LCL-000

Creative Jabs

with Brooks Jensen



The Spectrum

In this three-part *LensWork Creative Lab*, the evolution of photography unfolds a changing world of technology that creates an entirely new set of options for us as we create our photographic artwork. Where photographers of previous generations had few choices about what they produced, we now have a spectrum of possibilities.

This free LensWork Creative Lab is an excerpt from the LensWork Visual Workshop — Finding an Audience for Your Work.

Video #1 – A Short History

Video #2 – A World of Possibilities

Video #3 – Case Study: Made of Steel

PDF – The Spectrum Chart



The Spectrum of Photographic Production and Distribution © 2008 Brooks Jensen/LensWork Publishing

	Traditional Media Photographs			Ink as Original Artwork		Ink-on-paper Publications			Electronic Publications		
	Gelatin silver, platinum, and other wet darkroom processes			Inkjet printing		Offset photolithography, sheet fed and web press publications			High resolution media (DVD, CD) Internet (low resolution)		
	Individual photographs	Portfolios	Artist's books / folios	Individual Inkjet Originals	Artist's books / folios	Hardbound books	Softbound books	Magazine publication	High resolution (e.g., PDF on CD)	Downloadable ePub	Web page
durability	moderate, but fragile	high	moderate	moderate, but fragile	moderate	moderate	somewhat	low	extremely high	extremely high	ephemeral
life span	very long (generations)	long, if not broken for resale (generations)	long (generations)	long (generations to decades)	long (generations to decades)	long (generations to decades)	moderate (decades)	30-90 day publication cycles	infinite via digital copies	infinite via digital copies	as long as it is posted
modifiable	none	some	none	none	none	none	none	none	some	masters — yes once distributed - no	instantaneous
edition commitment	variable	usually fixed before production	usually fixed before production	variable	variable	fixed, but reprintable	fixed, but reprintable	fixed	totally flexible	one time production	one time production
edition size	very limited 1-100	limited 1-200	very limited 1-100	very limited 1-100	very limited 1-100	moderate 2,500-7,500	large 3,000- 100,000	very large tens of thousands	totally flexible to market demands	unlimited access	unlimited access
distribution potential	very limited	extremely limited	extremely limited	somewhat limited	limited	moderate	somewhat moderate	large	somewhat limited	unlimited	unlimited
artist control	highest	high	high to moderate	highest	highest	moderate	moderate	low	high	high	moderate to high
text	possible	likely	possible	possible	possible	a must	a must	hopefully little	possible	possible	possible
multimedia components	no	possible	possible	no	no	possible	possible	no	yes	yes	yes
speculation and risk	low	high	high	low	low	very high	high	none	none	none	none
selling price to consumer	expensive	very expensive	expensive	inexpensive to moderate	inexpensive to moderate	moderate	inexpensive	very inexpensive	very inexpensive	very inexpensive or free	free
self-marketability	little	little	little	moderate	moderate	some	moderate	none	some	n/a	n/a
gallery acceptability	high	high	low	moderate	low	moderate	moderate	low	low	n/a	n/a
others may market	possible, but difficult	possible, but very difficult	possible but not likely	possible	possible but not likely	possible, but difficult	possible and easier	yes	possible	links	links
cost to produce	small to moderate	high	high	small	small	very large	very large	usually get paid!	very small	very, very small	very, very small
time to produce	high	very high	very high	low	low to moderate	high	high	low	moderate	moderate	moderate
materials you provide	few	lots	lots	few	few	n/a	n/a	just proofs	few	few	few
hardware required	moderate	moderate	high	high	high	n/a	n/a	n/a	high	high	high
sensuousness	moderate	high	highest	high	high	moderate	low	lower	none	none	none
typical image size	moderate to large	moderate	small	moderate to large	small	moderate	moderate	small	monitor dependant	monitor dependant	small
reproducibility	low	very low	very low	very high	very high	high, but expensive	high, but expensive	none	very high (and low cost)	infinite	infinite
darkroom effort	high	very high	very high	=	-	moderate	moderate	low	-	-	-
computer effort	-	-	-	moderate	high	moderate	moderate	low	high	high	high
computer skills required	none	none	none	moderate	moderate to high	moderate	moderate	none	high	high	high
image quality	very high	very high	very high	very high	very high	high to low	moderate to low	moderate to low	high	high	low resolution
viewing hassle	low	high	high	low	low	moderate	moderate	low	moderate	moderate	high
can be exhibited?	yes	yes, but cumbersome	yes, but unusual	yes	yes	no	no	no	yes, in computer interactive displays	yes, in computer interactive displays	not likely
collectible	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	not likely



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