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## Events Photography: Moments Bucket

With a view to instructing the specialty of photography I began my own business as Events Photographer by the name of "Moments Bucket". To be honest this was a learning scale for me and all through the report I attempted to examine on the efficient data with respect to my project and from mid of July I have learnt a ton of little photography things which can give me some extraordinary learning for my future life. This business project made me nearer to my objectives of life and improved my social correspondence. As a result of being a photography based project it has had an incredible effect on understudies in adjacent or remove put the world over. So from opening the sales & service up to this point I am getting great criticisms and I have examined some different things identified with project.

### Product and service Details:

As this is both a service & selling business I try to provide both facilities to the customer. They basically can order using the WhatsApp number and other medium. Below is the attached chart of the posters and packages.

### Commercial and Editorial Services

Photography solutions for business needs. Whether people need images for their website, Linked-In or an annual report, experience the ease and confidence of professional photography with creative solutions for all their marketing and advertising needs.

- Professional consultation & guidance in preparation.
- Small studio with indoor shooting space
- Portable lighting equipment for location shoots.
- Retouching, sizing and digital media solutions for print or web.

### Individual and Family Services

Professional portrait photography for all occasions.

Either on location or in studio, I will bring my creativity or experience to provide the images you will cherish.

- Professional consultation & guidance in preparation.

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- Access to scenic natural surroundings i.e. woods, beach, gardens.
  - Great products for portrait presentation.

## Wedding Services

Professional event photography with events in mind. A professional consultation will determine the perfect package that suits desires.

- Professional consultation & guidance in preparation for any event.
- State of the art on-line proofing for loved ones.
- 360 degree coverage.
- Packages to meet budget.
- Beautiful heirloom albums personally designed with style preferences.
- Selection of state of the art print solutions.

## Other products:

### Folded Press Printed Card

§ Choose from dozens of templates and add your photos to create a unique custom card. Cards measure “5x7” and can be ordered in sets of 25. Available in 3 paper options: high-quality pearl, watercolour, or matte paper with a gloss-finished front white mailing envelopes included

## Problems and Achievements:

### Time and stress

People think that owning a business means you can take a day off whenever you want. Well let me put it this way. I never actually take a day off completely. It's different when you are an employee and you can just instantly forget about work 100% on your day off. Business owners will find this quite challenging to do, whether they like it or not. And no we can't just take day off whenever we want 100%. It doesn't work that way; not in my case anyway. I still have responsibilities to show up to encourage myself, problem solve things and come up with new ideas every single day.

## Marketing

Photography is a very saturated industry and every third guy has a DSLR and thinks he/she is a photographer because hey, everybody can be one right? It's not the easiest thing to make a living from photography but consistent work and being able to market your self will be key to

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survive. In saying all this though, I wouldn't have done it any other way except maybe joining the workforce as an employee for a few more years before I started my business so I would have gotten more experience. But that's about it.

## **Competition from other photographers**

With an estimated 3.8 trillion photographs taken since the first at the start of the 19th century, attempting to get your own work appreciated amongst the noise can begin to feel futile. With the majority of this astonishing number coming after the rise in popularity of digital and mobile photography, it doesn't seem likely that this task will become any easier over time.

Today, everybody seems to fancy themselves as a bit of a photographer, and as a result online image platforms like Instagram have had billions of photographs uploaded to them in the short time they have existed. Facebook alone has reportedly had users since it began 11 years ago in 2004. So, no matter how good your photography, this is a very difficult climate in which to make a name for yourself.

## **The High Cost of Photography Equipment**

If you read the latest photography trade press, you could be forgiven for thinking that you need to spend a fortune to become a decent photographer. With so much digital equipment on offer it is easy to let the advertisements persuade you that the quality of your kit is what will make you a good photographer. Indeed, many amateur and professional photographers alike can be seen with giant backpacks and kit dangling off all their limbs. The quality of the kit, however, is never an indication of the quality of the photographer.

## **Copyright Violations**

Every artist fears the day that somebody else takes credit for their hard work. With piracy and image theft a growing issue online, the threat of photographers having their copyright violated is very real. Many modern photographers are put-off posting their images on social media sites, or even on their own blogs or websites, for fear that they will be copied and pasted into someone else's portfolio. However, there are ways you can combat this.

