



## ADVERTISING OR EDITORIAL PHOTOGRAPHER

Advertising Photographers produce images that support a marketing idea in answer to a photographic brief given to them by a client, a designer or an advertising agency. Work can be carried out on location but also in studios using various equipment.

### Skills



Creativity



Good communication skills



Ability to solve visual challenges



Ability to interpret ideas and stories  
Understand the principles of composition and have an appreciation of shape, form, colour and tone



Good organisational skills



Calm and friendly attitude and coping well with busy situations



Highly motivated and self-confident in order to promote yourself (Marketer)



Skilled in image-manipulation and image-management software

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## How to get into the Industry

Studying

Assisting Photographers

Start shooting - develop a portfolio of your work

Some business knowledge is essential as well as on the job experience

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## Relevant Courses or Experience

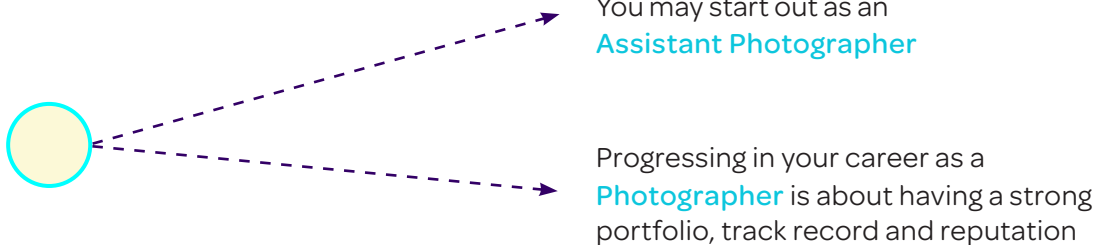
Qualification is not essential however there are many photography courses to provide you technical skills and experience

Experience taking photographs

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## Career Pathways

As a Photographer career progression options may include:



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## Insights

Highlights of the role



*The travel and the people!*

Challenges in the role



*Some days you don't see a sole you are chained to the computer!*



## TOP TIPS

Find a mentor to provide *guidance*  
Have a support network as paid work may take time to establish

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