Photographers NOC 5221

Introduction

Photographers operate still cameras to photograph people, events, scenes, materials, products and other subjects. Photographers are employed by photographic studios, newspapers, magazines, museums and government, or they may be self-employed.

The three most important essential skills are:

- Digital Skills (Graphics software)
- Thinking (Critical Thinking)
- Oral Communication

Note: Each Essential Skills task is followed by a number in brackets, e.g., (2). This number reflects the estimated complexity rating for that task. The actual complexity rating may vary in some workplaces.

A. Reading	
Typical: 1 to 4	Most Complex: 4
Examples	

- Read instructions and other text on labels and packaging, e.g., read instructions about the use of products on labels. (1)

- Read comments and instructions on work orders, invoices and shipping forms, e.g., read comments on invoices to learn about the particulars of a sale. (1)

- Read short notes, e.g., read a short text message from a set designer to learn about their availability for a project. (1)

- Read notices and bulletins, e.g., read notices from manufacturers to learn about equipment recalls. (2)

- Read brochures and other marketing materials to learn about the features and benefits of products such as medium format cameras. (2)

- Read posts on blogs and forums, e.g., read posts on blogs and forums to learn how to attain a specific type of lighting effect. (2)

- Read a variety of manuals to learn how to operate camera equipment, e.g., read manuals to learn how to set colour temperatures on cameras. (2)

- Read releases, e.g., read liability waivers and model release forms to learn about indemnifications and distribution rights. (3)

- Read request for proposals and conceptual development briefs, e.g., read conceptual development briefs to learn about project specifications such as the location of photoshoots and branding requirements. (3)

- Read a variety of manuals to learn how to use graphic software programs, e.g., read manuals to learn how to customize colour pickers and swatches in programs such as Photoshop. (3)

- May read regulations, e.g., read occupational health and safety regulations to understand to the training and certification needed to shoot photographs at dangerous work sites. (3)

- Read legal contracts, e.g., read purchase and lease agreements to understand the terms and conditions of the contract. (4)

Reading Summary

Type of Text	Purpose for Reading			
	To scan for specific information/To locate information	To skim for overall meaning, to get the 'gist'	To read the full text to understand or to learn	To read the full text to critique or to evaluate
Forms				
Labels				
Notes, Letters, Memos				
Manuals, Specifications, Regulations				
Reports, Books, Journals				

B.   Document Use

Typical: 1 to 3	Most Complex: 3

Examples

- Locate data, such as dates, sizes, codes, costs and quantities, on price tags, product labels, receipts and electronic monitors. (1)

- Recognize symbols and icons, e.g., recognize symbols and icons to determine camera equipment settings. (1)

- Read meters and digital readouts, e.g., read light meters to determine the level of lighting. (1)

- Use schedules and parts listings to locate quantities, identification numbers, descriptions, dimensions and unit costs. (2)

- Complete a variety of forms including government remittances, purchase orders, packing slips, special order forms and bank deposit forms. (2)

- Use basic assembly drawings, e.g., use assembly drawings to learn how to attach soft boxes to strobe lights. (2)

- Study vendor catalogues, e.g., study online catalogues to determine the availability of products and their sizes, colours and costs. (2)

- May view graphs, e.g., view graphs to determine the required f-stop setting for images of varying JPG size. (2)

- Interpret drawings and floor plans, e.g., interpret diagrams of cameras to learn about the locations of cable switch terminals and floorplans to determine where lighting equipment is required for photoshoots. (3)

- Complete a variety of forms, e.g., enter data, such as dates, identification numbers, times, specifications and costs, to complete work orders and permits. (3)

- Review photographs in a variety of industry, business and fashion magazines to learn about trends. (3)

- Use complex specification tables, e.g., use specifications tables with data such as focused

	distance, depth of field and reproduction ratios to determine equipment settings. (3)

Document Use Summary

√	Read signs, labels or lists.
√	Complete forms by marking check boxes, recording numerical information or entering words, phrases, sentences or text of a paragraph or more.
√	Read completed forms containing check boxes, numerical entries, phrases, addresses, sentences or text of a paragraph or more.
√	Read tables, schedules or other table-like text (e.g., read production schedules).
√	Enter information on tables, schedules or other table-like text.
√	Recognize common angles such as 15, 30, 45 and 90 degrees.
√	Draw, sketch or form common shapes such as circles, triangles, spheres, rectangles, squares, etc.
√	Interpret scale drawings (e.g., floorplans or maps).
√	Take measurements from scale drawings.
√	Make sketches.
√	Obtain information from sketches, pictures or icons (e.g., computer toolbars).

