

WHY SELECT A PROFESSIONAL PHOTOGRAPHER?

By Robert Hughes

Do you think that anyone who swings a baseball bat should be paid eight million dollars a year? Do you consider anyone who owns a Guitar to be a world-class musician? Do you believe that anyone who drives a car should qualify as a NASCA driver? Do you think that anyone who owns a hammer and nails should serve as an Architect and be commissioned to design and construct your next house? Why, then, would you ever have confidence in just anyone who owns a camera? Now, more than ever, the Professional Photographer has to up the ante in the never-ending quest for Professional excellence. With the advent of all the current and rapidly changing technological options, the Professional Photographer is inundated and continually challenged by methods of composition, color balance, resolution, printing, tonal range, color space, correct and proper sensor care, histograms, software proficiency including all forms of retouching and monitoring correct dynamic ranges.

You can be sure that a Professional Photographer is extremely interested in elevating the beloved Profession of making Images. The Professional Photographer spends countless hours honing theory, technology and art.

THE PLAIN TRUTH ABOUT AMATEUR PHOTOGRAPHERS!

People with cameras who are not trained or educated about the properties of light, cannot properly understand and work with light! This may sound redundant, but the ability to recognize and correctly use light is the most important ingredient when creating compelling photographs! Amateur Photographers are called that for a reason! Many Amateurs actually believe that because they see an image on the back of the camera they have created a worthwhile image. This is usually not true! Since the image on the LCD back of a digital camera contains so much contrast, clients are often shocked to learn that many and sometimes all the images are not in sharp focus or properly exposed. The compositions of these photographs often leave much to be desired. It takes countless hours of practice to produce proper exposure and sharpness. This is in addition to all the scientific issues that have been mentioned above.

NOTE: There were good reasons that the disposable cameras fad didn't last long for most wedding receptions. The resulting pictures were underexposed or overexposed, badly composed, over flashed, and just plain meaningless. Brides and Grooms soon found that the money spent on disposable cameras was a waste. Thankfully this idea went away in favor of professional imagery which not only showed Who, What, When, Why but also the Feelings and Emotions.

You will live a lifetime with either a professional quality, meaningful photograph or you will spend a lifetime desperately trying to like a set of images which could have been professionally created. The choice is up to you!