

10 Most Popular Genres of Photography

Photography has opened up so many possibilities for specialization that very soon, each one of them will have a sizable volume of people practising them or simply following them. While the basics of photography remains a constant in all, Samira Sukhija illustrates the top ten choices that you could make.



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Advertising

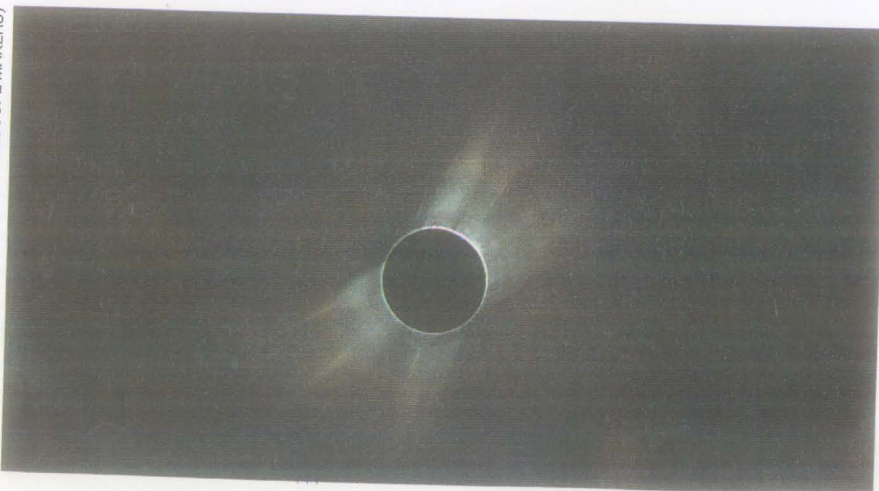
As a photographer in advertising, your basic goal is to illustrate a service or product through your images. Perhaps, the most popular genre within commercial photography, advertising photography entails working with a client whose product is being sold, an ad agency who is selling it for them and a design and copy team who will use the visual in combination with other elements for the purpose of selling. Most advertising photographers are freelancing individuals who have their own studios, equipment resources and photography businesses, unless working on a contract basis with a specific ad agency. The job requires technical finesse as well as a strong aesthetic sense and capacity to visualise.

Astrophotography

Astrophotography is a niche specialisation that entails photographing astronomical objects in the sky such as the Moon, Sun, planets, stars, and deep sky objects such as star clusters and galaxies. Some of these are visible to the naked eye while others require special equipment in order to capture them on film. It is strongly characterised by long exposures and does not come in the realm of regular photography. However, amateurs with basic equipment can skim the surface of this genre as well. Understanding of the science and technique is crucial to this type of photography. The application of astrophotography is seen in both scientific and aesthetic fields.

Fashion

In our fashion conscious society, fashion photography is another popular option.



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