



ULTIMATE CAREER GUIDE

how to land a job in
the **photography** industry

ENTERING THE DIGITAL PHOTOGRAPHY INDUSTRY

What does it mean to study Digital Photography, and what do professionals in the Digital Photography industry do?

In this fast-paced, exciting field, you'll need to combine your artistic vision and technical expertise to create still images. Digital Photography centers on planning, creating, and editing images in print or online mediums. The digital photography industry is vast and varied, offering the opportunity to work parallel to almost every other industry imaginable. Photography is a skill that many individuals and businesses consistently require, from weddings to sporting events to academic literature and business communications.



THE **TOP 10** MOST COMMON POSITIONS OUR GRADUATES PURSUE IN THE **DIGITAL PHOTOGRAPHY** INDUSTRY.



1. EDITORIAL PHOTOGRAPHER

Editorial photographers take pictures that convey the meaning of the articles they are shooting. While an image for an awareness campaign may be more concerned with communicating the campaign's message, a photograph for a political news item may depict the mood of a politician. In contrast to commercial photography, editorial photography offers limited opportunities for artificial lighting, requiring photographers to be incredibly creative and impromptu.



2. REAL ESTATE PHOTOGRAPHER

A photographer for a real estate team will shoot photography needed for a home, starting from production, including lighting the house, to post-production, including editing the imagery to put in the listing. Real estate photographers have an eye for good composition and must practice good communication skills with talent and staff. They work hand in hand with senior team members and shooters to conceptualize, storyboard, organize and capture footage for various initiatives to help sell a home.



3. COMMERCIAL PHOTOGRAPHER

Commercial Photographers capture images for business use or individual clients. The items they photograph include buildings, materials, products, employees, and landscapes featured in various business materials like books, reports, advertisements, and commercial media products.



4. STUDIO PHOTOGRAPHER

A professional photographer who works in a studio setting is known as a studio photographer. They photograph people individually or in groups. They could employ props, backdrops, lighting, and filters to achieve the desired effect for the images. They do not need to carry their photographic equipment frequently, like some photographers do, because they work in a studio. To edit the pictures they take, they use software.



5. FASHION PHOTOGRAPHER

Fashion photographers produce images of apparel, accessories, and other fashion-related products. They collaborate closely with models, stylists, makeup artists, and other creatives to produce visually appealing content that appeals to the target market for their clients.



6. WEDDING PHOTOGRAPHER

Wedding photographers need to be able to predict what will happen next to get the ideal shot at the perfect moment. They should also have an eye for composition and design because they are making art rather than just taking images of people standing around awkwardly on this particular day.



7. PRODUCT PHOTOGRAPHER

Product photographers are in charge of taking pictures of goods that are intended to be sold to customers or used in marketing materials. They might collaborate closely with marketers, salespeople, or designers to ensure the finished product embodies their vision.



8. PHOTO EDITOR

Photo editors coordinate the positioning and editing of photos in magazines, websites, and newspapers. Sometimes, they might supervise a team of photographers. Photo editors are employed by newspapers or book publishers in various industries. One of their duties is editing the photos to improve quality. Another is to maintain deadlines for publications and assignments.



9. SPORTS / EVENT PHOTOGRAPHER

Sports photographers document the action on the ice, court, or playing field. They spend a lot of time photographing participants in various activities at athletic events. Sports photographers need to be able to predict when specific moments will occur so they can position themselves and take pictures at precisely the appropriate time. This calls for knowledge of the sport and an aptitude for timing and composition.



10. SCIENTIFIC PHOTOGRAPHER

A scientific photographer captures photographs for scientific textbooks, journals, reports, and instructional aids using photographic equipment and procedures. You take pictures of the data and write down essential information for research. Additionally, a scientific photographer can edit, upload, and contrast images. Your duties call for specialized camera gear to capture images through microscopes and the correct approach to present accurate information with the pictures.

TAKE A LOOK AT A FEW OF THE LESSER-KNOWN AREAS YOU CAN EXPLORE WITH A BACKGROUND IN **DIGITAL PHOTOGRAPHY**.



There are many other options for working in Digital Photography in today's market, but an aspiring photographer does not necessarily have to rely on traditional employment routes to find work! Freelance opportunities are available online and in your local area, and each is a valuable option for F.I.R.S.T. Institute's Digital Photography graduates!

