

## Communicating As A Photographer

Photography is a means of visual communication: communicating to an audience or client with images. However, as a professional, photography requires a lot more than this. Verbal communication and written communication are two key skills of a photographer in most lines of work that may surprise you. Working with your client, subject or audience require that you can express your intent and respond to the objective of the assignment with clarity.

Applying for grants and funding, exhibition opportunities or submitting work to a publication all require a great deal of skill in written communication. As a photographer, you will find that you often have to explain your work, why you made certain choices or chose to make the image look how it does. Other times you will have to explain the context of the image, the moments preceding or following it or the circumstances under which it was taken. This is especially true when photography crosses out of the realm of pure fine art photography.

With a partner or on your own, complete the following questions in class today:

- 1) List at least **SIX** distinctly different ways you can think of that photographs are used as **something other than a pure art piece**. (art only intended to be hung in a gallery)
- 2) Research online **TWO different publications** that accept submissions from freelance or amateur photographers. Record the name of the publication and what they want for submission.
- 3) Research online **ONE grant** that is available to Canadian photographers.
  - a) What is the grant called and who is offering it?
  - b) What is the grant money available for?
  - c) How does one apply and are there any special criteria in terms of education or experience?
- 4) What is “**stock photography**”?
  - Find a company that accepts stock photography submissions.
  - What file format and image size do they require?
  - What subject matter are they looking for? (Categories of imagery)
  - How much do they pay and for what quantity of images?