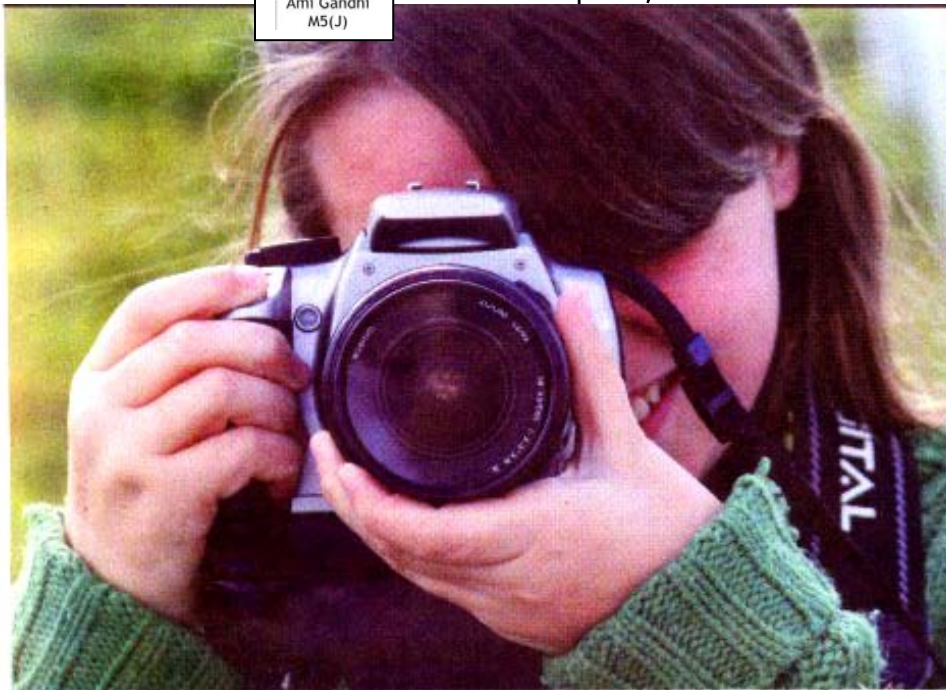




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# Click Well

BY AMI GANDHI

**P**HOTOGRAPHS have become an essential part in both print and electronic media. The upsurge of advertising, media and related industries has added to the growth of this as an industry. The photography market in India is estimated at Rs 5000 crores. According to industry experts, the digital camera market is growing more than 100% every year.

The wide world of photography crosses through our lives on a daily basis in its different forms - from watching television to reading magazines or news papers, to viewing billboards on the highway. This exceptional and innovative medium of self-expression offers great scope - as a career - to those who are interested and have attributes to become a professional photographer. It's not only about mechanism or equipment but also about one's visual and aesthetic sense and orientation. In simple words, it is about expressing one's thoughts visually, through various mediums.

According to Gautam Ruparel, a freelance photographer, "Photography is termed as the science of capturing light and art of recording an appealing and a thought-provoking image. Photography is a booming industry. One in every five photographer is a professional." Photography is about the study of light and life. Says Alexandra Copley, a photojournalist, "I feel when you combine these two elements you have a great photograph. Anyone can become a photographer, if they are interested in capturing the decisive moments in life."

Despite the competition, the industry is a great place for those with the right combination of talent and will-

ingness to explore. A professional photographer could either specialize in his/her niche or be generic to any frame of work. Whether fashion or nature, a photographer needs to pour uniqueness and creativity in the work assigned and is rewarded accordingly. A photographer may have several options to specialize in. Here are few of them:

## Choices Galore

**1. Photo-journalists** work for newspaper or news magazines where they are assigned to deliver pictures to the national or local press. They must have journalistic instincts and should be able to discern as to what makes a good news-picture. A high level of observation and alertness is required in this field to cover accidents, natural disasters, wars and other conflicts etc. This also comprises:  
□ Feature photography: Capturing pictures for an entire theme or subject and conveying a news story.  
□ Editorial photography: Pictorially illustrating what is written in the article or report.

**2. Fashion Photographers** work for fashion houses, designers, fashion journals, news papers and advertising agencies. With a detailed knowledge about fashion, the photographer must be aware of styles, moods and fashion trends. A fashion photographer photographs models, fashion shows and other indoors and outdoors of fashion industry. Fashion photography is one of the most lucrative forms of photography.

**3. Nature and Wildlife Photographers** work for travel and geographic

For an individual who finds visuals engrossing, photography can be one career that could be high on the wish list. Read on to know more about the career-options behind the perfect picture.

magazines and calendars. They are interested in nature, wildlife, birds and their habitats. It is a challenging task for wildlife photographers as their work is mainly outdoors - at sanctuaries, forests and the rest. The photographer must be observant and have patience to wait for long hours to capture the nature and its inhabitants in the right mood and pose.

**4. Travel Photographers** work for travel channels and magazines. They are involved in areas of landscape, people, cultures, customs and history. Travel photography becomes interesting due to exciting travel destinations. The photograph portrays a place, its people and customs. The photographer must have knowledge about cultures and customs of several places.

**5. Advertising Photographers** work for magazines, newspapers, catalogues, websites and other advertising media. They deal with people, places and products. It is a challenging task for a photographer to strike a balance between creativity and clients' demand for conveying the desired message. The photographer needs to be highly creative.

**6. Commercial and Industrial Photographers** work with industries and companies to photograph workers, machinery, exteriors and interiors of factories and prominent industrial

## CLICKING SKILL SETS

1. Creativity and Good Power of Observation
2. Innate Curiosity and a Perceptive Mind
3. Ability to think and communicate in a visual manner
4. Skill to Interpret customers or clients needs for translating ideas into images
5. Technical knowledge of the medium and the hardware
6. Ability to work under pressure and for long hours.

places. These photographs are used for company brochures, advertising and selling, company publications, magazines, websites etc. It demands lot of knowledge of industry as well as equipments.

**7. Forensic Photographers** work with law enforcement agencies, police, private detective agencies, legal system and with investigative services of the government. Forensic photography can mean everything from photographing a dead body to taking pictures of an accident-site. The photographer must be able to get into detailed photography as well as accurate images of bullet holes, fingerprints, tire marks and other injuries related to accidents or assaults. The photographer needs a good grounding in police methods and conventions and a sense of investigation.

**8. Portrait or Wedding Photographers** take pictures of individuals or small groups and portrait subjects like pets, children, families, weddings, functions and activities of sports and social clubs. Some specialize in weddings, religious ceremonies, or school photographs and they may work on location. The photographer develops the images, designs the albums and frames the finished photographs. Portrait photographers must have an ability to help people relax in front of the camera.

## Job Prospects

The jobs available in this field range from highly specialized, technical work to work profiles that require creativity and visual knowledge. Photographers have the option to take up permanent work with newspaper magazines, advertising agencies, government agencies industrial houses or they can work on assignment basis as freelancers. With the growth in the industry off late, professional photographers have new avenues to cover like weddings, birthdays, festivals, and many important private events. The profession has its own adventure and in Copley's words, "I feel a career in photography can be very fulfilling. It is a chance for someone to be creative and inspire others through their photographs. Also you are likely to travel quite a lot in this job."

It is a rewarding profession, and the salary varies, depending on the place of working to various assignments and the creativity one can bring to their work along with the experience in this field. In addition, is the intangible high that one gets on seeing a photograph published. "Photography for me is a passion and I see my reward in every photograph I click," said Ruparel.

