

The image features two large, thick, black L-shaped brackets. One is positioned on the left side, with its vertical bar extending downwards and its horizontal bar extending to the right. The other is on the right side, with its vertical bar extending upwards and its horizontal bar extending to the left. These brackets frame the central text.

CONTEXTS OF PHOTOGRAPHY

Newspapers

The photographs used in newspapers are sometimes of a very low quality, due to the very high time constraints. This constriction means that photographers will send pictures to the newspaper as soon as it is produced, from a handheld or small device so that they can quickly move to the next possibly important shoot. Newspapers aren't afraid to use low quality images though, depending on what the story is. If the story is of some form of crime, they may use CCTV footage from the area.

If they do decide that they want their own picture to be on the front page, then they will take/use something to represent the story as best as possible. In the bottom left example, the newspaper has used an image that captures powerful the moment was during the Olympics when two Olympians won the cycling, whilst the right hand example has used an image to make the story more comedic and ridicule Rooney.



Magazines

Unlike newspapers, magazines work to much larger deadlines. As a result, their photography will be far more thought out and to a higher quality. The images are usually quite creative too, though unlike newspapers the image will try and make the reader pick up the magazine to read the full article or section inside, as the whole story isn't on the front. The images will also have large amounts of flat colour around the focus, so that all the subtitles can fit on the cover regarding some of the other content in the magazine.

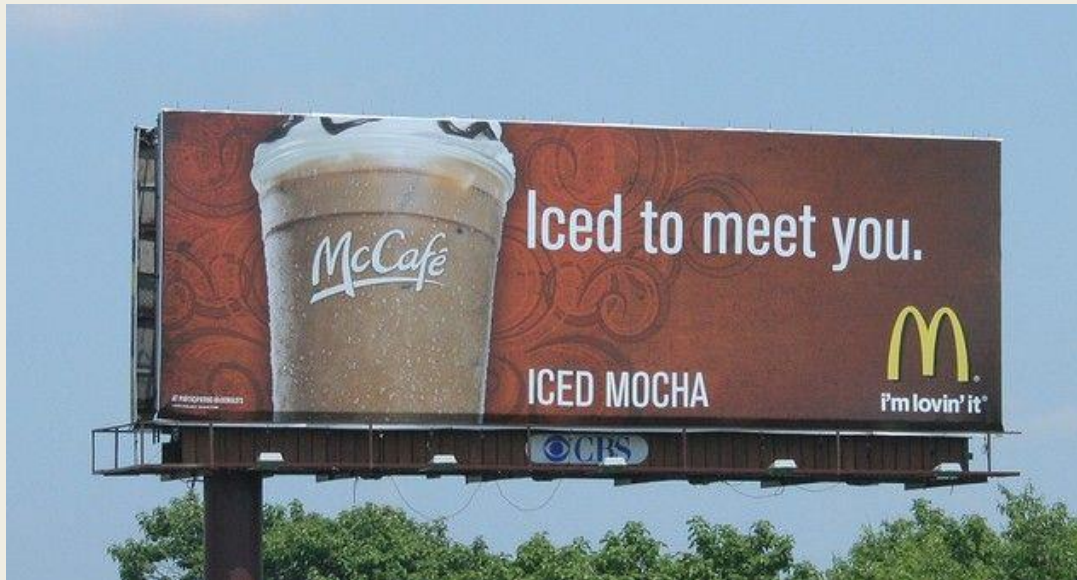
In the examples below, we can see that they both use white as a background to make titling easier, as well as keeping the subject central to allow for this too. You can see the professional standard in both too though the quality of image and lighting. Furthermore, in the right hand one, we can see a use in Photoshop to add more quality and emotion to the image.



Advertisings and Hoardings

The images used for small posters or street sized billboards have to be of the best quality possible, as to allow for the eventual enlargement to fit on whatever application needed. Photographers will also use a variety of aspect ratios and lenses to fit onto possible large spaces. In addition, there will be a large amount of Photoshop use so that the final advertisement looks eye catching in some way shape or form.

