



Photography as business

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Abstract

Social media and digital photography has fueled and love of photography amongst the Indian youth more and more youngsters want to turn their hobby of photography in to a business and many have established successful business with low investment requirement, high demand, opportunities to travel and plenty of good paying jobs, photography is certainly a business worth considering. So it would be better for us to make career in photography. We must have a creative visual the so called shootastic visuals.

Keywords: plenty, snapping, aerial, interior, amaze, exotic, shootastic

Introduction

Social media and digital photography has fueled and love of photography amongst the Indian youth more and more youngsters want to turn their hobby of photography in to a business and many have established successful business with low investment requirement, high demand, opportunities to travel and plenty of good paying jobs, photography is certainly a business worth considering.

How to start photography business

To start photography business an investment of anywhere between 1 lakh to 10 lakh would be required. The main photography investment is its equipments like camera and lenses. Other investment in a photography business would include lighting, misc, equipments, laptop, social media advertising and a studio (if required) – Even new entrepreneurs can avail loan from the ‘mudra loan scheme’ from banks.

Types of photography

For many of us, snapping a photograph has become second nature with great cameras now built into smart phones making an image has become less about artistry and more about utility. We take pictures of things we want to remember this could be anything a small occasion or wedding or vacations or festivals etc. technology has expanded its visual possibilities, making it possible for us to capture different types of photography.

There are same different types of photography

1. Aerial photography
2. Black and white photography
3. Composite photography
4. Infrared photography

5. Dance photography
6. Food photography
7. Macro photography
8. Interior photography
9. Fairy Tale photography
10. Natural land scope photography
11. Documentary photography
12. Wedding photography
13. Wildlife photography
14. Product photography

Scope in photography

Pictures are a powerful medium. They can inform, amuse, shock or amaze and if presented in the right manner they can be beautiful and creative. If photography is more than a hobby to us and we feel a ripple of excitement when you imagine displaying your art to others, then this passion can offer a lot as a profession.

Before sometime photography was not an appealing profession but today lots of people want to be photographers. The rise of mass communication and the growing importance of the media and fashion is probably a factor which has led to this change many imagine the lifestyle of a photographer to be exotic wherein they meet the rich and the famous and travel first class around the world. At some one else's expense well this can prove to be true for you if you are talented and hard working and you understand that there is no formal career structure in photography.

Photography offers a number of opportunities and the range of the fields that we can venture into we can get an opportunity in the following types:

Press photographers or photo journalists

This provides the press with pictures that are relevant to the

daily news and events. If we are adventurous and willing to work under difficult conditions when needed then this field is probably for us.

Fashion photography

It is the field where one works for fashion houses, designers or individual models. To be a part of this glamorous world:

- **Portrait photographers:** These are people oriented photographers who click. Snaps of individuals. We can also specialize as wedding photographers.
- **Industrial photographer:** They click photographs of machinery, merchandise, industrial layout, workers at work etc.
- **Wildlife photographers:** They capture the animal kingdom and plant life in its most natural and habitual form.
- **Feature photographers:** They narrate an entire story through the medium of photographs. Hence to be a feature photographer.
- **Forensic photographers:** They click photographs at crime scenes from all possible angles with great emphasis on details in order to help the police or detective agencies.
- **Freelancing:** It is the most popular option in this profession. To be working as a freelancer you need to have great management skills and ability to work independently.
- **Scientific photography:** It is used for scientific publications and research reports. The area of this photography are biology medicine, chemistry and engineering.

Conclusion:

If we have interest and knowledge to be a part of this field. So it would be better for us to make carrier in photography. We must have a creative visual the so called shootastic visuals.

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