Digital Design

Summer 2023

Beth Bourne

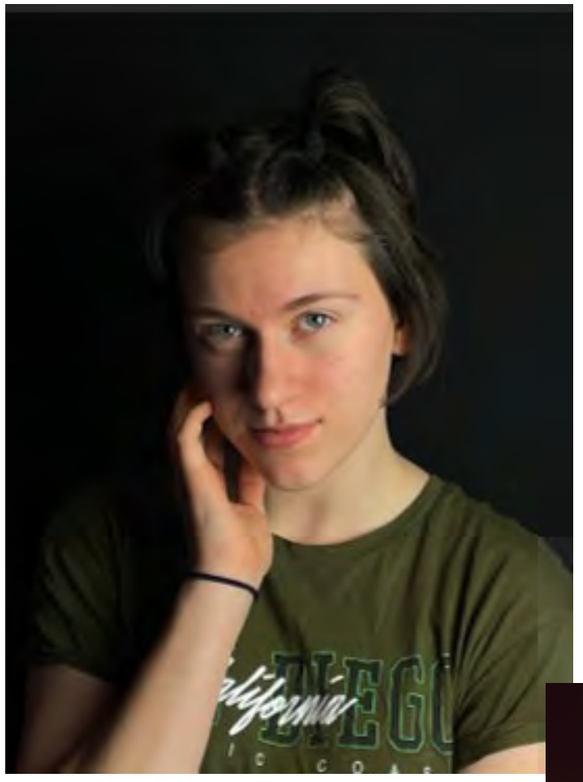
PHOTOGRAPHY
Overview
As a professional photographer you'll need to bale to work with clients and potentially a company. Throughout studying the course you'll develop many technical skills that can be adapted to a range of careers. Throughout your career, you'll need to be able to keep a creative open mind and develop a portfolio suited for your specialised area. As a photographer you'll expand your creative mindset and overtime be able to mature your own creations to be successful. You will be able to improve and produce visual images to cultivate your growth and range of technical, creative, and digital development skills. Overall, to be a Photographer is a career full of success and an open world to express your own innovative thoughts.
Salary
Salaries will often vary in the creative industry. Many first entrants into the profession will work as assistants. Salaries can often be set as national minimum wage. In full-time employment, starting salaries can be between £16,000 and £22,000. This can increase to £25,000 and £65,000. This will vary from companies to skill level and time working in the industry. These stats do not apply if you are a free lance photographer.
Qualifications
You can become a photographer without a degree but it is strongly recommended to have one or a similar qualification level to gain an advantage. Photography course content varies significantly. Some courses may focus more on fine art and studying photography on an artistic level whereas others may focus on specialising in different forms such as advertisement or weddings for example.
Recommended degrees
-Art and Design
-Graphics
-Fine Art
-Photography
Nikon
Skills
->Excellent technical and adaptation skills. You would need to be able to work with various types of equipment and digital software.
->To be able to work independently and in teams. You will need to work to a brief provided from your client making decisions to get the best out of the project.
->To be able to persevere, be patient, show personality and have dedication for long term projects or being in a difficult working environment.
->To show strength and creativity throughout your projects.
Career Prospects
As a photographer, you will be able to specialise in a range of areas suited to your own interests. Some of these fields include:
->Working in Corporate
->Advertising
->Social Events (Weddings, Funerals, Portraits etc.)
->Editorial
->Fashion
->Architecture
->Landscapes/Nature
These are to name a few professions you can specialise in but there are many more you can go into.
Nikon
If you love taking photos and have an eye for a picture, you can put your photography skills to use in a variety of areas from advertising to social events
Discover The World Inside The Lens

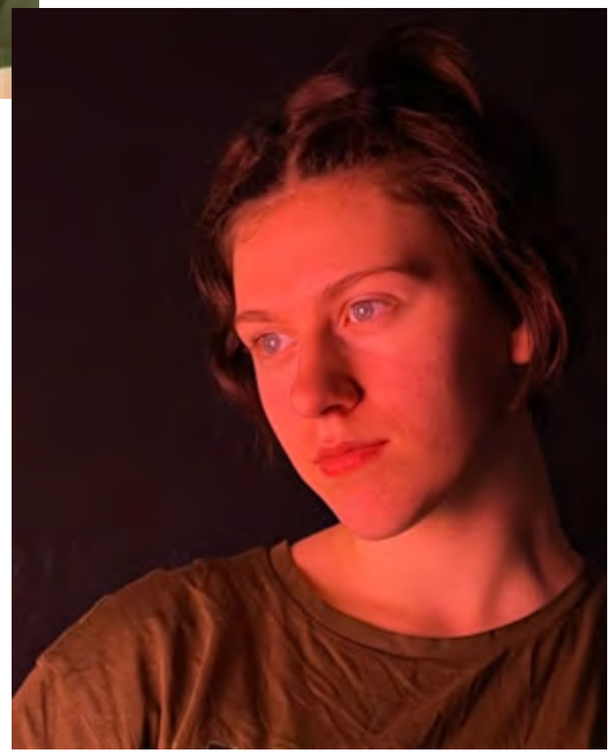
YOUNG, TALENTED AND SMASHING IT!
Issue 01
WANT TO KNOW HOW TO TAKE GREAT PHOTOGRAPHS? READ MORE IN THIS SPECIAL EDITION
FLAIR

