

# Color, Mood & Theory – Types of Photography:

## What is Fine Art Photography?

Fine art photography does indeed have objective criteria despite falling in the subjective and vast realm of art. The principal and underlying criteria that distinguishes fine art photography from other fields in photography is that fine art photography is not about digitally recording a subject. Using a camera to document what exactly appears in front of the photographer usually falls in the category of photo-journalism and is frequently found in publications that feature purist images taken with a camera to record the scene as it exactly existed at a precise moment in time – the photos in a yearbook... taken during that moment.

Fine art photography, on the other hand, is first and foremost **about the artist**. It is not about capturing what the camera sees; **it is about capturing what the artist sees**. In fine art photography, therefore, the artist uses the camera as one more tool to create a work of art. The camera is used to make an art piece that reveals the vision of the artist and makes a statement of that vision rather than documenting the subject before the lens.

For example, Georgia O’Keeffe’s famous desert paintings are an expression of her vision of the New Mexico landscape; on the other hand, if a dozen photographers with tripods set their settings to the required exposure after light-metering and took an image of the landscape next to Mrs. O’Keeffe’s easel, the results would be images that would have recorded the scene but not have presented the artistic statement required of a fine art photograph. Hence, a fine art photograph must contain elements of control similar to the controls Mrs. O’Keeffe and all artists use in making an art piece. Ansel Adams’ expressed it best in the quote below:

*Art implies control of reality, for reality itself possesses no sense of the aesthetic. Photography becomes art when certain controls are applied.*

So, a fine art photograph must go beyond the literal representation of a scene or subject. **It must deeply express the feelings and vision of the photographer and clearly reveal that it was created by an artist and not by just the camera**. It must be clear that it involved an original, deliberate creation and that every aspect of making the photograph in the field and in the photographer’s post-processing digital studio, including the printing, are an individual expression from within the artist.





# What is Product Photography?

## Definition

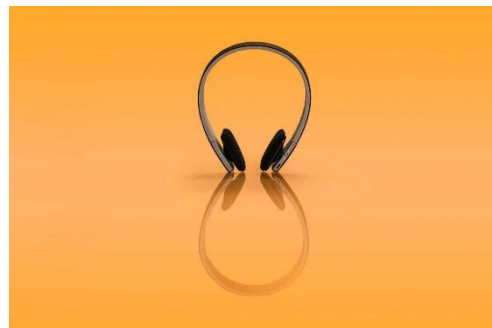
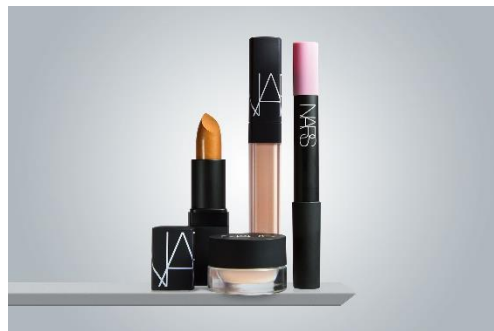
Product photography is a branch of photography, which accurately and attractively represents a product in advertising. Product photography can make a major improvement in many websites for professionals, who understand the procedure, use correct lighting, background materials, camera angles, focus, and depth of field and other technical features as part of the job.

The challenges of product photography are generally:

- To represent the product without distortion
- To represent the product in good lighting, with soft shadows and no identifiable reflections
- To photograph a range of products rapidly, one at a time, so that the shadows and light are consistent

Particularly difficult products to photograph include

- Transparent products
- Chrome and other highly-reflective products
- Products which are white or black





# What are Stock Images

*Stock images are existing photos, vectors or illustrations that you can license — pay a fee to the author and the agency managing them — to use in different ways.*

These images are ready to use, and as soon as you've paid for the license, you're allowed to use them within the accepted terms. They are a great resource for any project that needs images, because they not only let you save time, but also money.

Hiring a photographer or graphic designer to create a custom image for you, or even getting the necessary equipment and knowledge to create them yourself, is both expensive and time-consuming. Stock images solve both problems at once. These images are ready to be used, and the cost of the license is much, much lower than that of commissioning a professional.

## How Can you Use Stock Images

You can use stock images for most commercial, editorial and personal purposes. **Royalty Free license** allows for a wide range of uses. **Rights Managed images** enable pretty much the same possible uses, but limits it to one use per license

## 10 Sure-Fire Tips for Creating Your Own Stock Photos

Here are a few basic tips to get started.

### 1. Flood the area with light.

A lot of images appear grainy because there's not enough light. A good rule of thumb is to flood the area with light. You'll want to use as much light as possible without actually vaporizing your subjects. The more light you have, the better clarity you'll get on the images. You can control the stark shadows by diffusing the light - which you can do by bouncing it off of the walls or ceiling. Or just move the light source back a little.

### 2. Keep the image in focus.

The problem with a lot of digital cameras is that after you take the shot, it looks great on that tiny LCD screen. However, when you get into the office to edit the photo you see that the image is a little out of focus. Your best bet is to use a tripod (or at least rest the camera on a solid surface).

### **3. Use the best quality settings you can to get the best image quality.**

Here's the deal. You can't make a bad image good. So, you want the best quality possible from the get go. You can always frame and resize the pictures later. However, you won't be able to make a low quality image better.

### **4. Remember the "rule of thirds."**

Divide your image in thirds. The best pictures will have the subject intersect two perpendicular lines. The good thing with editing software is that you can always crop your photos to better frame your subjects and make the pictures more interesting. This is also why you want the best quality and highest resolution as a starting point.

### **5. Don't take just one shot.**

It's a digital camera, for crying out loud! Take as many pictures as you possibly can. It's not film. There are no development costs. The more choices you have, the better off you'll be.

### **6. Create visual interest.**

Make the images interesting by shooting from multiple angles and distances. Take one wide angle shot. Get another that's closer and tighter. And, then do a close up, or even extreme close up. Get down low. Get up high. Tilt the camera a little. You don't want all of your photos to look the same or be from the same angle.

Also, try to keep the people from looking at the camera. You want things to look natural.

### **7. Use real peers to make the images authentic.**

People like to see co-workers and themselves in images. Take advantage of this. It's also a way to build some interest in and a buzz, eagerly anticipating the final product.

### **8. BUT be careful of using real employees because they could end up being trouble.**

There's nothing worse than having John Doe in your ethics course and then find out two weeks later that he was suspended.

Depending on your project, if you are doing this as a professional, it might even be worth your while to hire a few people for a day and take as many photos as you can. For example, get a bunch of people in a business casual setting and then shoot images of all sorts of conversations. You can use the extras for future projects.

### **9. Get signed releases.**

You want to get signed releases to make sure all of your bases are covered. You probably want one for adults and one for minors.

## 10. Share your photos.

Everywhere I've worked, having the right type of images has been an issue. Sometimes all you need is a guy in a hard hat, or someone who's not in a suit. These aren't always easy to find. And, it's not always cost effective to buy one, either.

Why not share your photos?

