



**ARNOLD KIRSCHNER**  
Image Post Production Artist / Photographer

## My Mission

It is my mission to always produce the very highest level of craft and artistry that my extensive and wide ranging experience can offer. I will produce that work in a thoughtful and timely manor. Any project, regardless of its scope, large or small, is worthy of dedication, craftsmanship and commitment. Service, skill, patience and respect will always be the words that guide me.

Most sincerely, *Arnie*



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Dear kind reader;

I am an accomplished retoucher and image artist with extensive experience as a #1 ranked image and color correction expert. That expertise in retouching and color correction is accomplished by strong Photoshop abilities and operational skill using Illustrator, InDesign, and other image applications. Working in agency art departments and printing plant pre-press departments has allowed me to hone these skills to a fine point. Keep this in mind, it may be your project but ultimately, it becomes mine. I take pride in a job well done.

Communicating and “getting” the needs of all the Creatives and client is a two way street. That skill has been well developed from the deep experience of working closely with and being a part of a creative team.

Making corrections in CMYK is critical for color matching, correcting, preparing images and completed documents for reproduction in print (newspapers, magazines, sheet fed, to banners and billboards) is intuitive for me as is RGB for on-line use. Because of that, all reproductions are consistent across all media types. Your entire project will maintain the same look and feel throughout. Scanning of all types of original art, including transparencies, using digital cameras for art that cannot be scanned, producing very high quality digital reproductions for any use is one of the important abilities I bring to the table.

● One of my biggest challenges both technically and creatively was the creation of the ad image for the opening of the Greek and Roman Galleries at the Metropolitan Museum of Art. The task was to make the image of an ancient sun drenched Roman Atrium of those times, which is the look of the gallery. The image must be totally photogenic as a person would see it walking into that gallery. That image had to be available for the ads before the final completion of the gallery. A rough comp of the completed gallery was supplied showing how it would look and the desired perspective. After a day of photography and three days of Photoshop work with many fine adjustments and color work to make all the parts fit, the ad image was completed. It was then converted to CMYK for print in newspapers and magazines. You can go to the “commercial” page on my site and see the individual photos and the final results that made the MET very happy.

● Another important project was for Audi Auto Dealers Report. This is a 52 page high quality book. I was asked by the agency and the designer to review the files of the book for any possible printing problems, retouch/color correct images that needed work. New proofs were made, reviewed and sent to Audi for approval. I was sent to the printing plant in Pittsburgh for press approval, representing the agency and Audi. The book reproduced beautifully to the satisfaction of Audi and the agency.

Time is the most precious of commodities and using your time to read and consider my information is something I appreciate and do not take lightly. So, for that, thank you.

Most sincerely, 



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## Summary:

My expertise is in retouching, photo-reconstruction, and creating original images. This includes color/tonal correcting to enhance images. Additionally, I can also convert to CMYK for high quality reproduction in print from magazines, newspapers, and sheet fed presses to wide format inkjet printers for banners and billboards. All forms of art can be scanned to the highest quality of image preservation. Some of my previous assignments include:

- Photographing and retouching buildings and apartments for Glenwood Management Corp.
- Creating the image of the Biodiversity Hall Rain Forest for the American Museum of Natural History
- Photographed and created the image of the Greek and Roman Gallery for the New York Metropolitan Museum of Art
- Created the ad image of the New American Gallery, also for the New York Metropolitan Museum of Art
- Extensive retouching the Renzo Piano addition for the Morgan Library and Museum reopening ads
- Retouching and color matching for Revlon and Shiseido

## Technical Skill:

Expert Adobe Photoshop CS5, Design Creative Suite CS5 in general. Freeway 5 Pro (web site builder), Maintaining the MAC Pro computer and associated equipment. Skilled in table top product photography (digital) to interiors.

## Experience:

### *Freelance*

Image Artist/Photographer Jan. 2010 to Present  
Retouching, file prep for printing, brochure design and photography, lectures on color and photography.

### *LaPlaca Cohen Advertising*

Image Artist/Photographer Nov. 1997 to Dec. 2009  
Responsible for retouching, original image creation, color correcting, high resolution scanning, photography, CMYK conversions and final job checking for high quality reproduction and press checks. Clients include but not limited to The Metropolitan Museum of Art, Art Institute of Chicago, Philadelphia Museum of Art, and the Morgan Library and Museum.

### *Union Hill Printing Co.*

Color Dept. leader March. 1994 to Nov. 1997  
Performed and supervised retouching (pharmaceuticals and cosmetics, for their agency clients), color correcting (CMYK), catalogue product photography, film production and client press checks. Worked with clients, art/creative directors, designers and sales team.

