

# MODULE THREE

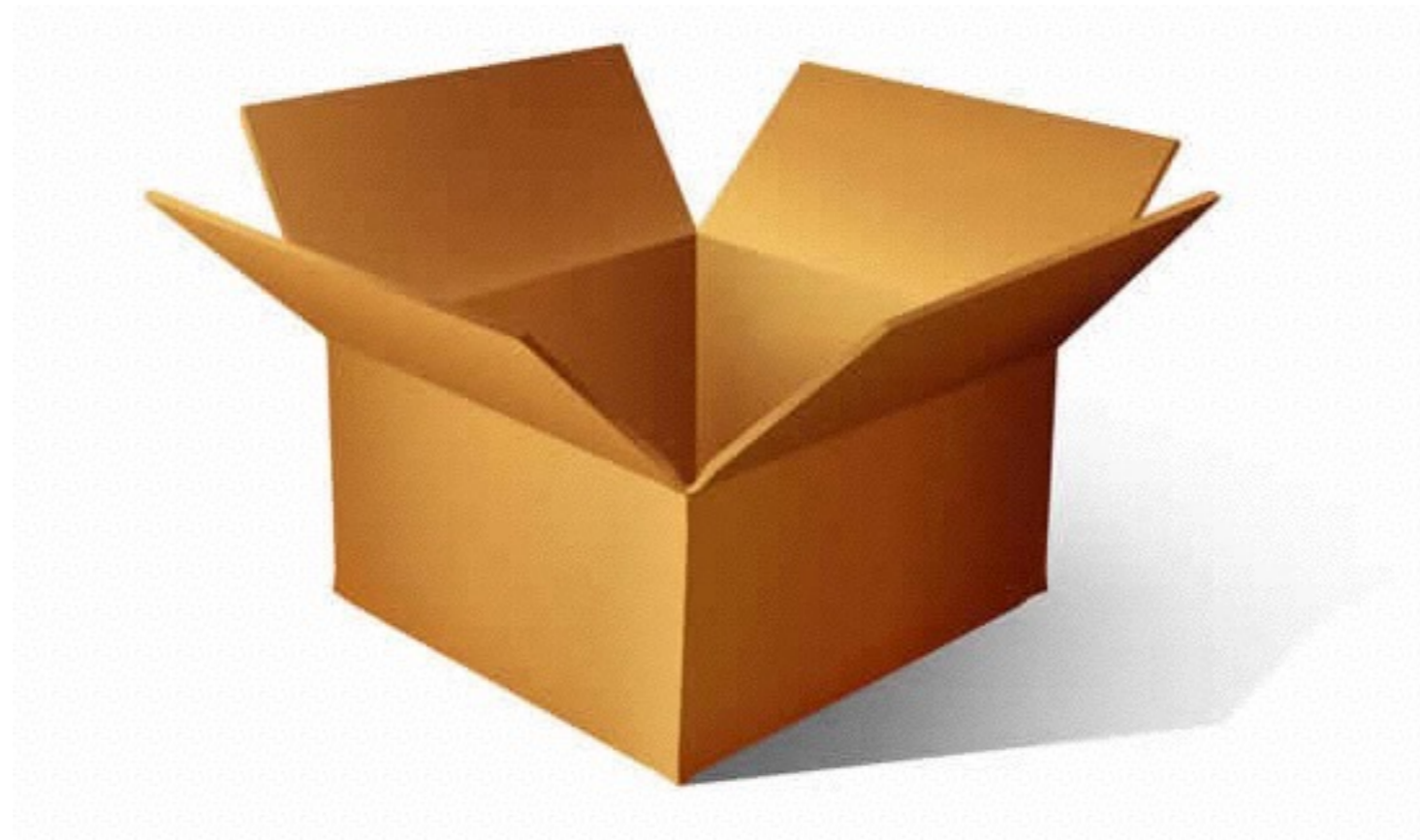
GENRES

# WHAT IS A GENRE?

- Genres are types of photography - categories that are tied together by usage / subject matter / context
- Photographers can find themselves deep into a genre without realizing it, or develop a book to position themselves within that genre

# WHAT IS A GENRE?

- While you may believe you do not have a genre, your clients will want to put you into a genre so they can fully understand what you do.



