

Photographer

What is it?

A Photographer captures images using cameras and editing techniques to create visually compelling photographs for various purposes, including advertising, journalism, events, and artistic expression.

Qualifications/Experience Required:

No formal qualifications required, but a degree or diploma in photography, media, or visual arts can be beneficial. A strong portfolio showcasing skills and creativity is essential. Experience using cameras, lighting equipment, and photo editing software such as Adobe Photoshop or Lightroom.

Good networking and business skills for freelance work.

What the Work Involves:

- Capturing high-quality images for clients, publications, or personal projects.
- Editing and retouching photographs using digital software.
- Working with clients to understand their needs and creative vision.
- Marketing services, managing bookings, and handling business administration if self-employed.

Future Prospects – Labour Market Information:

Photography is a **competitive field**, but there are opportunities in commercial, wedding, portrait, fashion, sports, and documentary photography. Many photographers work freelance, while others find employment in media, advertising, or corporate settings.

Average annual Salary - £20,000 - £40,000

Typical weekly hours – Varies depending on assignments; may include evenings and weekends.

Type of person who may be suited to this job:

- Someone with a creative eye and attention to detail.
- A person with patience, technical skills
- Someone comfortable working independently or collaboratively with clients and teams.
- A self-motivated individual who enjoys travelling and adapting to different environments.

Money/Wage Guide:

- Entry-level roles start at around **£20,000** per year.
- Experienced photographers can earn £40,000+ or more if highly specialised or working with high-profile clients.

Related Opportunities:

- Videographer
- Graphic Designer
- Photojournalist
- Social Media Content Creator

Further Information:

British Institute of Professional Photography (BIPP): www.bipp.com

The Association of Photographers (AOP): www.the-aop.org

Creative Skillset Careers: www.screenskills.com