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Commercial Photography

There are primarily four types of commercial photography.

1. Advertising Photography:

This is the creation of timely images of products that are being shown in contemporary ads both in local and national magazines and on media. They are specifically lighted to enhance the images and provide a unique invitation to buy. Typically, you will see products such as automobiles, clothing, jewellery or even liquor presented in this way. If you browse high end magazines you will see thousands of carefully created images advertising products that usually draw a more affluent group of consumers to buy. Pricing typically is not included in the ad and they are designed to cause the consumer to want the item because of its prestige and appeal emotionally by telling a story and creating a scenario that the customer could see themselves in. Creativity is the key to this type of photography and carefully planned lighting is always a requirement with a large amount of post production work being necessary as well.

2. Product Presentation Photography:

This is the creation of images that allow the customer to see the product in a natural setting. A restaurant that provides mouth-watering images of their fare is a typical application of product presentation photography. It allows the client to see what they are getting in terms of a meal and often includes contextual images of the environment that set the scene and imply a setting that is both congenial and inviting and one that makes the customer feel relaxed and want to be there. Once again careful planning and lighting is the key to creating these wonderful images and post production work to make them perfect in every way.

Another example is where images that show a product for what it really is such as in a catalog. You will see this type of image in a weekly flyer, usually on a pure white background and evenly lit. A good example would be when you look on a website for a particular product and it shows an example of what is being offered. An example would be meals or items of food in a menu. Although these images seem to be just a simple snapshot, they require time and careful lighting to produce them.

3. Facility Photography:

Often a company will have very carefully produced images of their facilities such as a warehouse, office or shop as well as stylized images of buildings. A good example of this is real estate photography. Rooms are carefully analyzed to determine from which angles a series of photographs should be taken. It often requires a great deal of post production work to create just the right look that the realtor wants to see when showing off the property. The same is also true when photographing office spaces and showing people involved in tasks and interactions within the office.

4. Headshots and Group Photography:

Headshots and Group photography products are specialized in that they must be produced either in a portrait studio under artificial lighting or on-site with portable lighting. The photographer must create an image that will enhance the subject and allow them to present themselves in a professional manner. Headshots are often used to display members of a team in the reception area of a firm. It allows the customer to make an immediate identification and become familiar with the person serving them. It also provides a way to showcase their people and to build pride in their employees. Group shots are an excellent team builder too. Once again, careful lighting is the key to good headshots and group shots.

All commercial photography is quoted on a per job contract basis by **tombuchanan**photographics and our rates are competitive and guaranteed. Call today for a quote on your project.