Thomas Campbell

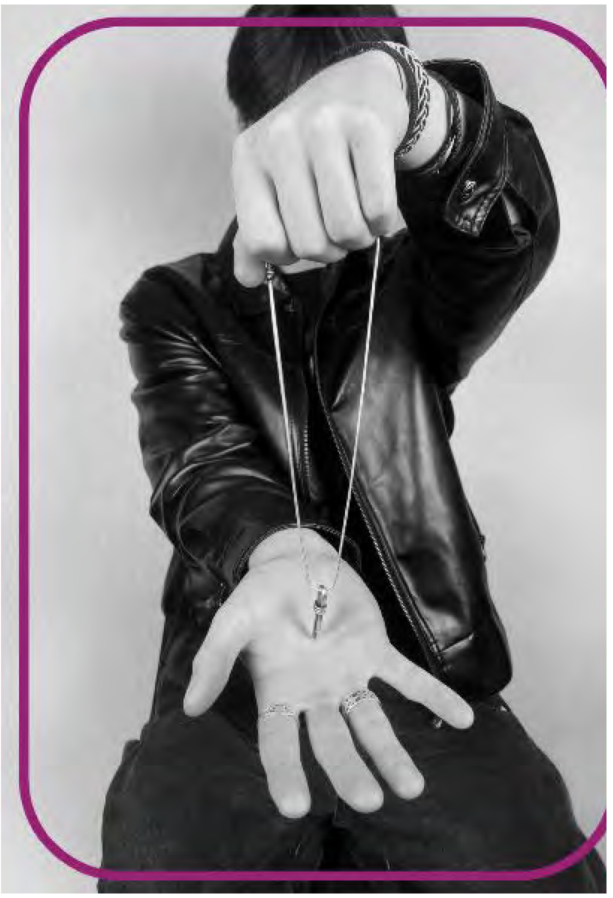
Isaac Chainey

Mollie Conrad





Julian Coppen-Gardner



STYLIST
STYLIST
STYLIST

"STYLE IS A WAY TO SAY WHO YOU ARE WITH OUT HAVING TO SPEAK"
RACHEAL ZOE

SKILLS NEEDED

-the ability to meet deadlines
-an excellent work ethic and can-do attitude
-an exceptional eye for detail
-a positive, proactive and assertive approach

Stylist most likely work from 9-6pm to catch up with deadlines, which additional hours could be added.

Salary
starting stylist £18,000 to 20,000
A senior stylist 30,000

Initiative, idea generation and problem-solving skills Andit el idebitaquiam aspid quia venet quae es elest qui blahor siott nos conseri bla doluptam, non parum, nisqui impor atempor eperovi telus, conemquissit maionse ndantores pre eum solut idus de si conseditate sitatis rninciemis eos aut aruptat ea vitiunt que apient estet, volupta int fuga. Nam acia vitibus quis volorpostis et harcillo bla vento min rem quate num re re pliaes cuptas soluptarus abo. Ne derferro quid molorest as

Types of stylist

There are different types of stylist, each performing a vital role in the positive communication and promotion of a person, product or environment.

Stylists could work in any of the following areas:
personal
-e-commerce/online
-photographic
-catwalk
-still life
-product

21

FLAIR

FLAIR

Grace Fletcher

A stylists secrets

A stylist use their fashion knowledge to create appealing displays and outfits, accentuating the brand they work for and delivering a visual message. Stylists use their creative skills to produce visually appealing displays, photo shoots or outfits. This is a fast-changing, role that would suit someone that thrives on being busy, solving problems, collaborating with others and using their creative flair.

Stylists could work in any of the following areas: personal, e-commerce/online, photographic, catwalk, still life, product, blogging/social media.

The salary of a stylist can vary depending on if your're freelance or employed. An employed junior stylists can expect to earn around of £18,000 to £20,000. Senior stylists earn higher salaries of between £25,000 and £59,000.

You don't need a degree to be a stylist as creative and practical skills are more important. Some Colleges and Universities offer degrees in things like fashion, styling or design.

Most of the time you'll be studio based, but you may also spend time on location or travelling. Some of your working week may be spent at home or in the office.

With the growth in e-commerce an increasing number of styles roles require those with experience and knowledge of social media and online retailing.

There is a lot of oppertunities for a stylist in London and the South East, but retailers and studios do exist all across the country. As a freelance stylist your hours will be more varied and therefore your working hours will be quite flexible.

Some skills you'll need in this field of work are;

- an eye for visual composition and proportion
- IT literacy including the ability to use InDesign, Photoshop, Capture One and Microsoft
- flair and individuality
- an excellent work ethic and can do attitude
- an exceptional eye for detail
- organisation, time management and project-management skills
- experience of using social media

Being a fashion stylist is an extremely intresting job field to work in, it can be challenging at times but if you have an intrest for fashion and styling other people this would be the job for you.