### *Unitron Color Graphics*

Image Correction Final Check, R&D May 1991 to Feb. 1994  
Performed all final checks of color output. Directed corrections and retouching. for magazine and newspaper use (various products, cosmetics, cars, etc.).  
Introduced new work methods and work flow. Researched new equipment, assisted in purchasing, installation and training personel for their use. Upgraded entire color dept. from scanners to work stations.

## Extras:

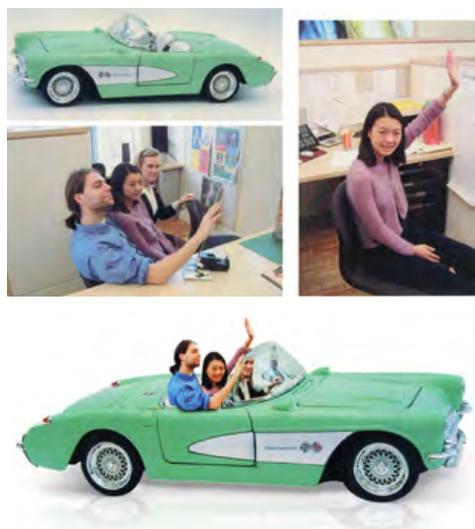
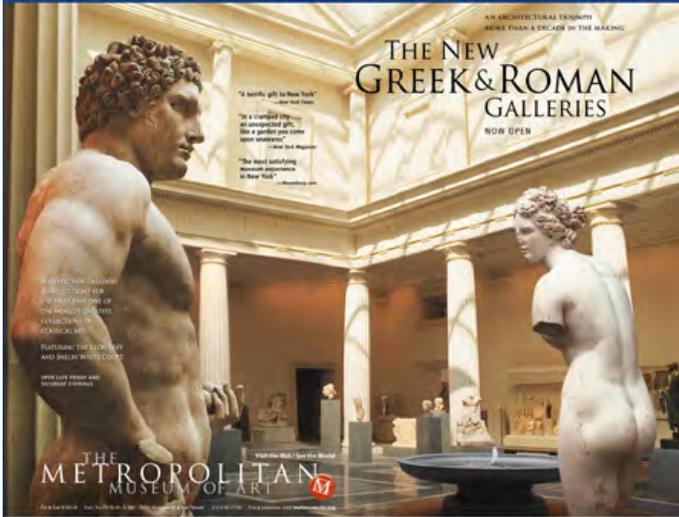
My fine art photography has been displayed in Los Angeles and New York art galleries. I also have given lectures on Color Reproduction and Art In Photography at FIT and various trade and photography groups. Examples of my work can be viewed at: [www.pixfixguy.com](http://www.pixfixguy.com).

*Refrences upon request.*



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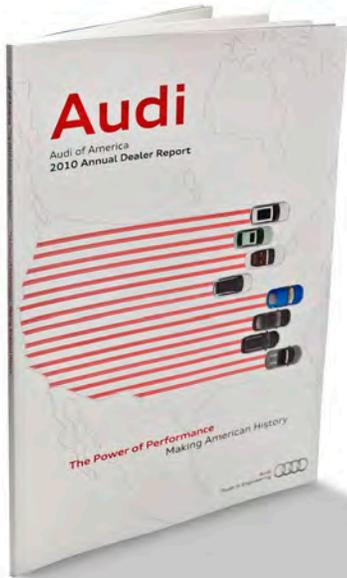


**The MET Greek & Roman Gallery:** Image was assembled after parts were photographed. Gallery wasn't complete when the image was needed for use. Final image is faithful to completed gallery. **Chrysanthemum:** I was supplied with the photo on the left and for the ads and banners a single flower and new background was needed. Final is at right. This is the New York Botanical Garden Kiku ad image. **Morgan Library:** Image was needed for ads and other uses before all work was completed of the new Renzo Piano addition. **Rosie:** The request was to smooth out the face. I decided to make her look younger. That image was not used but I do include it here. **Car Image:** Image of people driving a toy sport car was requested. I photographed the people propped up as they would appear in the car, the model car and produced the assembled image. **Replicolor:** Models face was smoothed out then turned to neutral with the exception of the eye coloring from the original photograph. Go to [www.pixfixguy.com](http://www.pixfixguy.com) for more examples on the "commercial" page.



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**Audi Dealers Report:** This 52 page report was a first for Audi. Working closely with the designer all page files and images were checked for high quality printability, forms layout for printing order for best crossover matching. I then managed the press check for the agency and client. Front cover and three page spread, example of major image correction.  
**Philadelphia Museum of Art:** Image of Holiday Season gift box was needed for mail pieces and ads. I photographed a red box that met the requirements for size and the created the wrap for it. Go to [www.pixfixguy.com](http://www.pixfixguy.com) for more examples on the "commercial" page.