

GEMMA RAINN

2020 client guide



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HEY THERE. I'M GEMMA RAINN. I'M YOUR RETOUCHER.

I love Photoshop and I'm not ashamed to admit it. My love affair began with a little wager with my favourite Photography lecturer: I was convinced I could pull off an entire portfolio using non-professional models and fairly intense retouching. She disagreed on the principle but let me try nonetheless, bless her. I graduated with my BA in Visual Communication (Photography major), a printed portfolio that still sits on my coffee table and a newfound love for image manipulation.

Once a university graduate, I worked as a retoucher for HSM Publishing House, working with titles such as Wedding Album, JSE, Signature, AA Traveller, The Foschini Group, and several others. It was during this time that I learned how to truly use Photoshop, and my skillset exploded. After moving back to my hometown, I decided to leave the corporate world and pursue freelancing.

Now armed with the latest Adobe update, the internet and a large cup of decaf, I have reached several clients worldwide. My client base continues to grow and my projects become more challenging. I take great pride in my work, and am always up for aiding photographers in creating visual excitement.

In my freetime, you can usually catch me rereading Harry Potter for the umpteenth time with an unnecessarily large cup of coffee in hand, and a cat on my lap.

PROFESSIONAL RETOUCHING

Dodging and burning, frequency separation, luminosity masks, clipping, compositing - you name it, I can do it. I work primarily with Camera Raw and Photoshop to make images come alive.

My retouching is separated into three main categories: basic, corrective and high end. You can find more information about each category further in this client guide.

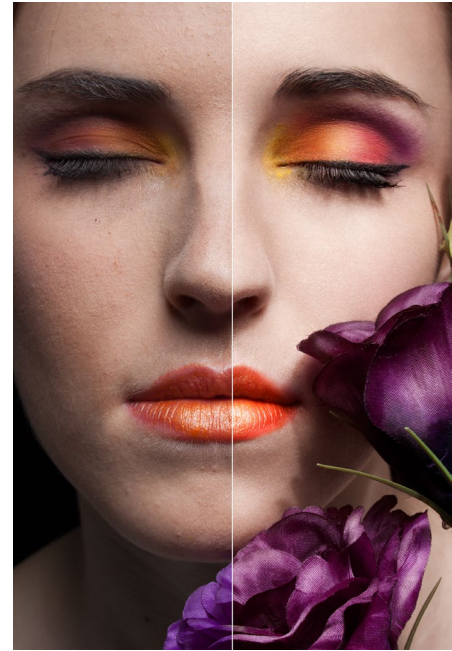


IMAGE CULLING

Image culling is essential when shooting events such as weddings. The key is to sort the good images from the great images to ensure you client says "Wow" everytime.

I offer culling services to my photographers to ensure they only deliver the best of the best. This allows my photographers to spend as much time as possible on shoots, rather than in post production.

My rate is R25 for every 100 images given to me.

ALBUM AND EDITORIAL DESIGN

A service adored by my wedding photographers. The advantage of a retoucher designing your album is certain elements can be further edited to suit the album, such as extensions and clipping.

Albums and editorials can be provided in either PDF or JPEG format.

My album rate is R80 per spread.



basic retouching



Don't let the name fool you - basic retouching can make a huge difference to your images! This kind of retouching involves correction of white balance and exposure, as well as cropping and very light skin retouching. This kind of retouching is perfect if you have a lot of images of a similar kind, such as a wedding or event.