"Style is a way to say who you are without having to speak"

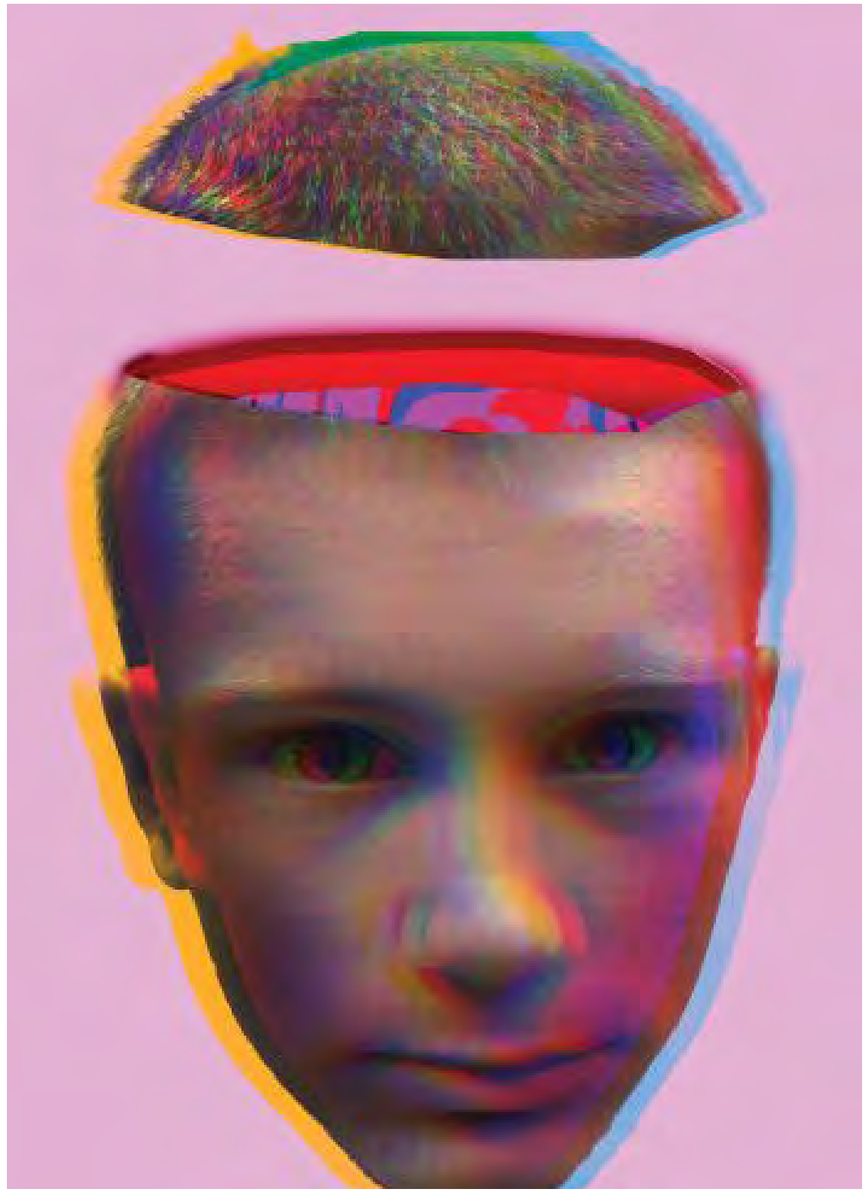
13

Toby Gifford

Freddie Herbert

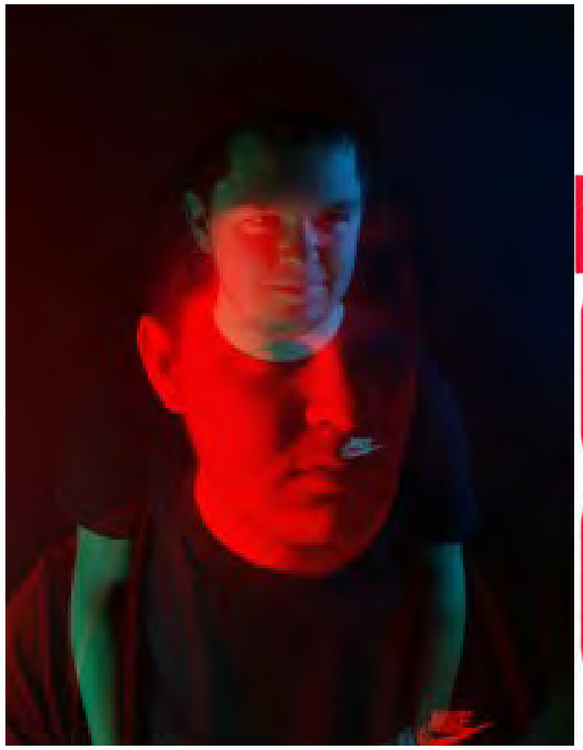
Natasha Huttley

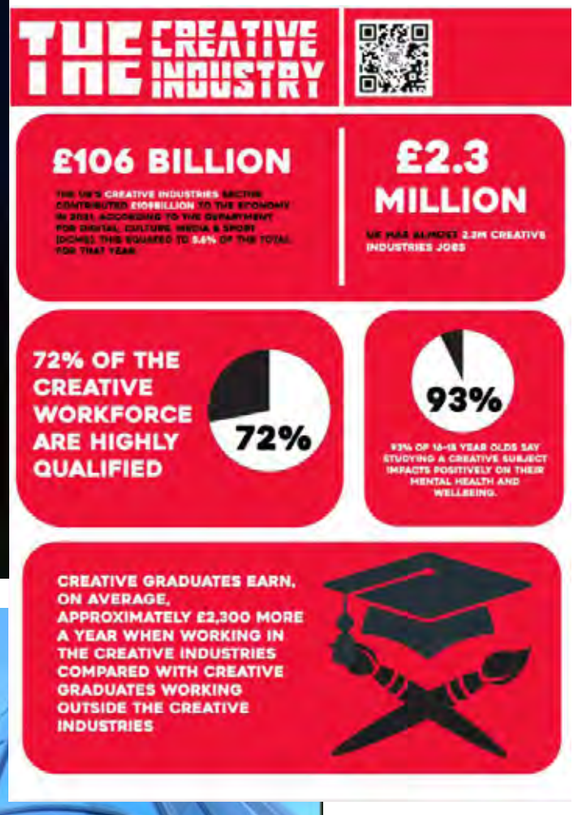
Alfie Legg

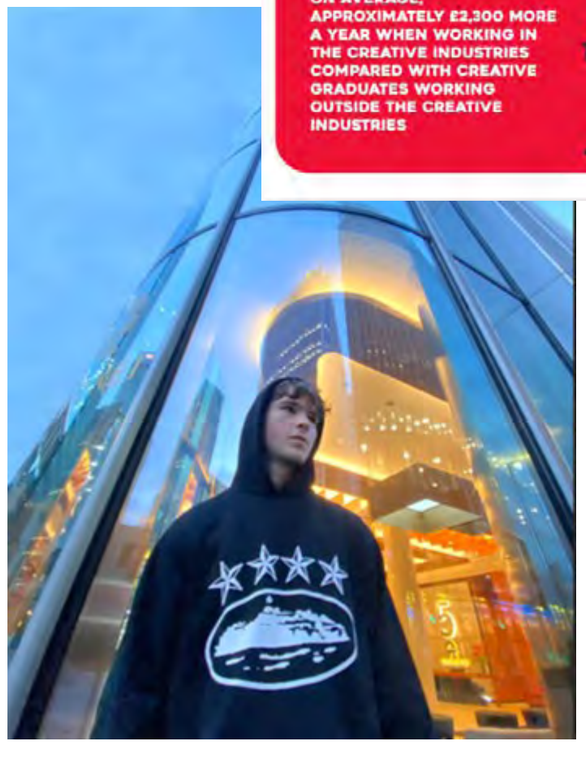


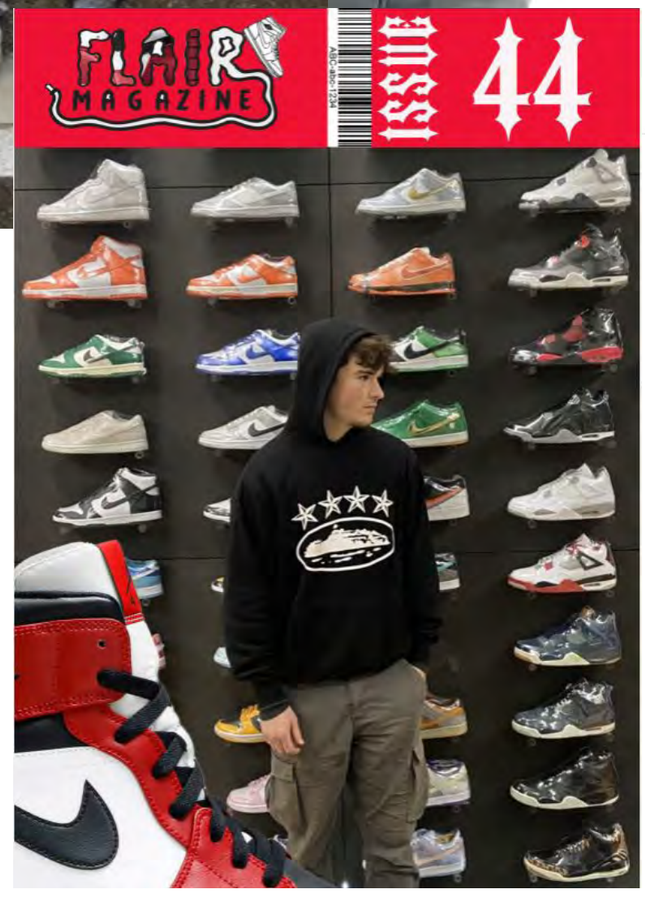
Lauren Partridge-Lewis

Joe Potterton



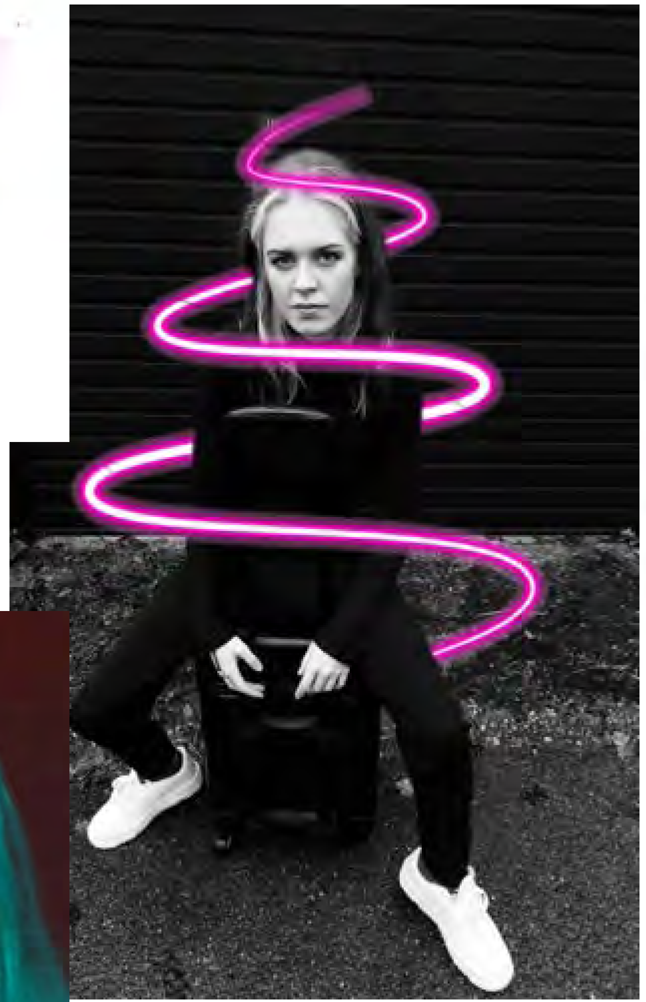






YOUNG TALENTED AND SMASHING IT

Veronika Ramm



Today's Illustrator

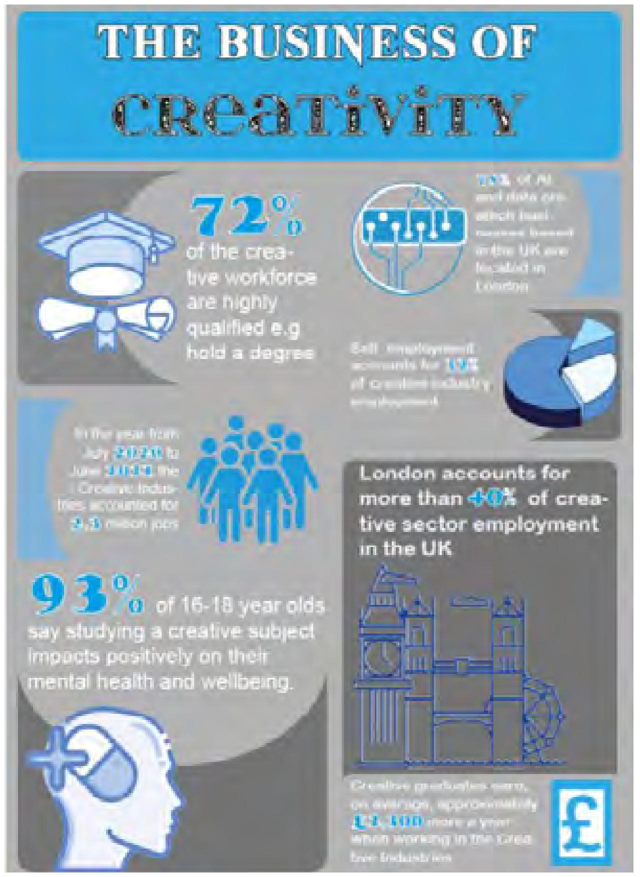
Illustrators are commissioned to create still drawings and images to communicate a story, message or idea, which are then used in advertisements, books, magazines, packaging, greeting cards and newspapers. As an illustrator, you'll work to commercial briefs to inform, persuade or entertain a client's intended audience, adjusting the mood and style of images accordingly. You'll typically specialise in a particular design medium, such as drawing, photography or digital illustration. Types of illustrator
Work is predominantly freelance and most illustrators are self-employed. Areas of work include:advertising - posters, storyboards, press publishing - bookcorporate work - brochures, catalogues editorial - magazines, newspapers and comicfashion - forecasting merchandising - greetings cards, calendars, t-shirts and ceramicsmultimedia - TV, film, computer games, websites, apps and animation. Specialist areas include scientific, technical and medical illustration. In these fields, illustrations showing new products, processes or techniques are created for text and reference books. For more information on these types of roles see medical illustrator.Responsibilities
As an illustrator, you'll need toliaise with clients, editors and authors in order to understand and interpret their business needs
gain knowledge of appropriate stylesnegotiate pricing and deadlinesanalyse a brief's specification and the text to be illustrated, as well asresearch sourcesthink imaginatively and creatively to produce new ideascreate images and designs by using the traditional hand skills of drawing and painting, alongside other techniques, to meet design briefs
use computer-aided design (CAD) packages to scan images and change size, colours and other elements

"The details are not the details, they make the design".

