

Topic 2A - Photography Styles

Learning Outcomes

By the end of this topic you will be able to identify some of the more popular photographic styles today. Hopefully, you will also begin to think about some styles that you would like to master.

Photography styles

Aerial photography

Images that are captured from above is known as aerial photography. This is an area that became famous when French photographer and balloonist, Gaspar Felix Tournachon, took the first aerial photograph in 1858. Unfortunately, the photographs he took did not survive. However, he continued experimenting and in 1868 he produced this picture above the beautiful city of Paris.



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Architectural photography:

Structural or architectural photography can be really visually appealing – it includes interiors and exteriors. There are two main challenges for photographers while photographing buildings. These two areas are:

- Lighting
- Image Distortion

The photograph you see pictured here was taken inside Galway Cathedral, the youngest of Europe's great stone cathedrals. The ceiling has a really beautiful dome that floods the interior with light.



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Candid photography

Candid photography is where photographs that have been taken by chance, in a split second, without the subject of the photograph even realising it. The subjects in the photograph are usually unaware of the photographer, so they usually appear very relaxed and their facial expressions and body language are natural.



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Documentary photography:

Documentary photography can incorporate a wide range of subject matter. Its focus is portraying a specific subject or a story that a photographer really wants to highlight. The photography could be based on war, science, sport or social issues.



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Fashion photography

Fashion photography is usually associated with high end cameras and is typically used as a means to sell something. Some of the best fashion photography is very creative and it's a multi-million-dollar industry. This type of photography involves serious preparation before the shoot. Everything is planned and nothing is left to chance.



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Food photography:

There is a huge market for this type of photography and restaurants, websites and bloggers use it to sell their product or service. Make sure to utilise natural light as much as possible. It will make your shots look better. Using a flash could mean capturing elements in the texture of the food that you would rather hide. Grease from a big beef burger is the perfect example.



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Landscape photography:

This is one of the most popular types of photography. The perfect light can help with your landscape photography, especially when the sun is rising in the morning or setting in the evening. Use a tripod to ensure that you have a sharp photograph with everything in focus. Using a long shutter speed will also increase the quality of your landscape photography.



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Night/Long Exposure Photography:

At night, lights around us can transform the way the world looks. This type of photography requires skilfully using light, shutter speed and aperture. This is a style that presents a great opportunity to experiment and have some fun with your camera. To get good quality long exposure shots you need to practice and have a good understanding of your camera's manual mode.



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Photojournalism:

This style of photography is like the documentary style. The difference here is that a photographer captures live events as and when they happen. We see these every day in newspapers, magazines and blog posts. It's all about capturing those unexpected moments at events that have been planned beforehand. The photographer must be well organised and although it sounds like a cliché, he/ she needs to be at the right place and at the right time. Otherwise, you might miss the moment.



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Conceptual/fine art photography:

This genre is all about the photographer's vision and their skill as a storyteller or strength at communicating a message or theme. This photography allows us to create our own fiction with characters in a constructed environment. Emotion and the central idea of the photograph are key to the success of this style. It is a great style if you like to experiment with lighting or photographing objects that you find particularly intriguing.



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Portraiture:

For photographers, capturing peoples' moods and expressions is an intriguing subject, especially if the person is unaware of your presence. This style includes close-up shots or full body portraits. Often, the face is the focus of this type of photography. Therefore, it is essential that the subject's face is sharp and focussed, especially his/ her eyes.



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Sports photography:

Sports photography is all about getting up-close to the action in a very fast and action-packed environment. The best sporting event photographs are captured with very long lenses. Using a high ISO setting on your camera will enable you to shoot at a higher shutter speed which should give you a pretty good photograph. Getting shots from various angles will help your work stand out too.



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Street photography:

Street photography is all about the everyday life in public spaces or life as it occurs in an urban space. It is very like candid or documentary photography, but the photographer captures the public space as he or she sees it. Being patient and observant are key here and being able to react to a story developing in front of your eyes will produce some brilliant photographs.



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War photography:

This style involves the photographer capturing images of conflicts in war-torn areas. This is often very dangerous and these photographers are devoted to their craft. War photography often includes documenting the aftermath of war, which can make for some very aesthetic and emotionally stimulating work. Keeping shots simple and carrying less equipment are the main prerequisites for these photographers.



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Wildlife photography:

This is one of the most challenging types of photography, due to the fact that it can be difficult to capture animals in their proper habitat. To prove this, we have this picture of a beautiful tiger. You need to be comfortable with your camera's manual settings to get the best quality shots in wildlife photography. Of course, being quick and ready to capture the perfect shot at the correct moment is also important.



Each of these photographic styles has their very own set of characteristics that make them unique. The important thing to remember is that you need to know what look or effect you want to achieve, and you can do this through manual control of the camera.

What have we learned today? A Summary

We have learned about all of the various styles of photography that are popular today and hopefully there are a few you'd like to master yourself.



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Topic 2B - Distinct Photographers

Learning Outcomes

In this lesson, we will be looking at some of the finest work from some of the most famous photographers worldwide. There is no better way to delve into photography than to study the best work by some of the most influential and creative people that work in photography.