NUMBER OF IMAGES

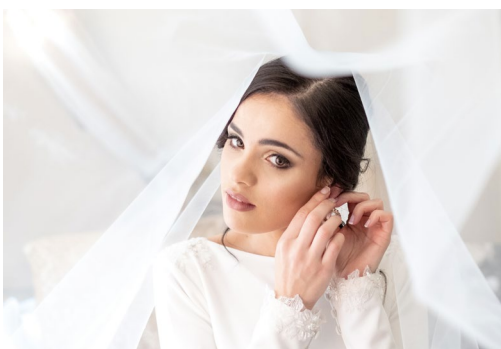
AMOUNT PER IMAGE

> 25	R15
26 - 50	R13
51 - 100	R10
101 - 200	R8
201 - 500	R6
500 +	R4

corrective retouching



Corrective retouching has all the basics, plus a little extra. Corrective retouching includes the removal of background objects, dodging and burning a subject to add depth, and skin retouching using frequency separation. Perfect for print-worthy shots, or mini shoots where every image has to be on point.



NUMBER OF IMAGES

> 25

26 - 50

51 - 100

100 +

AMOUNT PER IMAGE

R25

R22

R20

R18

high end retouching



WHERE IT'S APPLICABLE

I can't tell a lie - this kind of retouching is my favourite! High end retouching is time consuming and detailed orientated, but it's definitely worth it. High end retouching is usually applied to fashion and beauty shoots, products, cars, food and architecture.





WHAT DOES IT INVOLVE?

High end retouching means going all out. I usually use micro dodge and burn for high end skin to get a flawless image while retaining texture. Other methods I use are luminosity masks, channel masking, compositing multiple images, colour changes, and many others.

WHAT ARE YOUR RATES?

Due to the nature of this kind of retouching, I charge per project.

It's important for me to have as much information on your vision for the final image as possible. I prefer to set up a face-to-face meeting with my clients to chat about the project, or alternatively a shared-screen video conference. During this meeting I'll discuss the final outcome with you, as well as preferred methods and budget.

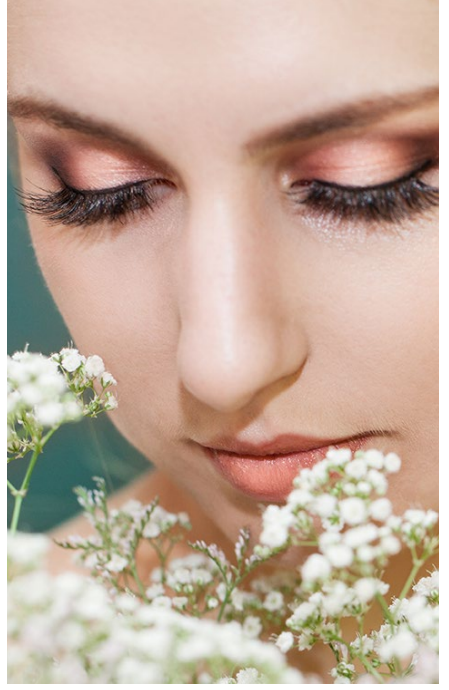
WHAT IS THE TURNAROUND TIME?

High end retouching should never be rushed. I advise my clients to budget for 2-3 working weeks turnaround, depending on the amount of images.. To ensure your photos are returned as quickly as possible, you can book ahead with me from the day of the shoot.

weddings

As a former wedding photographer, I know that weddings are hard work! Outsourcing your retouching gives you more time to spend shooting, allowing you to book back-to-back weddings without lengthy turnaround times, or exhausting yourself.

Before retouching your wedding, I will discuss your style and overall vision for you images. As each bride is different, I will do this at the start of each wedding. To ensure a fast turnaround time, my photographers often share their schedules with me, so I know exactly when you're shooting. I have created packages so that my photographers can work my rate into their pricing at their own discretion.





