

12 Days of P52: Day Five

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Don



Being Deliberate in Making Images

One of the biggest differences between what we do as commercial photographers and hobbyists, PJ's. consumer shooters and others is that we are far more deliberate.

A single shot may take all day... or longer – to create. We shoot images that are deliberately staged, lit, processed, and many times to other people's specifications. A car ad is not three guys jumping in a Volvo and taking some snaps out in the desert. It is a complex, highly managed shoot where every rock and cactus and highlight is placed.

Perfectly.

Yes, there are times when we can shoot a little looser. But those are the 'other' shoots that give us a bit more creativity and leeway. Library shoots and editorial come to mind. Sometimes industrial.

But our mainstay is the created, deliberate image.

Here is a video discussing how deliberate everything we do is.

No excuses.

If you need a fill card, have it. Leaving gear at home is not what professionals do. I often hear that reason when the lighting is not great... "I didn't have my lights with me."

Then wait until you do. Half way is not enough. We have to perform all the way.

In this class we will be taking pains to do everything we can to make in image that is not just a run of the mill shot.

The world has enough of that... what we need are more “killer” shots.

So be very deliberate when you shoot. Use a tripod if it helps you concentrate on the set. Try test shots to find the perfect location, or angle. Light the image if you are not using natural light (and even if you are, natural light can be manipulated to be ‘better’ light in almost every case.

Shooting under whatever is there is photojournalism.

We are commercial photographers... and we have to go farther into the creation of the image.

Notice the deliberateness of the photographer in this ‘simple’ cup on a surface.