



# What are Wedding Photojournalists

## ***1. Photojournalism defined***

These days, it seems that many wedding photographers are wedding photojournalists. In fact, photojournalism, in relation to wedding photography, has become more of a buzz word in recent years than an actual description of a photographer's style. But where does the term photojournalist even come from in the first place? Photojournalism is a term that is actually used to describe a style of journalism accomplished through photography that is used for story telling in news, magazine and other publications. As a type of journalist, photojournalists were expected to observe and record events as they unfolded, without any interference or adulteration. In the late 1980s early 1990s, a group of photojournalists moved into the wedding photography industry and created a new unique style of photography called wedding photojournalism.

## ***2. Photojournalism and Wedding Photography***

When introduced to the wedding photography industry, this new style of wedding photography was a breath of fresh air. Prior to that point, wedding photography seemed to be firmly entrenched in a standardized set of perfect cliché-looking shots and effects. Every wedding portrait had the same glamour-esque look with a soft wash over the image. Wedding photography consisted of capturing, and even fabricating, the exact same image with each and every client. "Let's do the looking out the window shot, ok, now look into your watch, ok, now tie your shoes, ok, now button your cuffs, etc." Wedding photojournalism took the standard approach to weddings and turned it onto its head. Instead of the wedding photographer helping guide and direct the wedding day, he now stood back and let things happen naturally. Instead of creating picture perfect scenes for every moment, the wedding photographer strove to capture the truth and realism in the actual moment. The result was photography

that was no longer standardized as a canned product sold from the shelf of your grocery store. Rather, each client got customized pictures that may not have been flawless, but were perfect in capturing the actual emotion and atmosphere of the scene.

## ***3. Wedding Photojournalism Today***

Fast forward 20 years and it seems as though every single wedding photographer today appears to be a wedding photojournalist. Why? Well, because photographers are afraid of losing clients if they do not use the marketing term somewhere in their material. However, despite the usage of photojournalist, there are many photographers out there who have no experience in wedding photojournalism, or photojournalism in general. In fact, often times their portfolio doesn't even exhibit photojournalistic style shots. While it is not required for a wedding photographer to have worked at a newspaper agency in order to qualify him to be a wedding photojournalist, it should be expected that their training and educational background is in the field of photojournalism.

## ***4. Our Experience and Training in Wedding Photojournalism***

While the Style House master wedding photographers (Chris and Jim) have not worked in a newspaper agency setting, we have all been professionally trained in wedding photojournalism. In fact, our mentors, who are some of the best photographers in the world. Our professional photography training and mentorships gave us a firm foundation in wedding photojournalism. However we spend hundreds of additional hours each year studying our art. Each year our master photographers are required to attend Imaging, PPO, WPPI (the largest photography trade show and seminar in the world) in Las Vegas, Nevada, photography seminars, and photography workshops, each of which are taught and instructed by some of the

world's top wedding photojournalists such as: Denis Reggie, Joe Buissink, Mike Colon and many more.

Probably the easiest and most effective way of getting an idea of whether or not a wedding photographer is actually a wedding photojournalist is simply to take a look at their portfolio, as well as a sample wedding. Throughout our portfolio you will notice our roots in photojournalism. We would also love to show you a full wedding event in person. Simply call us to setup an appointment with one of the master wedding photographers.

**9. Does the package I am interested in include an assistant?**

If your wedding has 50 or more guests, you should make sure you step up to a package that has an assistant photographer. Aside from the wedding site, there are many moments in which one single photographer cannot cover completely alone. There is no way to capture the first kiss, and at the same time, turn around and get the tear in mother's eye.

**10. Does your studio allow me to choose a certain style of post production?**

Another factor in how your pictures will look is the style of post production that the studio employs. That is to say, they do post-produce your images. Be extremely careful, as many studios don't post-produce your images, rather they give them to you unfinished and straight from the camera. In this situation, you are not receiving a finished and professional product.

**11. Will you color correct my images?**

Since color correction is the basic post production, it should be used on every single image. Many photographers will not color correct any, or will only color correct "select" images from your wedding. This means that you may have a lot of pictures where your skin tones are orange, yellow, red or even blue.

Style House Wedding Photography color corrects every single image from your wedding to make sure each and every image is a professional quality product.

**12. What kind of equipment do you use? Do you have backups?**

Our studio uses top quality camera bodies (5D Mark

II) along with the finest quality L lenses from Canon. While wedding photographers don't necessarily need the best of the best, it is important to have a good set of equipment. Make sure your photographer has at least the following items along with backups. Nothing would be worse than for the photographer to miss half of your weddings because his camera or lens broke, and he didn't have a spare.

**13. Should my event last longer than scheduled, will you stay? Is there an extra charge?**

Knowing upfront the photographer's policy on overages is critical. You don't want to be surprised when your wedding photographer asks for an additional \$1,000 before they release your pictures to you. Even worse, you don't want your wedding photographer to just pack up and leave when their time is up.

**14. What attire will the photographer and their assistants wear?**

Even though the wedding photographers are a big part of the wedding day, it's important that they are not distractions. As such, it's important for the photographer to blend in as much as possible. Furthermore, for religious or cultural ceremonies, there may be certain colors that are considered taboo. Make sure your photographers will be dressed appropriately for the occasion. Typical Style House wedding photography attire is black suit pants with a black polo or dress shirt. We dress completely in black because we want to go unnoticed by the clients and guests so that we can capture the event as photojournalists.

**15. How long after the event will the proofs, album, etc be ready?**

Each wedding photography studio varies in the time it takes to produce and deliver your pictures. Studios that do not do any post production or color correction may try to entice you by saying your photos will be ready within the week, or even the next day. However, most studios that develop and produce their images will take anywhere from 2 weeks to 6 months.

Style House Wedding Photography has developed a consistent production schedule in order to deliver an amazing product in an exceptionally quick manner. This schedule can be seen below: 3-4 Weeks for Engagement, Weddings and Post Bridal Images