

Educ'ish

LIVE OUTSIDE THE LINES

www.educish.com www.educish.co.za

@educish on Twitter/Instagram

Content Specialist = Elizabeth
#Intro to _ Photography

Data Friendly Version

INTRO TO PHOTOGRAPHY

With
Elizabeth



Lesson One

Intro to Photography

Meet the talent

Elizabeth is a professional photographer and has successfully built up her career fulfilling her passion and talent. Having studied and worked in the industry for almost 10 years to date, she fits into the portrait photography niche. Her ambition is to take more art piece type portraits with conceptual themes that resonate with the client.

The role of a photographer

The essence of a photographer is the art of taking photographs through digital and film cameras. A modern photographer covers a wide variety of roles and functions, each with a focus on your creativity and skillset. Utilising elements such as lighting, location settings and content to showcase the artistic ability.

With a significant portion of photography being placed online, the expectation for all photographers is to produce media ready to be posted to the internet. This requires a good level of technical editing skills and understanding.

Types of Photographers

Whilst the majority of photographers operate as freelancers, many big companies have internal photographers. There is also a large demand for photographers in the wedding, events, and marketing industries.

Wedding Photographer – A niche but booming industry, this freelance role focuses on capturing the emotions within this type of event. The demand for themed and creative wedding shoots are growing and allow you to express your creative style.

Food photographer – The food industry remains a booming trend and has promoted the need for shoots to capture the essence of cooking and its creation. A focus on creativity and colour is paramount.

Travel Photographer – A much more creative and emotional shoot. Focus is placed on the environment and natural settings.

Fashion Photographer – Focus in this role is placed on the content of the shoot, your skills need to highlight the material product being advertised. Whilst there is room for creativity, the hiring company will have a specific list of demands.



Lesson Two

Pros and Cons of field

Ups and Downs

Benefits - Being a creative allows you to explore different concepts and mediums as you wish and being an entrepreneur allows you to be flexible with your schedule.

Struggles - Establishing yourself as a photographer takes time and dedication. It is a service many people offer cheaply and/or for free at various levels and so you need to work hard and create a style to set you apart from the rest.

Striking the right balance

Expectations are for you to shoot from free or to "just bring your camera" to events. You need to set boundaries.

Scale of success

You may expect to immediately get lots of work but be patient and prepare to work multiple side jobs until your photography career is lucrative enough.

Scope on Industry

Photography is a massive industry as you are competing against everyone with a smart phone basically. My target market is mainly creative entrepreneurs as I do a lot of PR and marketing content for content creators, young professional as well as families wanting portraits.



Lesson Three

Steps in the right direction

Informal - Breaking into the field?

Learn through YouTube and online learning platforms like Creative Live. Learn how to use the equipment as well as possible, as being competent with gear will allow you to create more impactful images.

I highly recommend interning/assisting professional photographers as much as possible. This won't always be paid but you will learn a lot from others experience.

Formal - Breaking into the field?

If you can formally study this will assist you with the technical aspects, science behind light and how to use the different software's. Very valuable.

Creating online pages and going out and shooting your own conceptual images and holding exhibitions to get people to engage with your work will be difficult at first, but backing yourself now will give others confidence in your work.

Final suggestions for individuals wanting to make it a career?

You will need to work hard and be patient as you will be constantly looking for work and clients. You will also need to shoot most of your concepts yourself which will be unpaid and use that as a portfolio.

Owning your own company takes dedication and perseverance.