**100 IMAGE PACKAGE
R750**

90 Basic edits
10 Corrective edits

**200 IMAGE PACKAGE
R1400**

185 Basic edits
15 Corrective edits

**300 IMAGE PACKAGE
R1900**

280 Basic edits
20 Corrective edits

**400 IMAGE PACKAGE
R2500**

370 Basic edits
30 Corrective edits

**500 IMAGE PACKAGE
R2800**

465 Basic edits
35 Corrective edits

**600 IMAGE PACKAGE
R3000**

560 Basic edits
40 Corrective edits

**650 IMAGE PACKAGE
R3300**

600 Basic edits
50 Corrective edits

**700 IMAGE PACKAGE
R3500**

650 Basic edits
50 Corrective edits

**800 IMAGE PACKAGE
R4250**

725 Basic edits
75 Corrective edits

**900 IMAGE PACKAGE
R4650**

825 Basic edits
75 Corrective edits

**1000 IMAGE PACKAGE
R5200**

900 Basic edits
100 Corrective edits

newborns

Who can resist those cute faces? Certainly not me.

Newborn retouching is a little complicated - it's somewhere between corrective and high end. As newborn sessions tend to yield fewer images compared to other shoots, my photographers find it more convenient to have their images edited in packages.

By outsourcing the editing, it gives you more time to do back-to-back shoots (and to coo over those little angels.)



10 IMAGE PACKAGE
R300

20 IMAGE PACKAGE
R550

30 IMAGE PACKAGE
R800

40 IMAGE PACKAGE
R1000

50 IMAGE PACKAGE
R1250

100 IMAGE PACKAGE
R2500

food and products

Food and products usually fall into the high end category. However, not all food and products require such extensive editing. For this reason, I prefer to discuss these kind of photos with my client before beginning the editing. Brand identity is crucial here, and so I prefer to know as much as possible to do the brand justice.

Food and products are quoted per project.





frequency asked questions

WHY SHOULD I OUTSOURCE MY RETOUCHING?

Being a photographer is hard work! Outsourcing a time-consuming aspect of your job is a great way of ensuring you have more time to book more shoots, learn new skills, spend time with your family - hey, I don't judge what you do with that extra time.

Taking your images to a retoucher also ensures you will get the best quality editing. This is particularly useful to photographers who are not comfortable with editing software, or aren't yet confident in their editing abilities.

WHERE ARE YOU BASED?

I'm based in sunny South Africa, but I have clients from all over the world.

DO I NEED TO BE A PHOTOGRAPHER TO USE YOUR SERVICES?

Nope! I'm happy to help anyone out. However, if you are not the photographer or owner of the image, I will require written permission from the photographer in order to do your edit.

DO YOU DO COLLABORATIONS?

Short answer, no. Long answer, it depends.

I'm happy to discuss any collaborations, but I don't always have time to get to do collaborative work. If I'm available, and the project is something that interests me, I'll consider it. Send me a message regarding your idea; you never know!

WHAT ARE YOUR RATES?

My rates differ depending on the kind of retouching. You can find my rates in this client guide under the specific service you are interested in.

HOW DO I GET MY IMAGES TO YOU?

If you have less than 15GB of images, you can deliver them to me via a Google Drive folder which I will create for you. If your images exceed 15GB, you will need to deliver them to me on an external hard drive. This is the hard drive I will be working on, so please ensure you have copies made and sufficient space available for me to work on the drive.

DO YOU OFFER LESSONS OR WORKSHOPS?

Not at the moment, unfortunately. However, I will be looking into it in the future.

WHO OWNS THE EDITED IMAGES?

All ownership remains that of the photographer/owner. However, I retain the right to use the images for my online and personal portfolio under the "Retoucher" credit. I will never sell or print your images without express written permission.

DO YOU DO PHOTOGRAPHY TOO?

I have formal qualifications in photography, and worked as a photographer for 6 years. However, I prefer the post-production side of photography. On occasion I will take the images myself, if the project interests me, or if it is a personal project.

DO YOU PREFER A PARTICULAR STYLE?

Everyone has their own style, and I'm no exception. However, I can edit in any style preferred by my client. If you have Photoshop Actions or xmp files with preferred settings, you are welcome to share them with me in order to get images that are 100% true to your style.

contact me

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OPERATIONAL HOURS

Mon - Fri
9am - 5pm

FACEBOOK

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