



TUCSIN 2018

CAREER FOCUS PHOTOGRAPHY

Dear Students

Do you have an eye for a good picture? Then turn your skill and passion into a career of photography. With photography you can become a storyteller. Photography is one of the Art forms our generation are living on. It's one of the most simple ways of creating art and capturing emotions onto a frame .

- Martina

PHOTOGRAPHY

Photographers use their technology (cameras), creativity, and technical expertise to preserve images in history, tell a story, or record an event. And, although many of the skills necessary to be a successful photographer are inherent, and postsecondary education is not always required to find a job, many professional photographers will attend college, university, or a private art school to learn advanced techniques and hone their craft.

Classes in college typically cover processes, technique, equipment, and design and composition. A keen eye for detail, artistic and creative ability, good communication and people skills, and the ability to meet deadlines are all skills a photographer should have, no matter where they work. Even freelance photographers with no or little formal training must have skills and knowledge beyond the ability to take a great photo. Plus, they will need to sharpen their people skills in order to gain new clients, either by word of mouth or through showing their work online or in-person.

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The field of professional photography is competitive, and clients dictate when and where you work; outdoors in all kinds of weather, indoors with poor lighting, or late at night at a New Year's party. Many photographers travel to photo shoots, and are required to move and carry heavy equipment. Photographers are also often called on last minute when clients' plans change or news develops. For example, news or aerial photographers may work weekends or overtime to capture the news or an event as it happens.



DUTIES OF A PHOTOGRAPHER

Photographers typically do the following:

- Market and advertise services to attract clients
- Analyse and plan the composition of photographs
- Use various photographic techniques and lighting equipment
- Capture subjects in commercial-quality photographs
- Enhance the subject's appearance with natural or artificial light
- Use photo-enhancing software
- Maintain a digital portfolio to demonstrate their work
- Archive and manage imagery

Today, most photographers use digital cameras instead of the traditional film cameras. Digital cameras capture images electronically, so the photographer can edit the image on a computer. Images can be stored on portable memory devices, such as compact disks, memory cards, and flash drives. Once the raw image has been transferred to a computer, photographers can use processing software to crop or modify the image and enhance it through colour correction and other specialized effects. Photographers who edit their own pictures use computers, high-quality printers, and editing software.

Some photographers use drones, or unmanned aerial vehicles, to capture shots. The drones are equipped with an integrated camera to capture 360° imagery of buildings, landscapes, scenery, or events.

Photographers who work for commercial clients often will present finalized photographs in a digital format to the client. Wedding and portrait photographers, who serve primarily non-commercial clients, frequently also provide framing services and present the photographs they capture in albums.

Many photographers are self-employed. Photographers who own and operate their own business have additional responsibilities. They must advertise, schedule appointments, set up and adjust equipment, purchase supplies, keep records, bill customers, pay bills, and—if they have employees—hire, train, and direct their workers.

In addition, some photographers teach photography classes or conduct workshops in schools or in their own studios.



TYPES OF PHOTOGRAPHERS:

Portrait photographers take pictures of individuals or groups of people and usually work in their own studios. Photographers who specialize in weddings, religious ceremonies, or school photographs may work on location.

Commercial and industrial photographers take pictures of various subjects, such as buildings, models, merchandise, artefacts, and landscapes. These photographs, which frequently are taken on location, are used for a variety of purposes, including magazine covers and images to supplement analyses of engineering projects.

Aerial photographers travel in planes or helicopters to capture photographs of buildings and landscapes. They often use cameras with gyrostabilizers to counteract the movement of the aircraft and ensure high-quality images.

Scientific photographers focus on the accurate visual representation of subjects and therefore limit the use of image manipulation software to clarify an image. Scientific photographs record scientific or medical data or phenomena. Scientific photographers who take pictures of objects too small to be seen with the naked eye use microscopes to photograph their subjects.

News photographers, also called *photojournalists*, photograph people, places, and events for newspapers, journals, magazines, or television. In addition to taking still photos, photojournalists often work with digital video.

Fine-arts photographers sell their photographs as artwork. In addition to having technical knowledge of subjects such as lighting and the use of lenses, fine arts photographers need artistic talent and creativity. Most use traditional film instead of digital cameras.

IMPORTANT QUALITIES FOR PHOTOGRAPHERS

Artistic ability. Photographers capture their subjects in images, and they must evaluate the artistic quality of a photograph. Photographers need a "good eye": the ability to use colours, shadows, shades, light, and distance to compose good photographs.

Business skills. Photographers must plan marketing strategies, reach out to prospective clients, and anticipate seasonal employment.

Computer skills. Most photographers do their own postproduction work and must be familiar with photo-editing software. They also use computers to maintain a digital portfolio.

Customer-service skills. Photographers must understand the needs of their clients and propose solutions to any problems that arise.

Detail oriented. Photographers who do their own postproduction work must be careful not to overlook details and must be thorough when editing photographs. In addition, photographers accumulate many photographs and must maintain them in an orderly fashion.

