



Name:
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Profession/Services:
Photographer and Founder of
Sisivisage Media

Industry:
Photography

Founded:
2015

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DEPTH OF COLOUR – **PRESERVING THE INTEGRITY OF PHOTOS**

Objective

- Ensuring depth of colour and impeccable quality prints
- Supporting a variety of paper material in different sizes

Approach

- Investing in a higher calibre printer at home that delivers quality results at an affordable cost with user-friendly features.

Challenges

- Computer screen visuals are not an accurate representation of photos
- Lack of bigger print sizes
- Bringing out the accurate depth of colour in prints

Results

- Outstanding depth of colour prints
- Ability to support a wider range of paper material such as gloss and matt
- Supports bigger print sizes like 17 x 22 inches
- Preserves the quality and integrity of photos

Canon



INTRODUCTION

The seed of photography was planted in Oluwaseyi Itegebe's mind when she was a young child when her father, who did photography as a hobby, captured special moments at parties and social gatherings for family and friends. What made it interesting back then was that he would print these photographs. It was fascinating that the images from the camera could be printed on paper. On occasion, Oluwaseyi's dad would give her the chance to take a snap or two with his camera. It was these experiences that sparked her interest in photography.

As a grown-up, it was Oluwaseyi's dream to let her creativity flow through the lens of a camera, but her full-time job in the energy sector, took up most of her time. So to balance her work and personal life, she decided to integrate photography into her free time after work and on weekends. This gave her a creative outlet to relieve stress and avoid burnout.



The Canon Pro 1000 printer has outstanding colour precision, high print speed along with its ability to support wider range of paper materials such as glossy, matte, fine art paper, canvas and Baryta paper. It allows me to take my skills a notch higher with outstanding prints that preserve the quality and integrity of my photos

Oluwaseyi Itegebe,
renowned photographer

Significant challenges

Oluwaseyi realised that what you see on a computer screen is not an accurate representation of her photo work. At Sisivisage, before taking on clients, she would hold a pre-consultation to get an understanding of what her clients love, what their style was and what story they wanted to tell. After the photo session, Oluwaseyi provided her clients with prints of each photograph in various sizes to ensure they met the clients' expectation and her own. This meant having a superior quality printer at home, because saving time was crucial to her as a full-time worker.

“In my experience, the Canon Pro 1000 printer does it all effortlessly and it has an advanced 12-color ink system for a wider colour gamut and an efficient input-to-print workflow bringing your photos to life. As a photographer, it is crucial to see your prints on paper to determine if the image is actually up to the mark of your expectations or not. And thus, it is even more crucial to have a good printer that can actually do justice to the art of printing.”

Canon solution

It was essential for Oluwaseyi to find a printing solution that would be easy to use, affordable and save time, given her full-time job. The Canon Pro 1000 Printer's advanced 12-colour ink system with an efficient input-to-print workflow brought her photos to life with outstanding colour precision and high print speed while also supporting a wide range of paper materials such as glossy, matte, fine art, canvas and Baryta. It allowed Oluwaseyi to take her skills to a new level with impeccable prints that preserved the quality and integrity of her work. Having a printer in-house also meant she could turn around jobs quickly and the advantage of having larger prints such as 17 x 22 inch, which was real winner with her clients.

It became necessary for me to invest in a printer that would not face the issue of ink-cloggings as I do not print daily or frequently. With this printer, I have managed to reduce ink wastes as I do not constantly need to change the ink. I am one of those people who believes in appreciating their own work in order to encourage growth and improvement so having an exceptionally good printer in-house lets me gauge the level of my photograph quality. The convenience of having a printer that can actually produce high-quality prints as good as or even better than the ones sourced from big printing providers, gives me the convenience to offer several options to my clients.”

Canon cameras and printers have always been Oluwaseyi's go-to in order to do justice to photography as a form of art. Over the years, she has used a few different Canon cameras based on her project requirements - Canon EOS 5D Mark IV, Canon EOS 6D Mark II and Canon EOS R5 for quality, precision and high-resolution stills together with brilliant output.

“Photographs for me are a short-cut to telling a story. It's absolutely amazing that a single image has the power to convey an entire story without the need for words and that's what I aspire to do through my photos. I primarily practice fashion and beauty photography, but I am also equally in love with shooting portraits of other people and of myself. There is a certain element of thrill when you capture yourself on camera and I must say, it really puts your skills to the test. My photographs evoke emotions through colours, and I also use cinemagraphs that are basically moving images or GIFs to tell a story.”





Side by side

Oluwaseyi is excited about the future as she hopes to one day practice her passion full-time and take it to a new level of class and innovation. It is her dream to have a professional studio that can offer a plethora of different photography and printing services. Right now, she appreciates having a creative outlet that has done wonders for her life. "If you are in the field of visual communication, it's highly unlikely that you don't own or aspire to own Canon products by your side and I would encourage everyone who loves photography to invest in a Canon camera and printer."



To watch this Photographers story,
please visit en.canon-cna.com/canon-print-hub/

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