Setting up as a freelance illustrator is risky so you may decide to build up contacts and clients gradually, while doing other paid work.

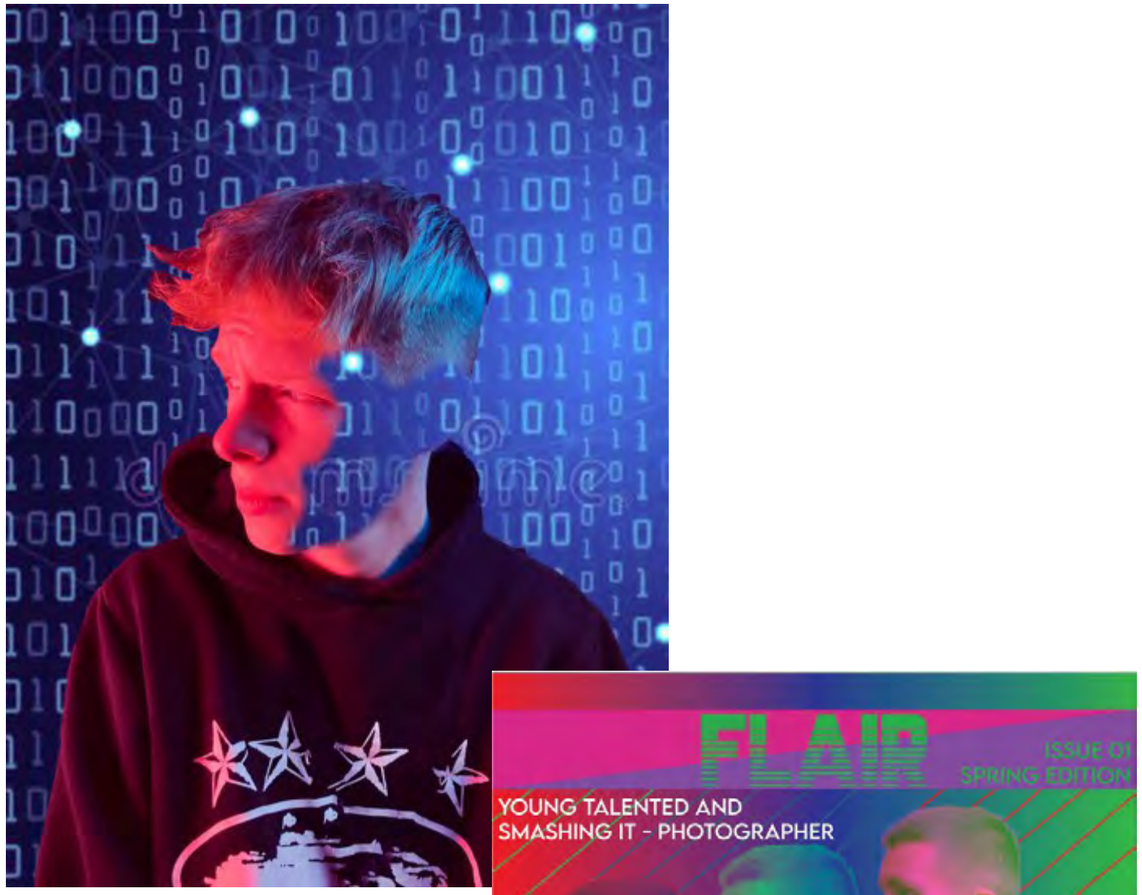
The majority of illustrators remain as freelance illustrators and may enjoy a highly successful career. Some will sucessfully combine illustration with teaching. Others may progress from freelance illustrator to art director with a firm of publishers, and a small number may work as agents for other illustrators.

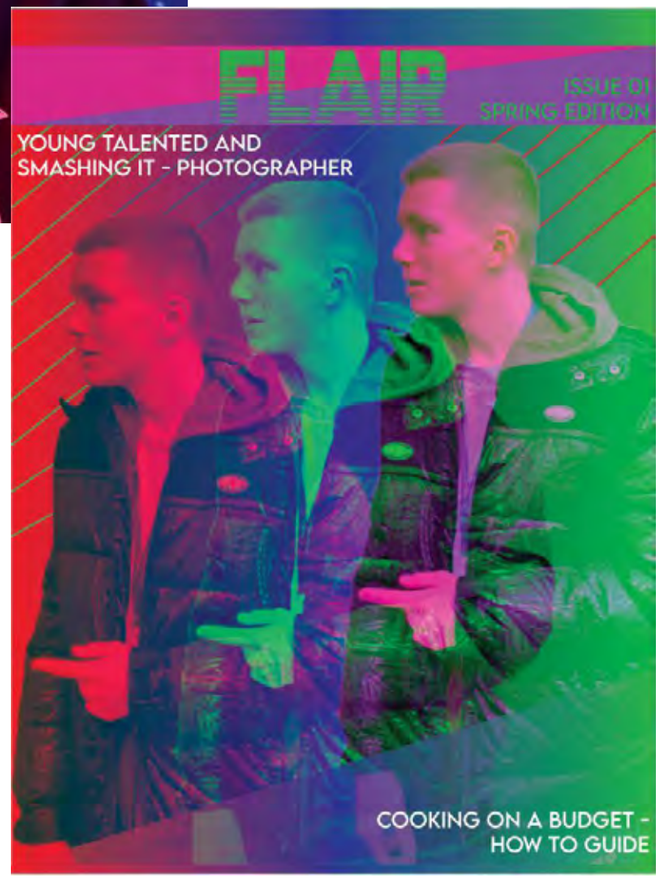
The AOI is staffed by practising illustrators and provides help and advice to its members, including



Olivia Smith

Oscar Taylor





Charlie Thompson

Emma Thornton

02

FILLING THE FRAME

FILLING THE FRAME IS THE TECHNIQUE OF COMPOSING AN IMAGE SO THAT POSITIVE SPACE TAKES UP MOST OR ALL OF THE FRAME.

