

Shooter Profile

Ellen McDermott

Photography has always been a part of Ellen McDermott's life.

Initially immersing herself in drawing, painting, and print-making, she moved on to complete her thesis in fine-art photography. Currently, she maintains her own successful business creating outstanding work for advertising, still life, and interiors, while still devoting time to innovative personal work.

A pioneer in the field, Ellen is one of the few photographers who has been shooting digitally since the technology began. Fourteen years ago she worked as a staff photographer at one of the first companies to go digital in the United States.

Today, with so many technological advances in digital photography, Ellen had to look at all of her options when choosing which new digital system to purchase. Image quality aside, for her it was most important that her process resemble film as much as possible. "I started with a multi-pop system that felt very far removed from the image-making process," Ellen tells us. "For some, live video is a dream. For me, I want to look through the lens and not have the screen as my 'eye.' I spend enough time at

the computer screen after the shoot." With the help of Digital Transitions, she decided that the Phase One H 25 best suited her work.

Ellen finds that digital has helped her as a photographer in so many ways. It has given her a lot more control over the image, the ability to really see on-screen if the lighting and styling is what she envisioned, and most importantly, the knowledge that she has the shot. Ellen says, "I've been shooting digitally for so long now that I think of it more in terms of what digital photography has done for my clients. They feel



Photo: Ellen McDermott

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PHOTOGRAPHER *Ellen McDermott*
STYLE *Interiors, Still life, Advertising*

HARDWARE *Phase One H 25
 Hasselblad 501CM
 Rolleiflex X-Act 2*

SOFTWARE *Capture One PRO*
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Photo: Ellen McDermott

“Having a company like Digital Transitions is paramount when making the transition to digital.”

secure knowing that we’ve got the shot and benefit from the faster turnaround time I can provide them.” Many of Ellen’s clients now request – if not demand – that everything be shot digitally.

Ellen believes that deciding which high-end digital system to buy is one of the most important decisions a photographer will make. In order to make the most informed choice, her approach encompassed testing out different products, performing comprehensive research, and attending professional seminars. “Digital Transitions was there to guide me and share their expertise so that I could select the system that best matched my needs and workflow,” Ellen says.

Once a digital system is selected, it is a necessity to take the time to understand how to work digitally. Ellen explains, “Sometimes I think that digital gets a bad reputation when great photographers don’t get great results right away. But, just like anything else, it’s all about learning to use the tools – that’s why buying a digital system off the shelf is a huge mistake. Having a company like Digital Transitions is paramount when making the transition to digital.”

“The Phase One H 25 has been a very stable system, but on the rare occasion that I need support, Digital Transitions is always there to assist me when issues arise,” Ellen said. “Whether you are a client purchasing twenty backs, or just one back, Digital Transitions will take you seriously and ensure that your needs are met.”

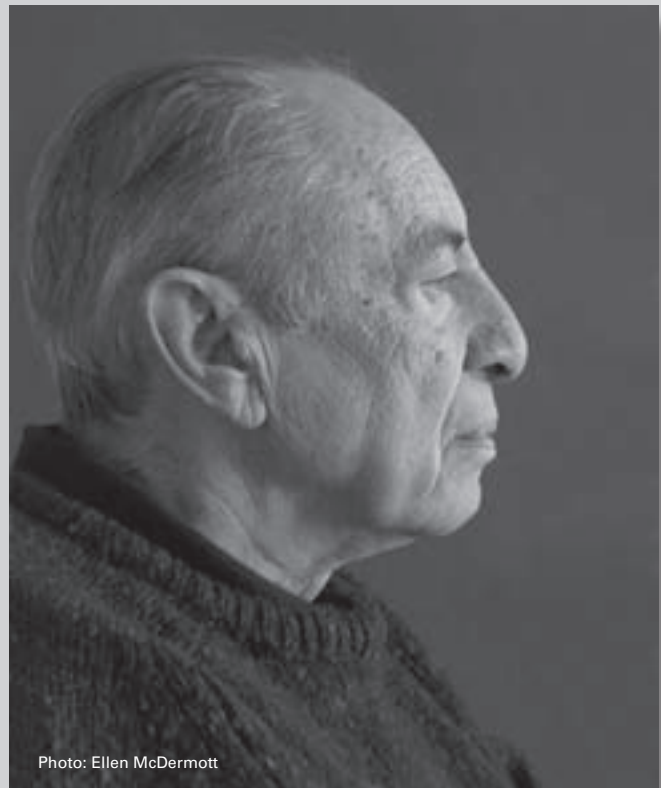


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