# WHAT IS A GENRE?

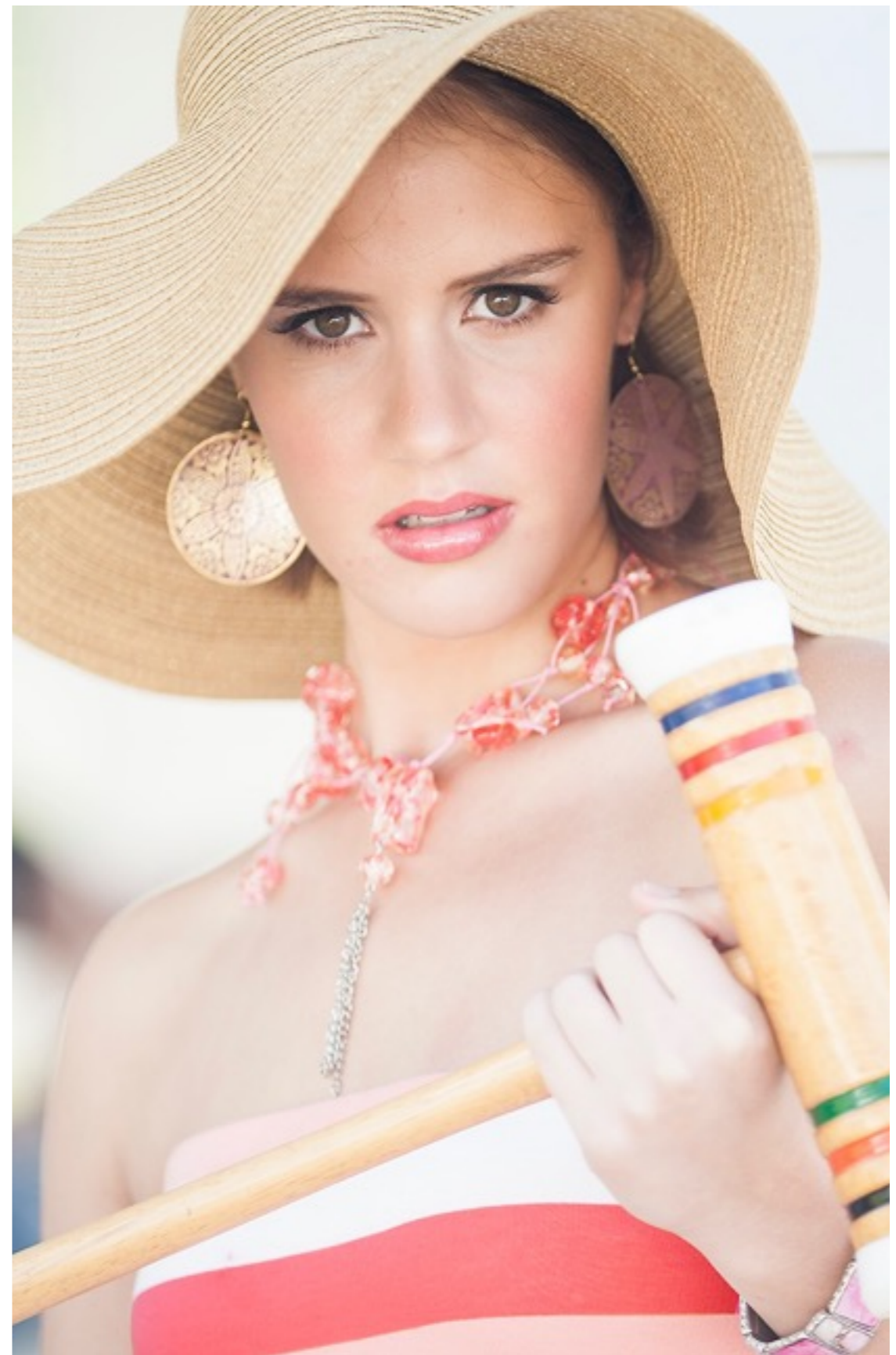
- This can be a good thing, and it can be a bad thing. If you are not sure what genre you are selling yourself in, it can be confusing to the buyer. And when that happens THEY define you in a genre - one you may not be interested in being in.
- If you are working hard to be good within a genre, having clients see you within that genre is good. Really good.

WHAT'S YOUR  
GENRE?

# YOUR IMAGES WILL HELP DEFINE YOUR GENRE

The image presented here  
can be in many genres:

- People
- Fashion
- Lifestyle
- Portrait
- Brand



This image has  
many genre  
possibilities  
as well.

Corporate  
Portrait  
Business  
Fashion  
Lifestyle



# Possible Genres

Portrait  
Industrial  
Corporate

Can you think of any other  
possibilities?





# DISCOVERING YOUR GENRES

- As you are working on your portfolios, you will see what is developing as your 'specialties' - your genres.
- Take time to think about all the places your images could be used for the genres you are already shooting



# POSSIBLE GENRES

- FASHION
- LIFESTYLE
- PORTRAIT
- PEOPLE
- INDUSTRIAL
- BUSINESS
- CORPORATE
- FOOD
- STILL LIFE
- PRODUCT
- JEWELRY
- LIQUOR
- LANDSCAPE
- ARCHITECTURE
- INTERIORS
- ENVIRONMENT
- ADVENTURE
- SPORTS

THERE ARE EVEN MORE...  
CAN YOU THINK OF ANY  
NOT ON THAT LIST?

# AND IMAGINE THE SUBLISTS

- **LET'S LOOK AT FASHION:**
- HIGH FASHION
- OTR (OFF THE RACK)
- CATALOG
- LINGERIE
- SWIMSUIT
- MENS FASHION
- KIDS FASHION
- LIFESTYLE FASHION
- SPORTS FASHION
- TRAVEL FASHION
- AND MORE



# ANOTHER SUB GENRE LIST

- **HOW ABOUT INDUSTRIAL**
- OIL AND GAS
- MANUFACTURING
- CORPORATE OFFICES
- CORPORATE TRAVEL
- ELECTRONICS
- “SILICON VALLEY”
- PHARMACEUTICAL
- AERONATICS
- MILITARY
- TELECOMMUNICATIONS
- HEALTH CARE
- AND MORE



CAN YOU SEE HOW MAKING  
THIS LIST HELPS YOU  
UNDERSTAND WHAT YOU LIKE  
TO SHOOT... AND...

WHAT YOU SHOULD  
SHOOT MORE OF?

# MAKE A LIST OF YOUR FAVORITE GENRES

- And not just a list... a priority list
- What genres are you currently shooting?
- What genres do you want to shoot for but aren't at this time
- Any sub-genres in your genre that should be on your priority list?
- A document is supplied to help you organize



JUST REMEMBER TO ALWAYS BE  
OPEN TO SERENDIPITY AND NEW  
THINGS THAT INTEREST YOU.