05

HIGH KEY LIGHTING

HIGH-KEY LIGHTING REDUCES THE LIGHTING RATIO IN THE SCENE, MEANING THERE'S LESS CONTRAST BETWEEN THE DARKER TONES AND THE BRIGHTER AREAS.

03

NEGATIVE SPACE

NEGATIVE SPACE IN PHOTOGRAPHY NOT ONLY EMPHASISES ON THE SUBJECT BUT ALSO THE EMPTY SPACE SURROUNDING THE SUBJECT

04

FRAMING

FRAMING IN PHOTOGRAPHY REFERS TO THE TECHNIQUE OF DRAWING FOCUS TO THE SUBJECT IN THE PHOTO BY BLOCKING OTHER PARTS OF THE IMAGE WITH SOMETHING IN THE SCENE.

06

POSITIVE SPACE

POSITIVE SPACE IN A PHOTO IS THE SUBJECT, AND OTHER IMPORTANT DETAILS THAT STAND OUT IN A PHOTO.

RULE OF THIRDS

THE RULE OF THIRDS IS A COMPOSITION GUIDELINE THAT PLACES YOUR SUBJECT IN THE LEFT OR RIGHT THIRD OF AN IMAGE, LEAVING THE OTHER TWO THIRDS MORE OPEN.

