

The art of advertising photography

■ The purpose

The purpose of advertising photography is to show goods and services in the most attractive way so as to encourage customers to buy them. Advertising and marketing are vital parts of sales strategy, so photography is crucial: the right one allows consumers to see the **features**, design and details of the item and can make all the difference.



■ How it works

The job of an advertising photographer is to tell an appealing story through the use of images, colours, lighting, **framing**, and location. They may be honest representations of a product or a model, or they may include complex graphics and use the latest post-production techniques. What is sure is that it takes thousands of shots to have the perfect picture that satisfies all requirements. In fact, copywriters may spend hours creating a **striking** slogan that makes a product stand out, but it is the image that will first attract the potential customer.

There are two types of images that a company usually needs to market their products:

- **clean images** on a white background, to use for online and e-commerce stores;
- **lifestyle images**, which show the product associated with the consumer's everyday life.

■ Professionals

In the field of advertising photography, the skills of a professional photographer make a big difference. Expert advertising photographers work with art directors and marketing managers to bring an ad campaign to life following precise steps:


- analyse and plan the composition of photographs;
- use different photographic techniques and light equipment;
- use photo-processing software;
- market and advertise products to attract clients.

Extraordinary advertising photographs can make a product stay on the market for a long time and improve sales, while poor quality advertising photographs will soon lose their influence on consumers.



feature: *caratteristica*
framing: *inquadratura*
off-road car: *fuoristrada*


sedan/saloon car: *berlina*
striking: *sensazionale*

1  **Answer the questions.**

1. What is the purpose of advertising photography?
2. Why is photography an important part of sales strategies?
3. What is the job of a photographer?
4. What may advertising photographs include?
5. What characteristics must the images of a story have?
6. What is needed to have a perfect picture?
7. What kind of image is generally used for online and e-commerce?
8. What do lifestyle images usually show?
9. Who do advertising photographers work with?
10. What is the first step professionals have to follow?
11. What tools do advertising photographers use to create a photo?
12. What is the advantage of beautiful advertising photographs?



To lick or to click. That is the question.


2  **Complete the text with the given words. There are two extra words.**

disk • software • computer • digital • edit • color • film • technique • flash • electronically • image • memory


Today, most advertising photographers use **1.** cameras instead of the traditional **2.** cameras. Digital cameras capture images **3.**, so the photographer can **4.** the image on a computer. Images can be stored on portable **5.** devices, such as compact **6.**,

memory cards, and **7.** drives. Once the raw image has been transferred to a **8.**, photographers can use processing **9.** to cut or modify the image and improve it through **10.** correction and other specialised effects.

Adapted from: <https://www.zippia.com/advertising-photographer-jobs/>

3  **PAIR WORK** Imagine you are advertising photographers who have to advertise four models of cars of a well-known car producer for next year's marketing campaign. Think about the characteristics of the pictures. Fill in the chart. Then, discuss them with your class.

	Target buyers	Location	Prevailing colours of the picture	Colour of the car
1. A small city car		City centre. Skyscrapers. Shopping centres		
2. A big off-road car			Green - brown	
3. A sedan/saloon car				Silver grey
4. A medium size hybrid car	A young professional			

4  According to your chart, write a short passage telling a story behind each advertising photo of the cars.