C. Writing

Typical: 1 to 2	Most Complex: 4

Examples

- Enter short comments on a variety of forms, e.g., write comments on work orders to specify delivery requirements. (1)

- Write reminders and short notes, e.g., write reminders about special orders and notes on cards to thank clients. (1)

- Write email messages, e.g., write email messages to request information and confirm details of upcoming activities. (2)

- Write letters, e.g., write letters to thank clients for their assistance on a project. (2)

- May write contracts and proposals outlining work to be completed, timelines, payment schedules and caveats. (4)

- May write business plans and applications for financing, e.g., write business plans that detail their goals and implementation plans for presentation to financiers when applying for loans. (4)

- May write advertising copy, e.g., may write promotional materials, such as brochures and website copy, to promote their firm's products and services. (4)

Writing Summary

Length	Purpose for Writing						
	To organize or remember	To keep a record or document	To inform or request information	To persuade or justify a request	To present an analysis or comparison	To present an evaluation or critique	To entertain
Text requiring less than one paragraph of new text							
Text rarely requiring more than one paragraph							
Longer text							

D.   Numeracy

Typical: 1 to 3	Most Complex: 4

Examples

Money Math

- May handle cash, credit card, debit card and *Interact* e-transfer transactions. (1)

Scheduling, Budgeting and Accounting Math

- May compare transactions listed on bank statements to journal entries to identify errors and produce monthly reconciliations. (2)

- Calculate invoice amounts and verify totals, e.g., calculate the direct costs of labour, professional fees, materials, supplies and permits and include provisions for profit and applicable taxes. (3)

- May prepare quotes and budgets for large projects that involve multiple shooting locations and the requirements for custom-built sets and contractors such as set designers, models, make-up artists, stylists, and production managers. (4)

Measurement and Calculation Math

- Take basic measurements, e.g., use a tape measure to determine the distance between a model and a strobe light. (1)

- May use formulas to calculate the required distance an object is from a camera using formulas such as the inverse-square law. (2)

Data Analysis Math

- Compare a variety of measurements, e.g., compare light, distances, shutter speeds and f-stops to specifications. (1)

- May analyze statistics to determine sales trends and the effect of promotions. (2)

Numerical Estimation

- Estimate the time needed to complete a photoshoot. (1)

- May estimate completion times for large, multiphase projects, e.g., consider lead times, times

	taken to complete similar projects in the past, expected weather conditions and the availability of contractors. (2)
Math Skills Summary	
a. Mathematical Foundations Used	
Whole Numbers	Read and write, count, round off, add or subtract, multiply or divide whole numbers, e.g., read the required quantity of images on an order form.
Integers	Read and write, add or subtract, multiply or divide integers, e.g., read positive and negative values on light meters.
Fractions	Read and write, add or subtract fractions, multiply or divide by a fraction, multiply or divide fractions, e.g., calculate the price of items when there is a half-price sale.
Decimals	Read and write, round off, add or subtract decimals, multiply or divide by a decimal, multiply or divide decimals, e.g., calculate unit costs.
Percent	Read and write per cents, calculate percentages, e.g., use per cents to scale images.
Equivalent Rational Numbers	Convert between fractions and decimals or percentages, and between decimals and percentages, e.g., convert a 5 per cent interest payment into dollars.
Equations and Formulea	Solve problems by constructing and solving equations with one unknown, e.g., use the use the inverse-square law to calculate the required distance an object is from a camera.
Use of Rate, Ratio and Proportion	Use a proportion showing comparison between two ratios or rates in order to solve problems, e.g., use 3-term ratios to select the amount of red, blue and green colour to use in a photo.
Measurement Conversions	Perform measurement conversions, e.g., convert inches to centimetres.
Summary Calculations	Calculate averages, rates other than percentages and proportions or ratios, e.g., calculate average hourly wages and sales by day, week, month and year.
b. Measurement Instruments Used	
Examples	

- Time using clocks, watches and stop watches.

- Distance using tape measures and global positioning systems.

- Lumens using light meters.

- Use the SI (metric) measurement system.

- Use the imperial measurement system.

