

# Commercial photography survey



Commercial Photography Survey Question Commercial photography concerns taking photos for commercial purposes for instance in merchandising, adverts, as well as product placement (Milich 34). This type of photography is also utilised in corporate leaflets and brochures, menus in restaurants and cafes plus similar commercial applications where photographs improve a text. Commercial photography is employed in order to enhance or sell a good or service. There are a couple of methods, which photographs can be utilised to better corporations and market products (Milich 34). For photographers who do extremely well at commercial photography, it can be an extremely profitable market, and the profession of commercial photography is wide, with room for alternative and traditional photographs. Commercial photographs of individual products, or of product lines, can either center on the design of the good, for instance the neatness of a kettle, or the deepness of carpet threads. Also, it can focus on the use of the good like the utility on an iPhone or enjoying games on a PlayStation (Milich 34). A product-wise aspect of this photography shows the details, as well as the "feel good" of the product while advertising aspect of this photography is more likely to center on the attractions and status of the product.

Some of the equipments needed are Camera Lenses, Lighting, Processing System, Tripod and Sundry Equipments, and a qualified photographer will be ready to move into commercial photography. Also, a recent trend that has been rising in the field of commercial photography is the rise of digital over film. The biggest trend in the past five years, with no doubt, has been the change from film to digital (Milich 34). Today, it is expected that each and every photographer who is projecting a commercial plan will have a

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complete understanding or comprehension of how flawlessly to produce or deliver a photo digitally. This technological revolution is also growing at a fast pace. It is evolving plus becoming even much cheaper and accessible to the general public. However, the technology also sadly downgraded the awareness of the skill of the photo taker, making it much harder to differentiate the specialised photographer from the “ prosumer” (Milich 34).

#### Question 2

For a day of a commercial photo shoot, a photographer will charge US\$ 100 per hour for a creative session. This is because the client will be paying for the talent and creativity of the photographer (Milich 35). However, if the client wants to dictate all the techniques, then the price will be pulled down to US\$ 60. This means that, in 24 hours, the photographer will make from US\$ 1440 to US\$ 2400.

With regards to one time brochures, a photographer charges US\$ 5 per photo. Therefore, a 5-shot brochure use will cost the client only US\$ 25 (Simmons 1). This is, however, if the client has dictated the specifications of the photo, but if the photographer uses his/her own talent or skills, then the price is doubled to US\$ 10 per shoot. Therefore, a 5-shot brochure use will cost US\$ 50 (Simmons 1).

Finally, a " one on location business headshot web use one year" will cost a client roughly US\$ 297 per shoot (Head-Photos 1). If the shoot is carried out in the studios of the photographers, it will cost the client roughly US\$ 351, but if it is done on a selected position by the photographer, then the price will rise to roughly US\$ 397.

#### Works Cited

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