quality printer. In most cases it will be a color print vs. B&W. It will be centered on a 13x19 sheet of museum quality media (extremely high quality archival paper) suitable for framing. The costs of printing, framing or other options are available but not included in this offer.
- These images will go up on my site in a gallery – usually by themselves – if you do not want your images up on my site please discuss this with me in advance and we will work on a program for you to guard your privacy as necessary.

**c. Discounts for future photography studio sessions**

- As I stated the object of this project is not to drive revenue, however all participants will receive 2 types of discounts – to be used as and if they wish to.
- The first discount will be directed at the participant – it can be used to receive 50% off of a full studio scheduled session at a future date. This session will not

be associated with the 100n1 project and will be negotiated at the standard rates in effect then minus the discount. One discount (1) per participant, each discount offer is valid for up to 1 year from award date. No commitment to use it is required from the participant.

- The second discount is really a referral bonus. It will be suitable for the participant to give to their friends and associates. The bonus will be valid for a 25% discount from a full studio session for the bearer and must be used within 6 months of receipt. Only one card may be used per session for each bearer. The card will also allow the original participant to accumulate points towards future sessions for themselves. More details are available – in short the “friends and associates referral” bonus allows the person distributing the card to get free studio sessions for every 6 studio sessions that are actually completed by their friends and associates. There is no limit to the number of sessions that may be accumulated. Again there is no commitment necessary to use this program.

**8. Other offers/options are available.**

- a. The participant will have other options available to them as a result of this project - some of which may cost money. Any additional cost will be because of specialty or other products the participant desires – such as posters sized prints, printing on metallic panels, business and other cards, photo books, etc. Please note however that the intention of the project is absolutely not the pursuit of income or to produce these types of materials.
- b. My web site will allow the participant to select various alternative printing options from the best of the images, pay for the option selected, and have them sent directly to their location. The site supports many different printing options from high quality internet printers such as MPIX Pro.com. Please review their site to get a sense of options available if interested.
- c. Image retouching services
  - If I do not chose to retouch an image for any reason or if you do not like my version of it and want it redone I will help arrange this for you. It is entirely possible you will love an image that I have not chosen – we will see.
  - If this does occur I will help you work with a retoucher who will use tools similar to those that I would. I will provide them with the original image at the quality they would require. I have several companies that I work with that will do custom retouching to your direction – their prices range from an hourly fee to a project fee – please discuss this will me and I will help you select the best for your requirements. You and I will each receive the right to use the resulting image on a non exclusive basis.

## **So what did I miss?**

I have tried to be really thorough in explaining everything – I am sure however that I may have missed something that bothers you or has left a question in your mind. Please feel free to contact me with suggestions, questions, comments – or an alternative approach or suggestion.

## **Thanks – have a great day and lots of fun!**

Bark Less – Wag More! A suggestion from my Irish Setter!