E. Oral Communication	
Typical: 1 to 3	Most Complex: 3
Examples	

- Talk to suppliers and manufacturers to learn about delivery times and the cost of products. (1)

- Exchange information with contractors, e.g., speak with models, set designers and location managers about upcoming projects. (2)

- Provide instructions, e.g., provide instructions to models about how they are to pose during photoshoots. (2)

- Lead meetings, e.g., lead start-of-project meetings with contractors to discuss project specifications. (3)

- Exchange information with potential clients, e.g., promote their business by explaining why they should be selected for a project. (3)

- Engage in detailed conversations with clients about a wide variety of topics, e.g., speak with clients about the commercial licensing of photographs, conceptual development briefs and branding opportunities. (3)

- Speak with dissatisfied clients, e.g., speak with clients who are unhappy with the service they received to learn about their concerns and negotiate resolutions. (3)

- Exchange troubleshooting information, e.g., discuss unusual camera faults with help desk technicians. (3)

- May negotiate settlements and agreements, e.g., negotiate settlement terms with vendors and the cost of leasehold improvements with landlords. (3)

Oral Communication Summary

Type	Purpose for Oral Communication (Part I)					
	To greet	To take messages	To provide or receive information, explanation, direction	To seek, obtain information	To co-ordinate work with that of others	To reassure, comfort
Listening (little or no interaction)						
Speaking (little or no interaction)						
Interact with co-workers						
Interact with those you supervise or direct						
Interact with supervisor/manager						
Interact with peers and colleagues from other organization						
Interact with customers/clients/public						
Interact with						

suppliers, servicers						
Participate in group discussion						
Present information to a small group						
Present information to a large group						

Type	Purpose for Oral Communication (Part II)					
	To discuss (exchange information, opinions)	To persuade	To facilitate, animate	To instruct, instill understanding, knowledge	To negotiate, resolve conflict	To entertain
Listening (little or no interaction)						
Speaking (little or no interaction)						
Interact with co-workers						
Interact with those you supervise or direct						
Interact with supervisor/manager						
Interact with peers and colleagues from other organization						
Interact with customers/clients/public						
Interact with suppliers, servicers						
Participate in group discussion						
Present information to a small group						
Present information to a large group						

F. Thinking

Typical: 1 to 3	Most Complex: 3

a. Problem Solving

Examples

- Encounter inclement weather during an outdoor photoshoot. They move the photo shot indoors or reschedule.

- Encounter equipment malfunctions. They troubleshoot the faults and fix the equipment if possible. They contact equipment repairers if they cannot repair the equipment themselves. (2)

- Discover they cannot meet deadlines. They set priorities, mobilize resources and negotiate with clients and suppliers. (2)

- Encounter dissatisfied clients. They speak with the clients about their concerns and attempt to negotiate resolutions by offering discounts, refunds and gift certificates, as warranted. (3)

b. Decision Making

Examples

- Select the equipment and software programs to use when taking and editing photographs. (1)

- Select which photographs to cull from image banks. (1)

- Select the techniques to use when cropping and editing photographs to client specifications. (2)

- Select contractors by considering factors such as cost, quality and reputation. (2)

- Decide how to arrange props and pose models during photoshoots for the desire effect. (3)

- Decide what products and services to sell and how to market and price them. (3)

c. Critical Thinking

Examples

- Evaluate the performance of equipment, such as cameras and strobe lights. (1)

- Evaluate the severity of workplace hazards and their risks. (2)

- Evaluate the performance of contractors. They consider factors, such technical skills and their ability to work with co-workers. (2)

- Evaluate the quality of light and its effect on photographic images. (2)

- Evaluate the quality of photographs. They consider project specifications and image factors such as impact and interest, composition, colour saturation and presentation. (3)

d. Job Task Planning and Organizing

Photographers have variety in their work activities within the routine of cultivating new clients and performing photography-related duties. Their work priorities flow from the demands of their projects. Photographers often work independently and have complete control over planning and organizing their job tasks to meet project goals. This involves co-ordinating their schedule with those of their clients and contractors, such as make-up artists, models and set designers.

Own Job Planning and Organizing

Most photographers develop daily, weekly and quarterly work plans to strategically organize their time. Sequencing multiple tasks for efficiency is a major part of the job and critical to meeting project goals. (3)

e. Significant Use of Memory

Examples

- Remember the names, faces and voices of clients.

