

Jermaine Garcia  
P O R T F O L I O

# PHOTOGRAPHY

2019





[www.bellahvista.com](http://www.bellahvista.com)

## **About Me**

***creating since - 1996***

Hello my name is Jermaine Garcia, photographer by day, dreamer by night. The first impression is everything. In commercial photography, presenting a polished, professional image that speaks directly to your target audience, evokes maximum engagement. Everything in that image, quality, subject matter, color, saturation, mood will help captivate that audience and in turn – increase conversions. Let's not just take pictures, let's create your image together.

Warm Regards,

Jermaine Garcia





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## ***Product Photography*** ***Spectrum Brands HHI, Lake Forest, CA***



### **Assignment :**

This was a four month assignment issued by Creative Circle. My duties were digital photo retouching/editing, color correction, clipping of RAW images, color matching, blending, repairing and merging photo files. I also helped in maintaining and archiving photo projects through our Digital Asset Management (DAM) system and managing image workflows. I was also tasked as their backup product photographer when lead photographers were absent. I was known for fixing chrome/reflective product images due to my past experience working on auto photography.

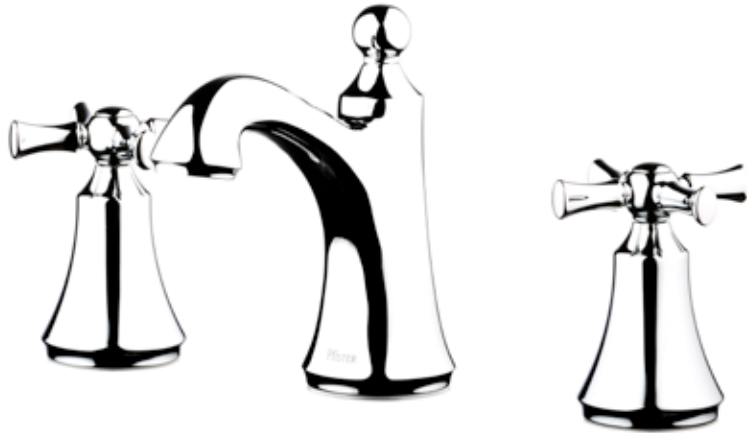
### **Lighting Equipment :**

Lighting: Profoto D2's w/ diffusion;

### **Post :**

Adoba Photoshop CC; Nik Color Efex Pro

*Image was submitted over-exposed. I was able to save our photography team two weeks of scheduling by fixing the image in post.*



