

PHOTOGRAPHY

PHOTOGRAPHY entails more than taking photographs. Successful photographers must be versatile and cannot afford to limit themselves to one particular area only. Studio photographers take pictures of a general nature, but can also specialize in a specific direction. General photography entails taking photographs of people of all ages for specific purposes such as passports, graduation ceremonies, portrait studies, weddings, and other important events.

Advertising photography is mainly suitable for more experienced and creative photographers. Advertising photographers are almost always disciplined to a drawn layout, but their work must also be original. Fashion photographers must know how to create lively, original and interesting images while showing garment detail. A flair for clothes and a good working relationship with the models are essential.

News pictures are highly topical. It places great demands on press photographers to meet deadlines, produce usable images under tough conditions and have the tact to get co-operation from others. Photo journalism requires a good eye, rapid reaction and a thorough knowledge of all equipment and materials.

Research institutes and hospitals require photography to record operations and experiments. Medical and scientific photography requires a scientific or medical background and knowledge of photographic theory. Photographers in this field have to be able to use very specialized cameras and a variety of electronic flash equipment. The work is usually done under laboratory conditions and creative opportunity will be of a technical nature.

Other fields of photography include police photography, public relations, commercial and industrial photography, photographic marketing and aerial photography to name but a few.

RECOMMENDED SCHOOL SUBJECTS

Physical Science, Mathematics or Art.

ADMISSION REQUIREMENTS

A Senior Certificate or equivalent qualification is required.

SELECTION REQUIREMENTS

In addition to the admission requirements, applicants at some institutions, will attend an interview on campus.

UNIVERSITY OF TECHNOLOGY

A three-year NDip: Photography is offered at most Universities of Technology. A fourth year of study will culminate in the BTech: Photography degree.

TECHNICAL AND PRIVATE COLLEGES

Some technical colleges and various private colleges offer a one-year Diploma in Professional Photography.

CAREER OPPORTUNITIES

Photographers are employed by newspapers, magazines and other media, fashion houses, design studios, advertising companies, hospitals, government departments and other. Most photographers work on a freelance basis.



35