The first image (on the left) is on a billboard, and contains a high quality image of the drink on the left and some subtitling on the right keeping it simple and yet packed with enough information to not distract drivers. The other image is a poster for Starbucks coffee, that uses warm colouring and specific focus on the drink.



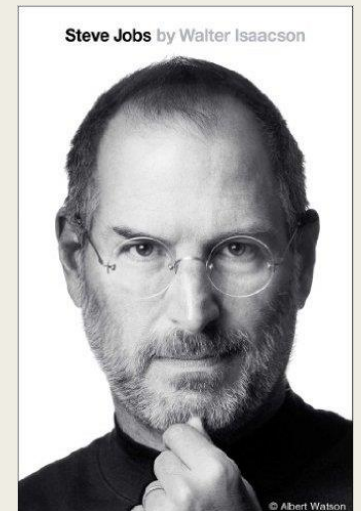
Books

The uses of photography varies drastically. It can be used simply for the image of an author, a set of illustrations for instructions or explanation of a process or even just for the front cover for a biography.

The images below are from three science text books. It is compiled of multiple images that are, though to a good quality, not too distracting as to keep the focus on what it is trying to teach.



This is the front cover for the biography for Steve Jobs, and the image used is made to encapsulate what he was like as a person. The colouring, pose and lighting help to show his intelligence.









Webpages

Websites use photos for two main reasons. One is using them on the “thumbnail” of the article or link to make people want to click on it, using an image that is intriguing but also represents the thing being clicked on. The second is to use it in a gallery of related images as to keep the reader on the website for longer. Search Engine Optimisation is a function of search engines like google that detects an image in a website and so links to it as it notices a correlation between the search and the website it is located on.

Below on the left is a screenshot from the BBC News website, and uses images on the links to each of the stories, with each being eye catching (like the edit of Indiana Jones) and/or related to the story. The image on the right is a link to a gallery of a group of entrants images to a photography competition.

Features

 <p>NEWSBEAT The ape escape The London Zoo gorilla and other animals that broke free 🕒 4 hours ago Home</p>	 <p>Man overboard 'I survived 28 hours alone in the Indian Ocean' 🕒 14 October 2016 Africa</p>	 <p>7 days quiz What's wrong with British spaghetti bolognese? 🕒 14 October 2016 Magazine</p>
 <p>Monumental Marmite A potted history of that most British of brands 🕒 3 hours ago England</p>	 <p>Text menace How do people explain using a phone while driving? 🕒 8 hours ago Magazine</p>	 <p>'I was the other one' Craig Logan on why he won't be joining the Bros reunion 🕒 8 hours ago Entertainment & Arts</p>

<http://www.bbc.co.uk/news/in-pictures-37607073>

CD ROMS

These were what were originally used to store and share images before CD and DVD came along. They didn't have much storage data, and were "Read Only Memory" and so couldn't be edited once put onto the disk. A common use for these were to distribute stock photos on.



Individual Clients

The needs of an individual client will vary very heavily. They could need something as simple as a passport or driving licence photo, or an album of photographs for a wedding, or businesses may need them for their websites or promotional material. There are many types of photographers that will handle these individual needs, and so they need to be aptly prepared to deal with whatever the client asks for. As such photographers need to be good at interpreting ideas from the client to make sure they are getting what they want from the shoot.



Galleries and Museums

The images used in a gallery will vary in structure, type and frequency depending on the gallery itself, with the images themselves being to a the highest quality they possible. They may be put neatly in a patterned layout in a very bland setting, or laid out non-linearly in an exhibit that is bright and colourful. In museums the images will be used mostly on informational boards.



In this photo gallery, the images are sorted by photographer on blank white walls, as to keep the focus on the images. They are also laid out in different patterns per photographer.

In this museum, the exhibit is set neatly, with images set above text that relate to them.

