

2009

MARKETABLE PHOTOGRAPHY

by SHUTTERPOINT



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MARKETABLE STOCK PHOTOGRAPHY: AN INTRODUCTION

Lets start of by describing what stock photography is about. In a single phrase, stock photography can be defined as...

Any existing photo that can be licensed for specific use.

You may have heard terms such as stock photos, picture archives, photo libraries, image banks, and variations of the above – they all refer to the same concept. By accessing extensive collections of images, consumers of stock images are able to stay on budget and not have to hire their own photographer. It allows them to save time since images are delivered via the web in mere seconds.

The stock photography industry started shaping up approximately three decades ago, when a large number of photographers were no longer shooting for assignments, but for stock photo libraries instead. As the industry evolved, stock agencies started surveying their clients, trying to better understand what type of images were needed most. Those were the first attempts to define marketable photography, as well as to establish “want lists” – customer requests that could be passed on to photographers.

Before the days of the mainstream acceptance (or existence) of the internet, stock libraries existed in the form of collections of slides or prints, which clients could select by accessing printed catalogs or CD-ROMs the agencies sent out by mail. Now, the internet allows accessing images online, making searches much easier and delivery faster. At the same time, digital photography has made the process of photo submissions much more convenient for photographers.

The relative ease of trying out one’s skills as a stock photographer and the simplicity of contributing images to online stock photo sites have been fueling interest of many photographers in this quickly developing marketplace.

“...not every image, even when technically perfect, is marketable.”

Doesn’t it seem like everyone has a digital camera nowadays? Many people carry their cameras along everywhere and take many photos. Certainly, not everyone produces images that are good as “stock photos” – in other words, not every image, even when technically perfect, is marketable.

In this guide, we will take you through the entire process of creating stock photography, from the time you decide to take a photo to the time you upload it to your ShutterPoint account. We will stop at every point of this process and present the best ways to produce a marketable photo. We will describe how to pick the subjects, and how to present them most effectively. You will also find advice from successful ShutterPoint photographers, and see numerous examples of marketable imagery – each and every photo in this guide was sold on ShutterPoint during the year 2008 at least once.

* All images used as examples on this page are presented and credited on Marketable Photography Showcase pages of this guide.

SHOWCASE

OBJECTS: FILL-IN



"Red Draped Stage Background"

by Katrina Brown
Image ID: 594186



"Vintage Polaroids on Blue Gradient"

by Katrina Brown
Image ID: 594384



"Dinner Set"

by Christoph Weihs
Image ID: 607776

INFO

Fill-in images are conceptual shots used in commercial advertisement to deliver a message.

Photographer must pre-plan the conceptual idea before the shoot. Many times the final image goes through extensive post-processing.

The graphic designs like fill-in images because they simplify their job.



"Recycling symbol"

by Christoph Weihs
Image ID: 607730

TIP BOX

Fill-In Images

- Hunt for fill-in image ideas in current printed advertisements
- Remove extra clutter from image in post processing
- Leave an obvious unobstructed area for fill-in text or graphic



"TV Control And TV 24"

by Chris Harvey
Image ID: 467969



"Workspace"

by Christoph Weihs
Image ID: 607699



"Red Theater Drapes With Triple Spotlight"

by Katrina Brown
Image ID: 594371

Nicholas Zelinsky

nickzel.shutterpoint.com

*Police Dispatcher
Glassboro, NJ*

*Photography experience: 30+ years
Favorite gear: Sony Alpha 300
Mac or PC: PC
ShutterPoint member since: October 2003
Images in gallery: 170*

Favorite subject to photograph: I enjoy photographing lighthouses, birds, and sunsets. These subjects give me to opportunity to get out and enjoy nature and photography.

Image post-processing: Yes , I use Bibble, PSP and Photoshop Elements.

Spontaneous vs. pre-planned photo shoots: I do both. I plan trips around shooting locations but I also take my camera anywhere I go. The planed trips get me to different locations at different times of day, but by taking my camera most places I am ready for those subjects that I just happen to run across. Most times these unplanned shoots cause me to plan another visit to the location.

Words of wisdom: Don't give up and shoot subjects you enjoy. But also allow yourself to branch out sometimes, it will help keep the shooting experience fresh and fun.



"Lake in Fall"
by Nicholas Zelinsky
Image ID: 29506



"Cape May Light in Fall"
by Nicholas Zelinsky
Image ID: 103814



"Sandy Hook Lighthouse 3"
by Nicholas Zelinsky
Image ID: 12494



"Sunrise at the beach"
by Nicholas Zelinsky
Image ID: 10155



"Cape May Lighthouse 2004-2"
by Nicholas Zelinsky
Image ID: 58807



"Day at the beach"
by Nicholas Zelinsky
Image ID: 632899