***BEFORE***

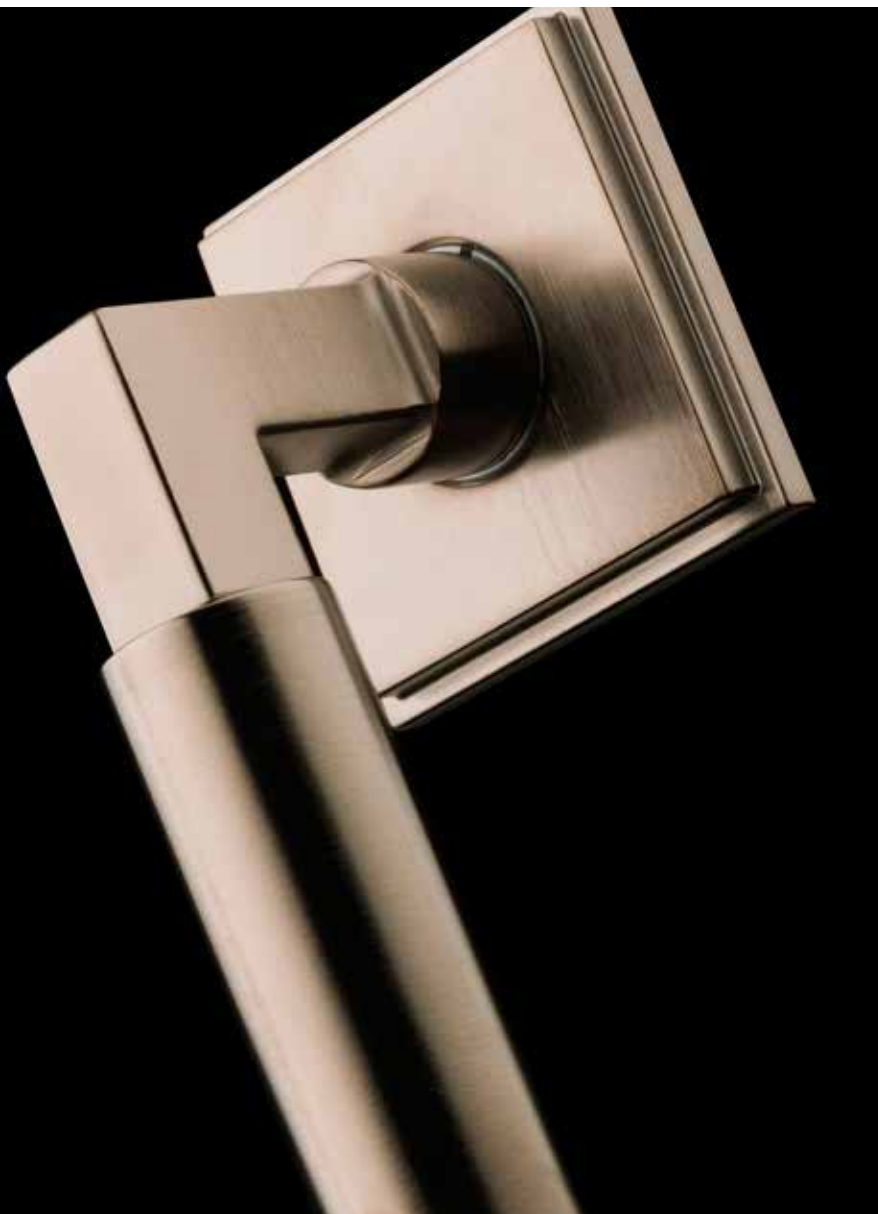


***AFTER***













# ***Product Photography***

***Larganium, Valencia, CA***

## **Project :**

Dr. Abergel from Larganium Skin Care products commissioned me to help him redesign the branding for his new skin care product. After designing the logo and labels for the bottles, I shot the finished product for use on his online website store and print collateral.

## **Lighting Equipment :**

Key light: Dynalite UniJr. Strobes; Main and secondary fill lights: Dynalite UniJr. Strobes











**POST - COMPOSITING**



**HEAVY COMPOSITING**





# **Product Photography**

**LivingMatrix CBD, Orange, CA**

## **Project :**

After seeing my work on the Larganium website, Brian Finocchio, CEO from Living Matrix hired me to brand his new CBD product line for use on his website and online store. After designing the labels I shot the final products on white background and composited some images for headers and sliders on the homepage as well as other pages on the site.

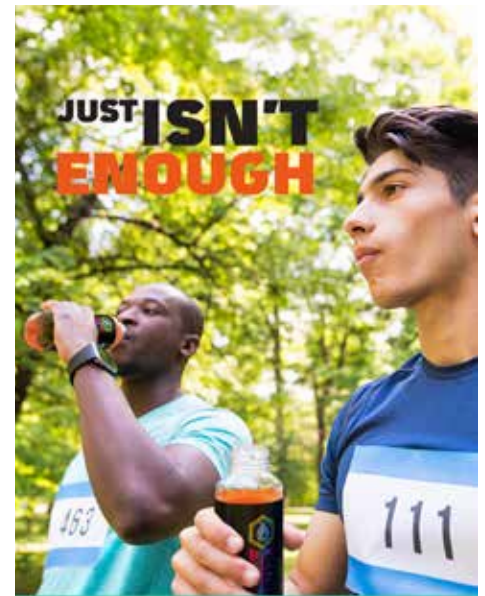
I was also assigned to create social media adverts injecting their product into lifestyle stock imagery (displayed on the next page).

## **Lighting Equipment :**

Key light: Dynalite UniJr. Strobe: LED panel. Main fill light: Dynalite UniJr. Strobe; Secondary fill light (spectral highlights): Canon 580ex II









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## ***Misc. Product Photography***

### **Synopsis :**

A tiny collection of one-off product shots for clients as well as for my own personal use.

### **Lighting Equipment :**

Key light: Dynalite UniJr. Strobe









## ***Automobile Photography***

### **Project :**

Tony and his son loves Dodge muscle cars. We met at a sports car show and when they learned of my love for capturing hot cars, they were eager to create a portrait of their loved possessions. It was HOT that day in Perris, CA. The equipment was failing due to the extreme heat but we kept on pushing to really make these beasts shine. At the end we walked away with some dang cool rides in our camera.

