

AYSAclicks.com Newsletter: Fall 2020 - Issue #2



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"The thing that's important to know is that you never know. You're always sort of feeling your way." – Diane Arbus

A big welcome to our newest photographer members!

Katarina Kuruc
&
Vikram Ahuja

The Importance of Cash Flow



Photo Credit: Natalie Toombs IG: [@natalietoombs](#) [Halifax, NS]

The online Cambridge Dictionary defines cash flow as "the amount of money moving into and out of a business" while score.org states that "82% of small businesses fail due to cash flow problems". For tips on preventing cash flow issues within your own business, refer to the linked articles below. With the added challenge of navigating a pandemic, we may need all the expertise we can get, now more than ever.

Cash Flow Article 1

Cash Flow Article 2

Product Photography Tips and Tricks



Photo Credit: Aditya Chinchure IG: [@aditya.chinchure](#) [Vancouver, BC]

Perfecting techniques to feature products in a way that attracts viewers to engage with a brand can take photographers a long way. It can also turn out to be quite an expensive and time-consuming task for even the most experienced photographer.

Keeping your healthy cash flow in mind, we hope the ideas in the article below will come in handy.

Product Photography

Photography Jargon Explained

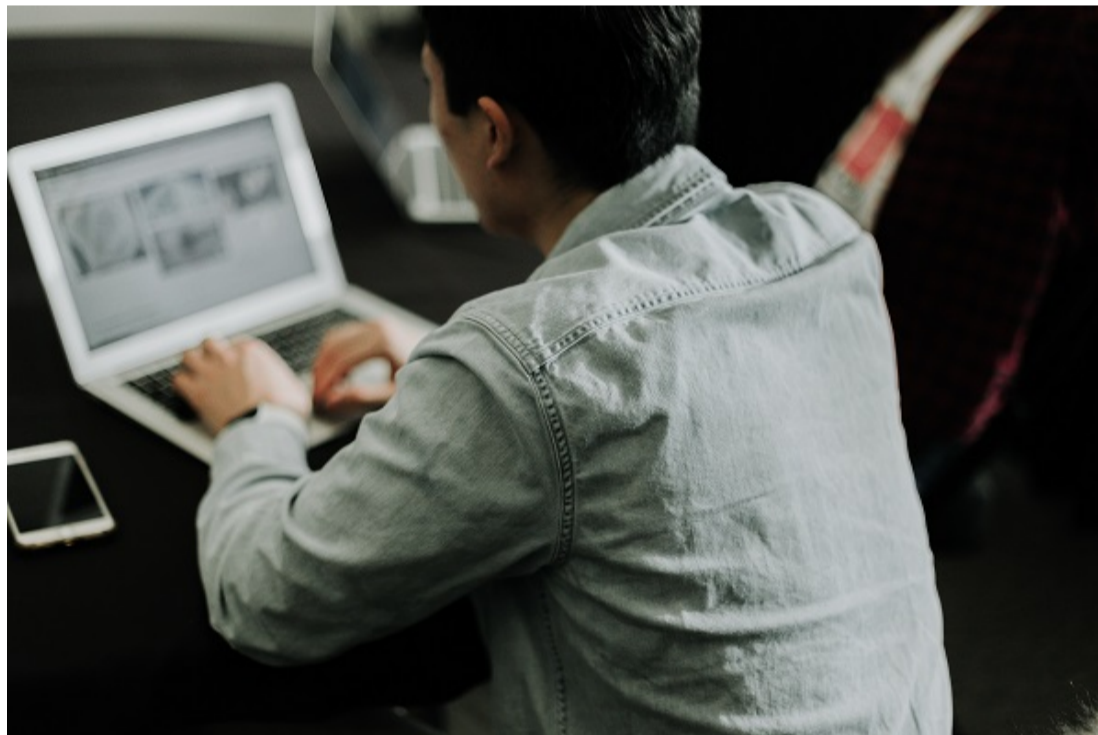


Photo Credit: Priscilla Du Preez IG: [@andyourstorycontinues](#) [The Lower Mainland, BC]

Each photographer may use terms slightly different from the next, so allow us to share what we've learned from Stephanie Richer Photography:

Optimizing - Image optimization is the base for photo "touch-ups". This is a step where photographers decide which file format, size, and quality will be appropriate for the images to be saved.

Editing - It does not necessarily mean fixing an image. For one photographer, editing can mean making adjustments to a photo to highlight certain aspects of the photograph, like brightness and colour; for another, it can mean adding their own special touches to each image.

Retouching - Retouching begins where simple editing can't do the trick. It can mean anything from spending a few minutes on removing blemishes and brightening teeth to enhancing shapes and swapping out one feature from another image.

Learn More

AYSA Aspirations

We anticipate that AYSA photographers will begin to feel more and more like a growing family, benefitting from knowing that there is a network to find support within. With added participation, a gradual natural process will occur, where everyone has the potential to gain.

Celebrating the Diversity of Our Clients



Photo Credit: Steve Courmanopoulos Unsplash: [@scourmanop](#) [Montreal, QC]

Diwali - 14th November 2020

Diwali is a festival in India that celebrates the victory of light over darkness. Families commemorate this festival of lights by making sure their houses are clean and by decorating with flowers, lights, lamps, and colourful rangoli (pretty patterns created on the floor using multi-coloured sand). Food plays an important role. Many Indian delicacies are prepared on this auspicious day, from delicious sweets to delectable savories.

[We considered replacing the Diwali content, given that our newsletter is late due to technical difficulties; however, with the meaning behind the custom being so positive, we decided not to forfeit the opportunity to share.]

[Know More](#)

Just for Fun



Photo Credit: Ilana Grostern IG: [@ilanagrostern](#) [Montreal, QC]

Take a break from your hectic day and read this cute little article about a discovery made by a wildlife photographer. It's definitely worth a read!

[Read Article](#)

We Would Love to Hear from You!

You are invited to contact us with your expertise regarding any topic from this newsletter that you would like us to expand upon. We will gladly add your feedback in our next newsletter!

Also, if there's a topic you need help with researching, be sure to let us know.

Coming Up in a Future Issue

Next time, we'll tell you about our plans to add tributes! Until then, stay well!

Due to technical difficulties, our newsletter is late this time. We apologize for the delay and thank you for your patience.

This newsletter was prepared by Sejal Mittal from the Sport & Event Marketing program at George Brown College.

Thank you for reading!



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