

# Industry 101

# PHOTOGRAPHY

Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that tell a story or record an event. Working conditions for photographers vary considerably with their specialty. Some travel for photoshoots; others work in their own studios. Still others work in laboratories and use microscopes to photograph subjects. Although postsecondary education is not required for portrait photographers, many take classes because employers usually seek applicants with a “good eye” and creativity, as well as a good technical understanding of photography.



## INDUSTRY OUTLOOK

Employment of photographers is projected to grow minimally over the next decade. Overall growth will be limited because of the decreasing cost of digital cameras and the increasing number of amateur photographers and hobbyists.

About 3 in 5 photographers were self-employed in 2014

The work environment for photographers varies considerably with their specialty. News photographers and commercial photographers may travel locally or internationally. News photographers often work long, irregular hours in uncomfortable or even dangerous surroundings and must be available to work on short notice.



## SKILLS & RESOURCES

### Key Skills:

- *Know Your Software* - choosing a solid piece of editing software and learning how to use it to its full potential.
- *Get the Basics Right* - You need to know composition, exposure and how to utilise your camera to get the most out of it.
- *Be Flexible* - Be innovative and step out of your comfort zone
- *Study Others' Work* - Art rarely develops in isolation, the work of other people can be key in helping you to develop your style, hone your skills and increase your knowledge.
- *Practice* - Having the ability to show something you love in a new and visually exciting way only comes with practice and thus practice is the thing that more than anything else will make your photographs stand out from the crowd.

**Building your portfolio:** *Not only is having an online portfolio and personal brand suggested in this industry; it's required. Start building these things now to prep for your interviews later.*

- Decide on how many pieces to include; keep the site simple and let your work tell the story.
- Be thoughtful in what you include. Go for variety and select only your strongest pieces.
- Showcase your most unique and creative work and tell their backstory.
- Have a short bio and share your point of view.
- Update often.

### Online Resources

- [Create a knockout online portfolio](#)
- [UMD lynda](#) - refine your graphic design skills for free!

## FACTS & STATS

# \$34,070

average salary