

36•CRAFT

solutionsmiths

photography profile...

“

You don't take a photograph. You ask quietly to borrow it

- Unknown

”

36•CRAFT PHOTOGRAPHY...

In keeping with the 36•craft agency approach of being solutionsmiths, the agency identified a need to expand its offerings to include the services of a Master Photographer. Having worked on a number of businesses and brands, Sarah works closely with our Master Craftsmen to capture the moments of magic that deliver more to our clients and their brands as well as deliver on clients' objectives.

The art of photography is crucial in modern marketing, it gets your target markets' attention, and this attention, together with the right creative and strategy will generate and grow your business and brand.

Great photography speeds processing, the human brain can only process a small amount of information at any given time, and one compelling photograph will always take precedence. 93% of all human communication is non-verbal, so, combining visual elements with well written text is an excellent way for marketers to capture the imagination of their target audience. Visual content tends to go viral if an audience likes it enough to share it with their online communities and social networks. This builds brand credibility.

The 36•craft model reinforces the idea that it's not simply about the number of people working on your brand that can make a difference, but rather the calibre of those you partner with.



• TYPES OF PHOTOGRAPHY

CORPORATE HEADSHOTS...

A great, professional, corporate headshot can assist your clients in getting a feel for who you are, as people, within the business as well as aid in conveying trust and a reason to believe in your brand.



STUDIO...

Studio photography has a bright and clean style that works well and is suited to a number different products, styles and people. The biggest benefit is that one has full control over the direction and amount of light in each image.



BRANDED PRODUCTS...

Branded product photography forms part of commercial photography, focusing on accurately, yet attractively representing your specific branded product. The principal application of the photographed images would be in catalogues, brochures, advertising as well as online on your website and social media platforms.



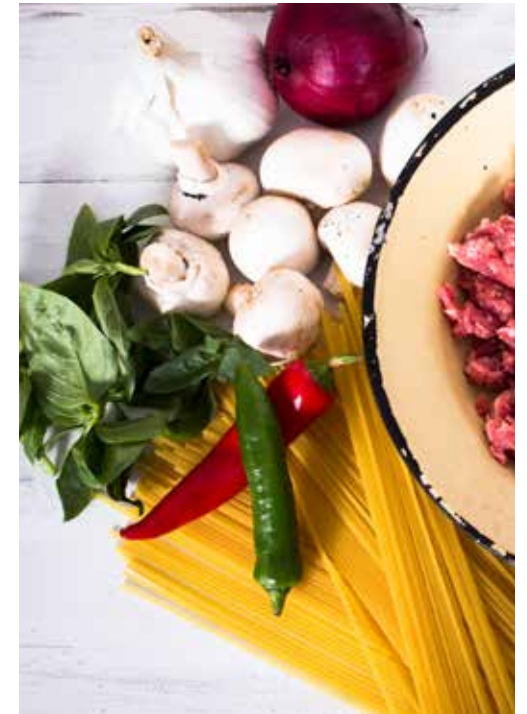
PRODUCT...

Product photography is a core focus of commercial photography, and focuses on showcasing your products in the best possible way. These photographed images could be used in catalogues, brochures, advertising as well as online on your website and social media platforms.



FOOD...

Food photography and food styling is a highly specialised form of still life, commercial photography. The primary focus is to best showcase food related products so as to ensure they look appetising and representative of the actual food stuffs, rather than a generic stock image.



EVENTS...

Event photography aids businesses and brands in capturing specific moments, reactions and happenings of their staff, partners and guests at an event or occurrence. These images can then be used online on your website, social media platforms as well as various PR related activities.



LIFESTYLE AND PORTRAITURE...

The focus of lifestyle and portraiture photography is to capture people in real-life situations. The primary goal is to tell stories about people's lives and capture the art of the everyday.



FINE ART...

Fine-art photography is often called “photographic art” and refers to the creative vision of the photographer that captures the moments of magic. Ansel Adams once stated, “Art implies control of reality, for reality itself possesses no sense of the aesthetic. Photography becomes art when certain controls are applied”.



WEDDING...

Photographs capture a specific moment in time. They capture a moment that's gone forever, and is impossible to reproduce. Wedding photography covers all the activities relating to the wedding and encompasses photographs of the couple before marriage as well as coverage of the wedding and reception.



CLIENT SOLUTIONS...



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