08

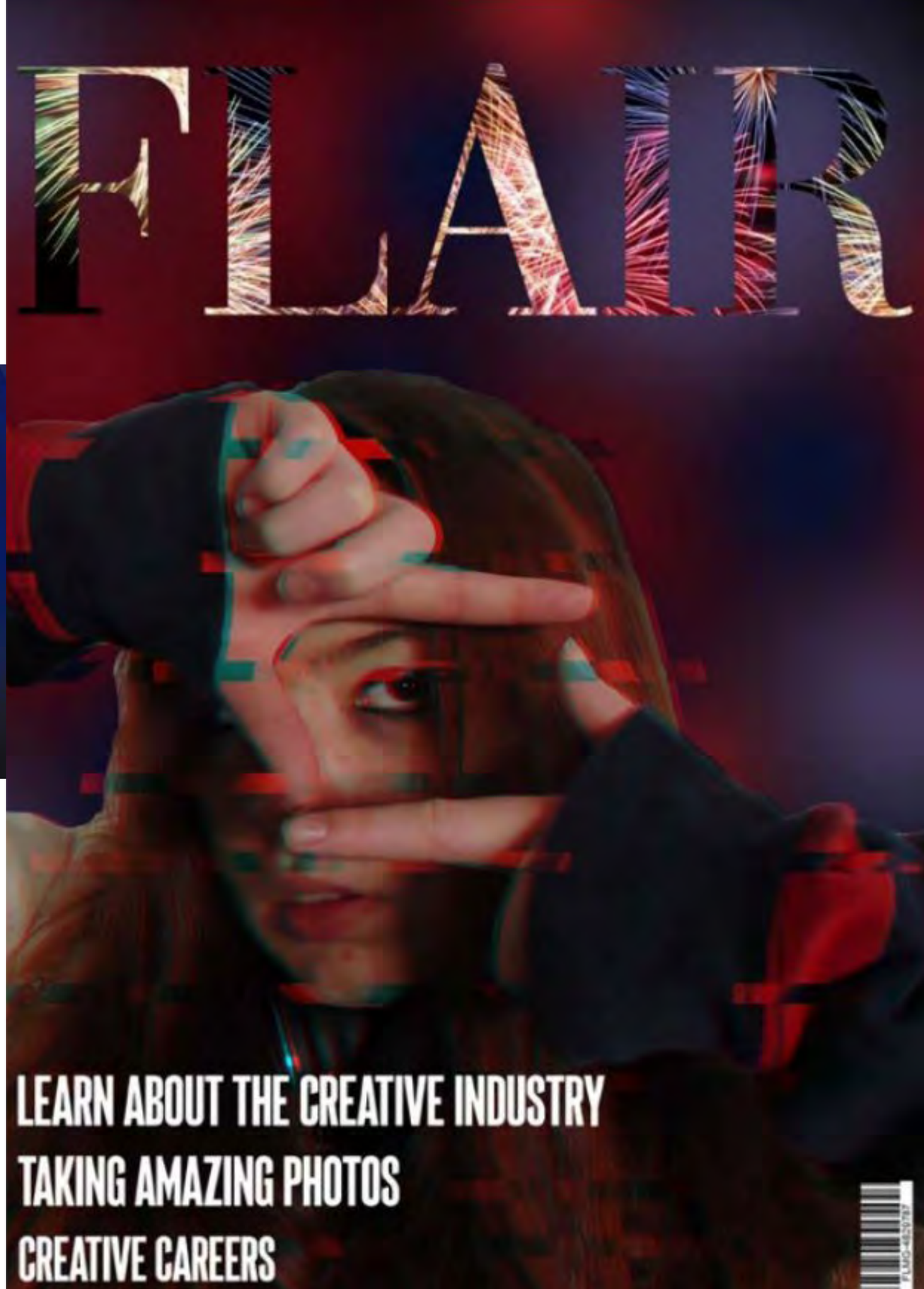
LOW KEY LIGHTING

LOW-KEY LIGHTING HAS GREATER CONTRAST BETWEEN THE DARK AND LIGHT AREAS OF THE IMAGE WITH A MAJORITY OF THE SCENE IN SHADOW.

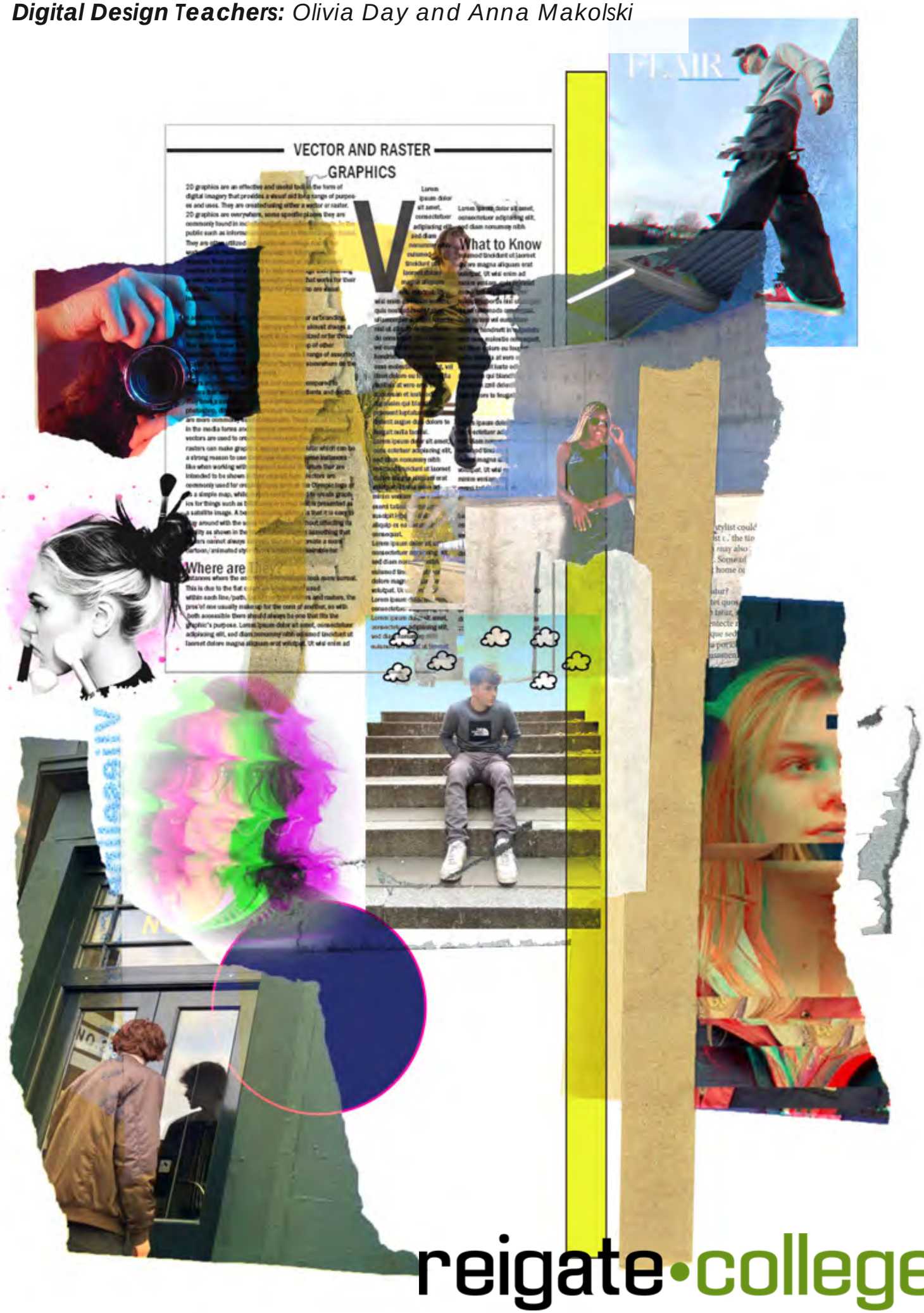
09

DRAMATIC SCALE CHANGE

CHANGING THE PERSPECTIVE OF A PHOTO TO ADD DRAMA.



Publication Design: *Olivia Day*
Digital Design Teachers: *Olivia Day and Anna Makolski*



reigate•college