

ADVERTISING PHOTOGRAPHY

Vakhtang Egiazarov

Photographer

F. X. Egiazarov

pseudonym Vakho

vakhofx@gmail.com +11 68995 592 23

Abstract:

Advertising photography is a field of photographic art that highlights the best features of a product or service. A well-executed advertising photo is the best advertisement for any marketing company.

As is known, the human brain processes visual information faster than other information. Compared to other means of receiving information, photographs have the advantage of receiving visual information. Advertising photography occupies an important place in the life of a modern person. Advertising photography is a genre of photography used to advertise products, services or brands. Advertising photography is a powerful means of visual communication aimed at conveying information about a product, service or brand to the consumer. A good advertising photo creates a connection between the consumer and the brand, after which No matter what. Advertising photos require not only technical knowledge, but also creativity, creating effective composition and understanding the basics of marketing.

Advertising photography is essential for any marketing company, advertising photos help businesses raise awareness, well-presented composition and properly processed photos help the company owner to convey the message to potential customers, to attract attention from the public. For example: a hotel owner who is trying to attract guests needs the help of a professional photographer, the photographer must show the public what he offers, this will be the hotel's exterior, interior, detailed shots of hotel rooms, the best features of the service and more. . . such as restaurants and cafes.

Advertising photography is the best advertisement for promoting the customer's products, so the advertising photo must be made technically perfect, for which the importance of lighting and its regulation is also required. Modern equipment has a lot of capabilities, the correct and effective use of which depends on the photographer. An advertising photo of any brand must first of all contain the brand's content, the overall style and image of the brand. On the other hand, the image must be perfect to attract the attention of the user. For example, a photo of Coca-Cola should not only reflect that it is delicious, but the photographer must subconsciously find something that shows the person why he should say goodbye. The most important thing in advertising photography is how professionally the photographer approaches

this work, he must use all his knowledge and love for his profession so that the result is interesting and attractive.

Lighting is of great importance when shooting a jewelry brand, because lighting can give us different colors. The photographer must be able to manage natural and artificial lighting, and must also take into account the brand image and the requirements of specialists, and must choose a color that is suitable for the brand's marking. Successful advertising of products is unthinkable without the joint work of the customer and the photographer.

Advertising photography can be used in a variety of media, including: 1- Print advertising (magazines, newspapers, billboards)

2 - Digital advertising (websites, social media, online stores)

3 - Television

Many famous photographers with different visions and different styles have worked and still work in advertising photography. There are photographers who have dedicated their entire creative lives to the development of advertising photography. There are professional photographers in advertising photography who have contributed to the advertising of various brand companies. Such are: William Klein, Guy Bourdin, Lynn Louis, Stephen Macy, Karim Sadli, Ray Marie and many others.

