



GUYLITTLEPHOTOGRAPHY+STOCK

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What makes a great photograph?

- Idea
- Have something to say / a new perspective
- Experience
- Technique
- Equipment
- Business
- Marketing

A classic photograph is a combination of many factors. A good idea is an important foundation upon which having something to say or a different or new perspective helps to create a memorable image.

Experience is an important factor in your ability to clearly execute your vision.

If you don't have the technique you will find actualising your idea difficult or frustrating.

Possessing good equipment is important but it is only a seventh of the above equation. There is not much point having a great idea shot captured with a cheap plastic camera lens or enlarger lens, or envisioned as a low resolution digital file with inadequate dpi for the final result. Having an expensive camera does not make a great photographer nor ensure a great photograph as much as advertising might suggest. Nor does having a great idea with poor equipment or technique compensate. The world of commercial photography is full of technically brilliant images with no idea, and art galleries hang many wonderful ideas poorly executed.

A good business sense is important for all the great ideas and technique are useless if your don't conduct yourself as a photographer and others with integrity and professionalism.

Finally marketing is important for no matter how great your image if nobody ever sees it or knows about it will limit your opportunities. One of the best definitions of marketing I've come across 'Is making the phone ring'.

The greatest photographs in our history are ones, which are marriage between all of the above qualities.