Ansel Adams

Ansel Adams was born on the 20th February 1902 in San Francisco, California. He is probably the most easily recognisable name in photography, even today. Adams' fame and influence are still strongly felt today and many photographers have been quoted as saying that he has had an indelible effect on their work. Adams is renowned for his stunning photographs of a variety of landscapes. He achieved an unparalleled level of contrast using creative darkroom work. Ansel Adams once said:

"I hope that my work will encourage self-expression in others and stimulate the search for beauty and creative excitement in the great world around us."

He is known to many photographers as the father of landscape photography. One can visit the official Ansel Adams Gallery in Yosemite National Park, California.

Dorothea Lange

Dorothea Lange was born on the 26th May, 1895 in Hoboken, New Jersey, United States. She is famous for the photographs she took during the Great Depression. She took the famous photo of a migrant mother, which is said to be one of the best-known photographs in history. In the 1940s, she also photographed the Japanese internment camps. Her portraits of displaced farmers during the Great Depression greatly influenced later documentary photography. One of the great features of



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Lange's work is the observational nature of her work, reminiscent of the documentary filmmaker, Friedrich Wiseman.

Steve Bloom

Steve Bloom is a well-known wildlife photographer. He carefully chooses his shots, capturing the essence of the animal or wildlife he is focused on. He tends to focus on the eyes of the animals in his photographs, and in a sense, Bloom is very like a portrait photographer. Lately, Bloom has branched into photographing people who live among animals, spending a lot of time in Africa. He uses a similar approach when framing these people, focusing on getting macro shots of their eyes and facial expressions.

Christian Åslund

Christian Åslund is a Swedish photographer based in Stockholm. The striking feature of his work is his use of geometry and people in urban spaces. With Åslund, the framing of his photographs is key. Everything is finely balanced. Perhaps Åslund's greatest work, to date, is the Honkey Kong series (2013). He has said that this series is a "tribute to classic 2D platform games." To achieve that old-school 2D feel, Åslund shot from as high above his subjects as possible and used a telephoto lens to render the images flat. This is a pretty unique style of photography and one that relies on the photographer's imagination and skill. The quality in this series lies in the transformation of a seemingly ordinary street into an immersive, 2D game screen in which the person becomes a character who looks to navigate through a series of obstacles.

Annie Leibovitz

Annie Leibovitz is one the most famous portrait photographers working today. She has photographed many of the world's major celebrities. Quite often, Leibovitz



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frames her subjects in elaborate and imaginative set-ups. She began her career in 1970 as a staff photographer working for the recently launched Rolling Stone magazine. In 1973, Leibovitz became chief photographer of Rolling Stone, and she held this position for 10 years. Leibovitz's work is characterised by her intimacy with her subjects. This is evident in her captivating photographs of celebrities, which really helped define what came to be known as the Rolling Stone look. She was awarded The Royal Photographic Society's Centenary Medal and Honorary Fellowship (HonFRPS) in recognition of a sustained, significant contribution to the art of photography in 2009.

Robert Capa

Robert Capa is well known for the many famous war-time photographs he took during his lifetime. Remarkably, he covered five wars during his lifetime. The name "Robert Capa" was only the name placed to the photos that Endre Friedman took and they were marketed under the "Robert Capa" name. Friedman, like Annie Leibovitz, felt that if you were not close enough to the subject, then you wouldn't get a good photograph. He was often in the trenches with soldiers when he took photographs, while most other war photographers took photos from a safe distance. This dedication to his craft produced some hugely intimate photographs during some of the most turbulent times in US and world history.

Timothy Hogan

Timothy Hogan is an award-winning luxury goods and still life photographer and director working in New York, Los Angeles, and London. He is one of the best luxury goods photographers at work today, in a hugely competitive area. Hogan has worked with clients all around the world and is well-known in still-life and fashion photography. He recently produced a collection of photos entitled, "The FIN Project". The project is built on Hogan's fervent passion for still life photography and surfing. It's a pretty unique topic, one which has not been explored by many



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other photographers. Hogan's work is always finished with class and style and nothing is left to chance or out of place.

David LaChapelle

David LaChapelle is known internationally as a commercial photographer, fine-art photographer, music video director, film director, and artist. LaChapelle is noted for his colorful, smooth and extroverted style, a style that is charged with sensuality and fantasy. His work is generally packed with accessible popular images, and communicates with a wide and demographic audience. His work has featured on the covers of leading fashion and entertainment magazines. His photographic style has been described as "hyper-real and slyly subversive" and as "kitsch pop surrealism". This is most likely as a result from the time he spent with Andy Warhol, who gave him his first job, at Interview magazine in the 1980s.



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What Have We Learned In This Lesson? A Summary

We have learned about some of the most influential photographers that work and have worked in our area of study. By learning about these talented and immensely creative individuals, you should begin to think about what attracts you to photography. What style do you want to develop? What does your work say about you? Do you find fragments of your own personality in the photographs you capture? You will have noticed that each photographer that we have looked at had their distinct style of working. This is a staple of great photographers, something that makes their work stand out.