STARTING OUT

Most people begin a career in The digital photography industry with a passion for memorable images.

GET THE SKILLS WITH ONE-ON-ONE INSTRUCTION

The first step toward landing your dream job is getting a solid education from an accredited institution. With industry-standard technical knowledge and plenty of experience, you'll be ahead of the curve when you start looking for your first position.



LAND THE INTERNSHIP

Internships are a fantastic way to familiarize yourself with a professional environment and make contacts within the industry. At F.I.R.S.T. Institute, your internship is an integral part of your coursework, and sometimes those very same internships lead directly to your first job post-graduation.

LEARN THE JOB

Taking a position as an assistant or junior photographer is the perfect opportunity to watch the pros in action and strengthen your skills. A good photographer is indispensable; the more you learn here, the better you'll know what to expect and how to instruct your future assistants!

WHERE DO I FIND THE BEST **CAREER OPPORTUNITIES?**



Unlike some other career fields, digital photography jobs can be found in most cities throughout the U.S.

Thanks to the expansion of the global economy, and the advent of remote freelance work, many photography jobs can be completed from home or anywhere you have an internet connection.

Of course, you can still seek more traditional employment as part of a company, agency, or studio with a physical office – these jobs are out there too! However, you'll have better luck finding these opportunities in a larger city than in a more rural area.

CAREER DEVELOPMENT TOOLS

There are some essential tools to keep in your back pocket as you conduct your job search. Not only will these things show that you understand how to operate professionally, but they will also serve as calling cards for your creative abilities. A huge part of job searching in today's world is self-promotion. You can no longer send out a ton of resumes and expect a response. You have to create a professional portfolio and take the initiative to network.

COVER LETTER AND RESUME

Your cover letter explains who you are and why you are great for the position you're applying for, and your resume proves it! This is where you can get your foot in the door, show professionalism, and set yourself up for an interview.



BUSINESS CARDS & PROMOTIONAL PIECES

They might seem a little old-fashioned initially, but business cards are still necessary for networking and getting your name out there. If you meet a person interested in your work, you want to give them a unique, creative reminder of who you are and let them know how they can find you – you do not want to scribble your name and number on a random piece of paper! People do business with those they believe they can rely on. Business cards and promotional reports show care and attention to detail and can be stunning examples of your design style.

WEBSITES AND ONLINE PROFILES

Your website is one of the best things to list on your business card! All social media/online profiles should lead back to your website, where you can show off your best work. A website shows you are serious about your career as a photographer and serves as a place to direct potential clients interested in your work. It would be best to showcase any online galleries you have to promote your creative work.

PORTFOLIO

Your portfolio is one of the most critical career development tools a photographer can have. More than anything else, your portfolio shows who you are as a person, artist, and professional. Your portfolio is often the first sample of your work an employer will see, so keep it short and sweet and only include your best work. For the best possible outcome, ensure that your portfolio tells the person viewing it precisely what you want them to know about your experience, skills, and personal design style.

THE EDUCATION YOU **NEED TO SUCCEED!**



Gaining your education from F.I.R.S.T. Institute will prepare you with the tools to launch your career in the digital photography industry.

With such a wide field to work in and so many options to choose from, the best way to start a career in the digital photography industry is to get an education in the latest technologies and techniques.

The Digital Photography program here at F.I.R.S.T. Institute focuses on giving you the tools and personalized attention you need to succeed in this growing field.

As the global art industry continues to expand, other industries that employ digital photography professionals are always looking for new talent.

This means that your skills will be in demand, but it also means that there will be more competition in the field.

As the job market follows its projected growth, employers are looking for only the most experienced and qualified candidates to work on their projects.

This is where your training and background become essential. Not only will getting an education prepare you for the practical and professional challenges ahead, but your confidence in articulating your skills will also grow. In addition, you will have a solid understanding of your industry, with the beginnings of a network already in place when you graduate.

Investing in your education is the best thing you can do to prepare for your career, learn the tricks of the trade, speak the language of your peers, gain real experience, and prepare your portfolio for success. Start your new career path with F.I.R.S.T. Institute today!

Warmest Regards,
F.I.R.S.T. Institute



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