My biggest success for 2018 was finishing all of the personal projects that I started way back in January. Completing a 365 is so much work but so rewarding. I feel like I have grown leaps and bounds from where I was this time last year forcing myself to shoot daily. Plus adding in all of the monthly themes really kept me creative and motivated. Then finishing another years' 52 week project plus Film Fridays and Kids and Me were a fun challenge as well. The best part is I have such a wonder collection of memories that I have scrapbooked as well as sold on stock

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photography sites.

## **Improvements and recommendations**

The present genius picture takers are contending with everybody who possesses an advanced cell, a HD TV and a home printer. Numerous customers have extraordinary cameras and home printing capacities up to 13"x19". They can transfer their documents to web benefits that offer minimal effort bland printing up to divider measure and greater. Most shoppers don't recognize what great expert quality photography and printing should resemble, so you need to demonstrate them.

## **Network The Target Market**

Most picture takers get customers from inside their locale. Individuals have a tendency to work with individuals they know or are alluded to by a companion or partner so it's imperative to wind up a recognizable face. Individual investment in systems administration gatherings, workmanship focuses, instructive projects, nation clubs, houses of worship, creature safe houses, philanthropies and other network ventures places you before potential customers all the time. Build up a short, clear and brief verbal depiction of what you do and what sort of work you are searching for. Request referrals. Advertising is best when it is speaking to the objective market, contains visual marking of the business and is encouraged by a yearly showcasing plan.

## **Creative Implementation Of Incoming Technologies**

Web is critical. The vast majority peruse a site, LinkedIn, Twitter, Facebook, and perhaps a YouTube, Instagram, or Pinterest nearness but one can put in hours every day refreshing, sharing, interfacing and perusing and it's not billable time. It might likewise be auxiliary to individual picture advertising inside the network if your customers come to you locally. I prescribe a decent online nearness that mirrors the picture configuration, marking and style of the unmistakable pieces you use to speak to the business.

## **Reputation For Quality And Service**

Clients come to a business in a variety of ways but come back because they liked what they got, it was good perceived value for their money, and they had a good time getting it and want more of it the next time.

## **Digital Marketing**

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As an owner of a photography business, you need to have the ability to wear many different hats; you need to be a marketer to promote your brand, a designer to create and update your site, and a tech-savvy person to understand the innovation and new products that are constantly appearing on the market.

In the following years we can expect a growing number of desktop and online software solutions geared at photographers. Tough competition in this market constantly gives birth to many interesting offerings.

For instance, Defrozo is looking to be a one-stop, free platform for photographers to update their website and blog, proof images and sell prints online, as well as manage their client base in a built-in CRM (customer relations management). Snapizzi is another interesting tool which uses a smart QR-code scanning technology to enable photographers to automatically upload and sort out event photos for online sales, literally in minutes. And if you're looking for an album proofing tool that could be integrated with your existing website Album Parrot is here to help.

With advertising coming to Instagram, and Facebook limiting its organic reach in favor of paid-for posts, email marketing becomes even more attractive for small business, and photographers are no exception. Some of the major trends in this area are personalization and automation, with most services like Mail Chimp and Mad Mimi extending and improving their functionality in this area. As a result, it gets quite easy to create a sequence of emails that will be triggered when someone subscribes for your updates, or send out your special offers to small segments of your contact list in order to maximize relevancy and click-through.

The popularity of visual storytelling will continue to grow which is obviously great news for photographers. Big companies will be employing professional photography to communicate their brand philosophy and aesthetics. So consider adjusting your proposition to accommodate corporate clients.

In conclusion, dedication plays a relevant role in all parts of the photography process. As previously noted, photography touches upon many aspects of life. The history of the camera & different methods of photography helped me to later be able to understand how light energy could be converted into a concrete image. By seeing the step by step development of these discoveries, I understood how this was possible. The "How Cameras Work" section broke it down for me even further. In a sense, each section in this project tied together any previous knowledge had attained and each built upon the next section, contributing to a strong understanding of the subject matter. The developing process section really broke down for me what must happen for a film to be fully developed. Of course, I was able to actually experience and go about this process in my practical experiment, but knowing what was going on while I was doing the practical was extremely helpful and helped to solidify my understanding of the

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process. I learned a lot by doing this project in terms of the photography process. I was able to successfully develop my pictures, while learning more about different aspects of photography. This project really helped to put together all the pieces of topics we covered in class.

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