

Fashion Photography Challenge:

Becoming a fashion photographer explores a blend of product, portrait, documentary, and fine art photography. It is where art meets commerce. It is about the clothes and models placed in front of a lens to create meaning and debate.

Still, it also includes careful thought into poses, lighting, backgrounds and more – all of these elements work together to create beautiful imagery to sell an aesthetic and lifestyle.

Figure 5 - Credit @megjepsen 'Winner of Portrait of Britain 2020'



Figure 6 - Credit @megjepsen

It's Not Me, It's You

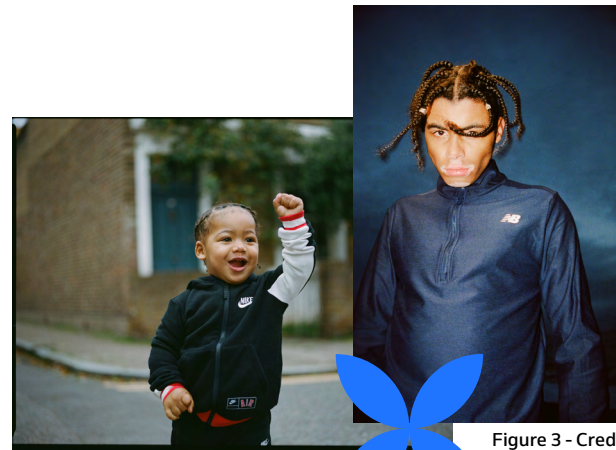


Figure 4 - Credit@ededugdale

Figure 3 - Credit @ededugdale

Fashion photography covers such a broad area of styles and genres. While some are experts at a wide range of shoots, other fashion photographers focus on just one approach.

For this challenge, we will focus on one approach - portrait photography. A photography medium lends itself to fashion by highlighting the subject's style creatively and compellingly.

So, what does it mean to take or capture a portrait?

"I like to give freedom to the people I capture to let them express themselves in the way they want. The results are always very interesting and unexpected, and I think this is how magic works in a way to capture moments."

- Peter Lindbergh

Your Fashion Photography Challenge:

We would like you to capture a fashion portrait, choose your subject, and study the things they love. Look at their favourite things. Appreciate them. But before you do... consider this.

The difference between a selfie and a portrait.

Portrait photography is very different to taking a selfie. While both have a purpose, a selfie eternalises fun and/or important moments in our lives. It is when we want to capture proof that a specific event happened with certain people. Selfies and spontaneity go hand in hand, and that's great.

However, a portrait is a different medium altogether. Connected, yes, but different. Portrait photography is a technical art, and one person attempts to capture another person entirely. When looking at a portrait, we often feel a sense of intimacy or connection because what we're experiencing is someone else's engagement with that person, how one person sees another person.

The fundamental difference between a selfie and a professional portrait is the story told – so what's the story you would like to tell?

Need some inspiration?

Take a look at:

Viviane Sassen - <https://www.vivianesassen.com/>

Zanele Muholi - <https://www.tate.org.uk/whats-on/tate-modern/zanele-muholi>

Cass Bird - <http://www.cassbird.com/home.php#>

Mark Borthwick - <https://www.wefolk.com/artists/mark-borthwick/information>

Stevie Dance - <https://www.steviedance.com/>

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