### **Lighting Equipment :**

Key light: Mid-day sunlight. Fill light: Dynalite UniJr. Strobe



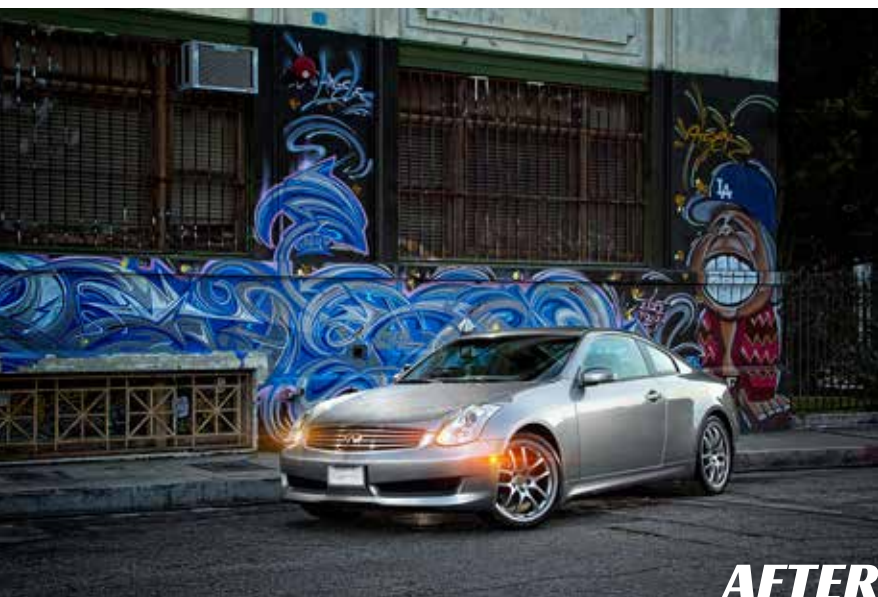
## ***Auto-graphiti***

### **Project :**

This was a personal project I wanted to do with a friend of mine. I had been shooting some Architecture in Downtown LA when I came across this colorful artwork on the building. I thought It would make for a good shoot for my friend Curtis's Infinity. He obviously obliged and took home some memorable images.

### **Lighting Equipment :**

Key light: Morning diffused sunlight. Main fill light: Dynalite UniJr. Strobe; Secondary fill light (spectral highlights): Canon 580ex II













## ***The Bow Tie Event***

### **Project :**

John and Harris were two lifetime buddies and they shared a common love - Corvettes. These two gentlemen were kind enough to meet me in Downtown LA and collaborate on this fun project. We were headed up before the crack of dawn, but it was well worth it.

### **Lighting Equipment :**

Key light: Morning diffused sunlight. Main fill light: Dynalite UniJr. Strobe; Secondary fill light (spectral highlights): Canon 580ex II





## ***Portrait Auto-graphy***

### **Project :**

Mr. Abergel from Larganium Skin Care products asked me to shoot his classic Rolls Royce and kit car Morgan. These were certainly a treat! The beautiful classic french curves and tons of chrome made these vehicles a wonderful challenge. Part of that challenge was finding the perfect location to fill the scene with that appropriate classical look.

### **Lighting Equipment :**

Key light: Evening diffused sunlight. Main and secondary fill lights: Dynalite UniJr. Strobes













