



PHOTOGRAPHER

JOB DESCRIPTION

Photographers combine artistic flair with technical knowledge of cameras and digital imaging to produce photographs. They work across a range of industries, from newspapers and magazines, to fashion and advertising. Some are self-employed, selling their images to picture libraries and media agencies. Others are hired for special events, such as school portraits and weddings.



SALARY

Assistant photographer ★★★★★
Experienced photographer ★★★★★

INDUSTRY PROFILE

Many different opportunities to specialize • Growing industry • Freelance work common • Very competitive area

AT A GLANCE



YOUR INTERESTS Photography • Art and design • Travel and culture • Computers • Business management • News and current affairs



ENTRY QUALIFICATIONS No degree is required, making this field competitive. Many people train on the job as a photographer's assistant.



LIFESTYLE The work schedule may be arranged at short notice. Photo shoots can include evening and weekend work, plus travel to long-haul destinations.



LOCATION Some photographers may work outdoors or overseas to capture specific landscapes. Most work in studios and will spend time on computers.



THE REALITIES Many hours are spent editing photos rather than shooting. Networking and building a reputation are key to having a successful career.

RELATED CAREERS

- ▶ **GRAPHIC DESIGNER** *see pp. 22–23*
- ▶ **JOURNALIST** *see pp. 54–55*
- ▶ **WEB DEVELOPER** *see pp. 128–129*
- ▶ **ANIMATOR** Brings characters and images to life on-screen by using animation software to create visual effects and movements. They work in the TV, film, or computer games industries.
- ▶ **ART EDITOR** Oversees the visual style and content of a printed book, magazine, or website. Responsibilities include ensuring the work meets the client's brief and is delivered on time and on budget. With a strong background in design, art editors lead and manage creative teams.
- ▶ **TV CAMERA OPERATOR** Prepares and sets up equipment ready for use. Under the instruction of a director of photography, the camera operator records images to film or digital media. Multi-taskers who can think and react quickly, camera operators may have to film scenes outside on location, as well as carrying out work in a studio.

CAREER PATHS

Most photographers are self-employed and specialize in one area. Creating an online portfolio or website of images and skills, as well as developing both client and industry contacts, helps secure regular work.

ASSISTANT After finishing school, you may be able to gain experience working as an assistant to an established photographer.

GRADUATE A degree in photography or a related arts or design subject is useful, in addition to gaining experience as an assistant.



PHOTOGRAPHER Business acumen and self-promotion is as important to your success as technical and creative skills. You will need to keep up to date with new technology and emerging markets for images.



LIFESTYLE PHOTOGRAPHER
Photographs families, portraits, and events, including weddings, for the general public.



FASHION PHOTOGRAPHER
Takes shots of designers' clothing and accessories to promote fashion brands, especially in magazines. Usually works in a studio or on location.



PRESS PHOTOGRAPHER
Produces photographs of events and the people associated with them, usually for newspapers, magazines, and websites. Often works under pressure to meet deadlines.



MEDICAL PHOTOGRAPHER
Makes photographic records of medical procedures, diseases, injuries, or operations for teaching purposes.



CORPORATE PHOTOGRAPHER
Works in the corporate world to produce images that record or promote an organization's activities or showcase its products and brands to customers.

SKILLS GUIDE



Good artistic and design skills, imagination, and innovative ideas combine to get the best results.



The ability to make people feel comfortable in front of the camera and quickly put them at ease.



Familiarity with computer software and an aptitude with digital photographic equipment.



Strong entrepreneurial spirit and work ethic if freelancing or managing own business.



A good eye for detail, shape, form, and color; high levels of patience and concentration.