- Remember details about photoshoots, such as the sequence of events and their expected

durations.
• Remember procedures, e.g., remember the procedures to follow when setting up lighting equipment.

f. Finding Information
Examples
• Locate product information, such as descriptions, application techniques, specifications, costs and availabilities by speaking with suppliers and by reviewing catalogues, brochures, price lists and information posted on manufacturers' websites. (2)
• Locate information about project requirements by reading contracts and conceptual drafts, speaking with clients, reviewing floor plans, referring to occupational health and safety guidelines and touring the locations of photoshoots. (3)

G.   Working with Others
Photographers work independently and in teams. They work independently when reviewing and preparing photographs for use. They work in small- to medium-sized teams, which could be composed of models, set designers, hair stylists, creative directors and clients, to carry out photoshoots.

Participation in Supervisory or Leadership Activities	
√	Monitor the work performance of others.
√	Inform other workers or demonstrate to them how tasks are performed.
√	Orient new employees.
√	Make hiring recommendations.
√	Assign routine tasks to other workers.
√	Assign new or unusual tasks to other workers.
√	Identify training that is required by, or would be useful for, other workers.
√	Deal with other workers' grievances or complaints.

H. Digital Technology	
Typical: 1 to 3	Most Complex: 3
Examples	

Word Processing
- Use word processing software, e.g., use word processing software to write letters and prepare quotations for clients. (2)

- May use advanced features of word processing, e.g., use advanced features of word processing software to create newsletters, marketing materials and presentations. (3)

Spreadsheet Software
- Use spreadsheets, e.g., use spreadsheets to record and track costs. (2)

Bookkeeping, Billing and Accounting Software
- May use bookkeeping, billing and accounting software to input inventories, costs and receivables. (3)

- May use specialized invoicing and billing software, e.g., use software applications such as BlinkBid and fotoQuote to create quotes and invoices. (3)

- May use bookkeeping, billing and accounting software to generate financial statements, such as sales summaries and income and expenses reports. (3)

Communication Software
- May use text messaging applications to exchange information with clients and contractors. (1)

- Use communication software to exchange email with clients, suppliers and contractors. (2)

- Use social media to communicate with clients, e.g., use social media tools, such as Facebook and Twitter, to inform clients about promotions and special events. (2)

Databases
- Not a requirement for this occupation.

Graphics Software
- Use graphic software to browse and sort photographs, e.g., use software applications such as Photo Mechanic to browse and sort photographs. (2)

- Use graphic software to non-destructively edit photographs, e.g., use software applications such as Lightroom, Lightzone and Darktable to edit photographs without altering the original image. (3)

- Use graphic software to edit photographs, e.g., use software applications such as Photoshop to edit photographs by removing blemishes and altering colour saturations. (3)

- May use video editing software, e.g., use video editing software such as Final Cut to edit, process and output video in a variety of formats. (3)

Internet
- Use the Internet to access trade publications and supplier websites for information about trends, product specifications and costs. (2)

- Use the Internet to access webinars, training courses and seminars offered by trainers, suppliers, and associations. (2)

- May use the Internet to access blogs and web forums where they seek and offer advice about photographic techniques. (2)

- Use the Internet to access online banking services, e.g., access payment details and account balances by accessing websites operated by financial institutions. (2)

Other Digital Technology

- May use electronic office equipment, such as printers, scanners, fax machines, copiers and postage meters. (1)

- Use global positioning systems (GPS) to locate travel routes and estimate travel times. (1)

- Use digital cameras to take photos, e.g, take a photograph with the desired lighting by manually setting shutter speeds and f-stops. (2)

- Use digital lighting equipment, e.g., use digital lighting system to freeze a subject for maximum sharpness. (2)

I.   Continuous Learning

Photographers must continually update their computer skills to keep current on changes to graphics software such as Photoshop and Lightroom.   They must also keep abreast of trends within industry, business and fashion to ensure the photographs they produce are current with the times. (3)

How Learning Occurs
Learning may be acquired:

√	As part of regular work activity.

√	From co-workers.

√	Through training offered in the workplace.

√	Through reading or other forms of self-study • at work. • on worker's own time. • using materials available through work. • using materials obtained through a professional association or union. • using materials obtained on worker's own initiative.

√	Through off-site training • with costs paid by the worker.

J.   Other Information

In addition to collecting information for this Essential Skills Profile, interviews with job incumbents also covered the following topics.

Physical Aspects

Photographers sit, bend, crouch and stand when working with and shooting photographic images. They require hand-eye coordination to use equipment and computers and upper limb co-ordination and light strength to move and arrange props at photoshoots.

Attitudes

The photographers interviewed felt that photographers should be positive, highly motivated, creative and demonstrate a sense of humour.