# **Architectural Photography**

## ***Shine by SHO, Laguna Hills, CA***

### **Project :**

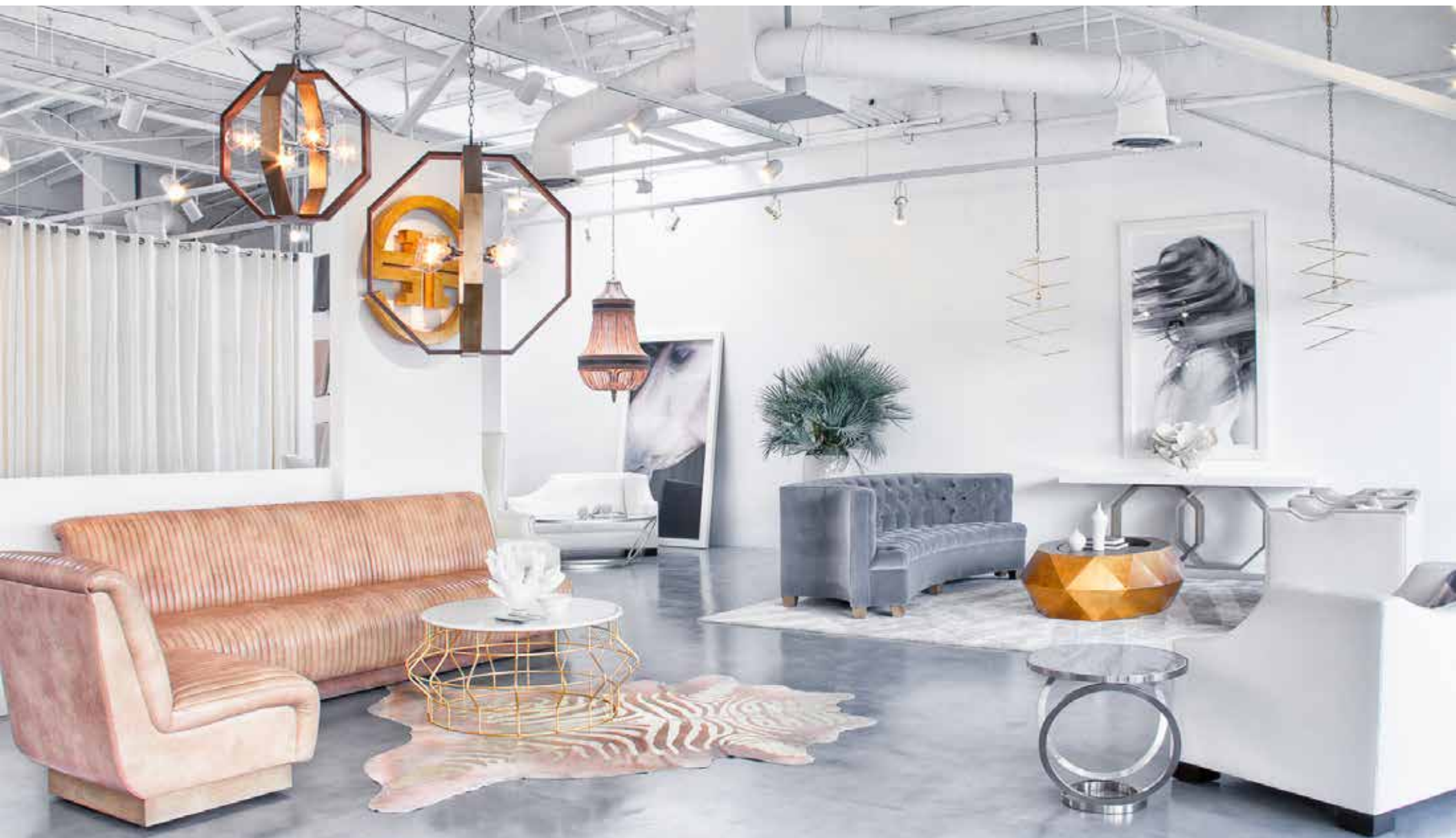
An interior design showroom displaying world class furniture and artwork in the Laguna Design Center. This client was a tough nut to crack. The potential client didn't believe I could pull off the style of the images they were looking for. I went in at my agent's request to show them what I could do, after about a couple hour's work they loved what they saw and contracted me to shoot their entire showroom for that spring's showroom event.

### **Lighting Equipment :**

Key light: Studio WIndows. Main and secondary fill lights: Canon 580ex II











# ***Architectural Photography***

## ***Real Estate, Orange County, CA***

### **Project :**

Pelican Hill home in Laguna Beach. Owner needed photos to match his multi-million dollar listing. Needless to say, this home sold over 4 million and change with the help of great imagery.

### **Lighting Equipment :**

Key light: Home Windows; LED Panel w/Softbox. Main and secondary fill lights: Canon 580ex II









## ***Architectural Photography West Entertainment, Irvine, CA***

### **Project :**

West Entertainment recently had a major overhaul to their website and production studio location. They commissioned me to shoot their location to update their marketing collateral. They wanted to show off their edit bay stations and light them up since they were naturally dark rooms.

### **Lighting Equipment :**

Key light: Home Windows; LED Panel w/Softbox. Main and secondary fill lights: Canon 580ex II







**Thanks for your review!**

Jermaine Garcia, CPP  
Certified Professional Photographer, Advanced Photo Retoucher