Interpersonal skills. Photographers often photograph people. They must communicate and be flexible when working with clients in order to achieve the desired composition in a photograph.

REQUIREMENTS

Secondary Education

Possession of a outstanding **IGCSE** Grade 12, or equivalent qualification is required to be enrolled by South African technikons and colleges.

Recommended Subjects

Physical Science, Mathematics or Art.

Training

The **N. Dip.:** Photography is offered by various technikons in South Africa. Some technical colleges and various private colleges, such as the National College of Photography, offer a one-year diploma in professional photography. The Namibia University of Science and Technology (NUST) offers Photography as part of the Media Technology course.

In Namibia photography courses are provided by various Photography Centres like : **Johan Jooste Photography** offering workshops in basic photography, landscape photography, wildlife photography, wedding and model photography for beginners and advanced, : <https://www.joostephotopro.com>

Franco Namibian Cultural Centre offers a 3 months Digital Photography course. <http://www.fncc.org.na/photography-course>

A degree is not always necessary in gaining employment. A diploma course will teach you the technical aspects of photography and many employers value a good attitude and hard work over qualifications. Those people with a strong portfolio and a good head for business can become successful in all aspects of the industry.

Personality

A prospective photographer must be creative, original, and have a good eyesight. He/she must be able to initiate and maintain pleasant human relations, and should have an organizational and business sense.

Work Opportunities

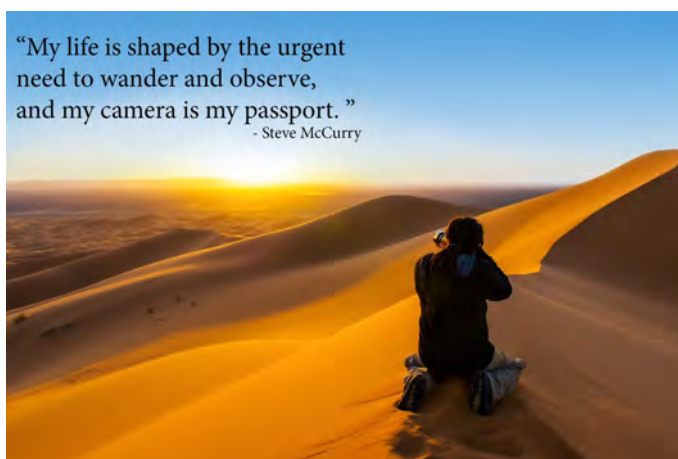
Photographers are employed by advertising agencies, newspapers, news agencies (NAMPA) and the ministries: Lands, Resettlement and Rehabilitation, Foreign Affairs, Information and Broadcasting, but can also work on a free-lance basis. Photographers can run their own businesses or photo studios, Job prospects in Namibia seem to be limited.

Getting Started

Try to obtain vacation or part-time work at a photographic studio, newspaper or magazine publishing company arrange to speak to various photographers about this type of career and ask permission to observe them at work, possibly acting for a while as their assistant, even if unpaid

FUN FACTS ABOUT PHOTOGRAPHY

- ◇ **Every two minutes we snap more pictures than the whole of humanity did in the 1800s:** It's estimated only a few million pictures were taken in the 80 years before the first commercial camera was introduced. In 1999, the peak of the film-camera industry, Kodak reported that people took around 80 bn photos. Nowadays it is very hard to estimate how many photos are taken annually, but here are some statistics for 2015. According to *Benedict Evans*, People share 730 bn photos per year on Facebook, 255 bn – on WhatsApp and around 22 bn – on Instagram. And don't even get us started on Snapchat, Apple's iMessage, WeChat and other small messaging and photo-sharing apps. We can only estimate that around 3 trillion of photos will be taken this year. Or more!
- ◇ **Cameras that captured the Moon's surface for the first time were left there because of their weight.:** The Moon serves as a cosmic graveyard for 12 *Hasselblad cameras* – astronauts abandoned them when leaving the Earth's satellite. These cameras shot iconic images of the Moon's surface and were left behind to allow for the 25kg of lunar rock samples to be carried back instead.
- ◇ **People never smiled on the old photos because they had to stay still for hours:** Over the years, many theories have popped up trying to explain why people never smiled in old photographs. The most popular ones were that people didn't want to show their bad teeth or that people thought smiling made them look ridiculous. In fact, due to insanely long exposure times, making one shot took hours. Try to keep a smiling face for a couple of hours – not only your facial muscles will start killing you after a while – your smile will look more creepy than sincere.
- ◇ **The left side of our faces looks better on photographs than the right side. :** If you are familiar with the situation when you are trying to figure out, which angle should be picked for a perfect selfie, think no more! The study by Kelsey Blackburn and James Schirillo from Wake Forest University showed that the left side of our faces is perceived as more attractive than the right side. The research suggests that the left side of our face tends to exhibit a greater intensity of emotion, which observers find more aesthetically pleasing.



References :

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[https://www.theartcareerproject.com/become/photographer/Pace careers](https://www.theartcareerproject.com/become/photographer/Pace%20careers)

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