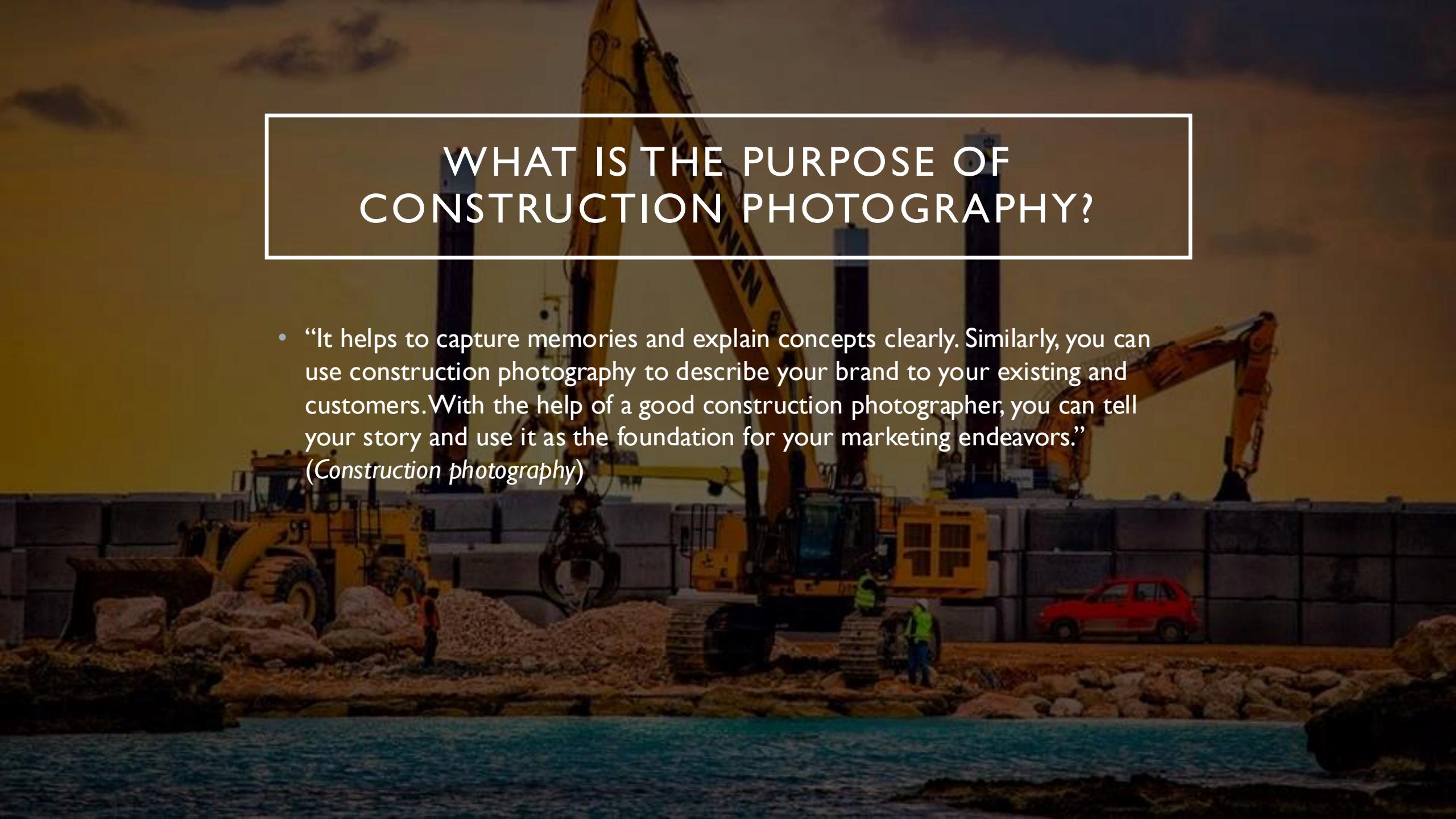


CONSTRUCTION PHOTOGRAPHY

By Diego Lopez

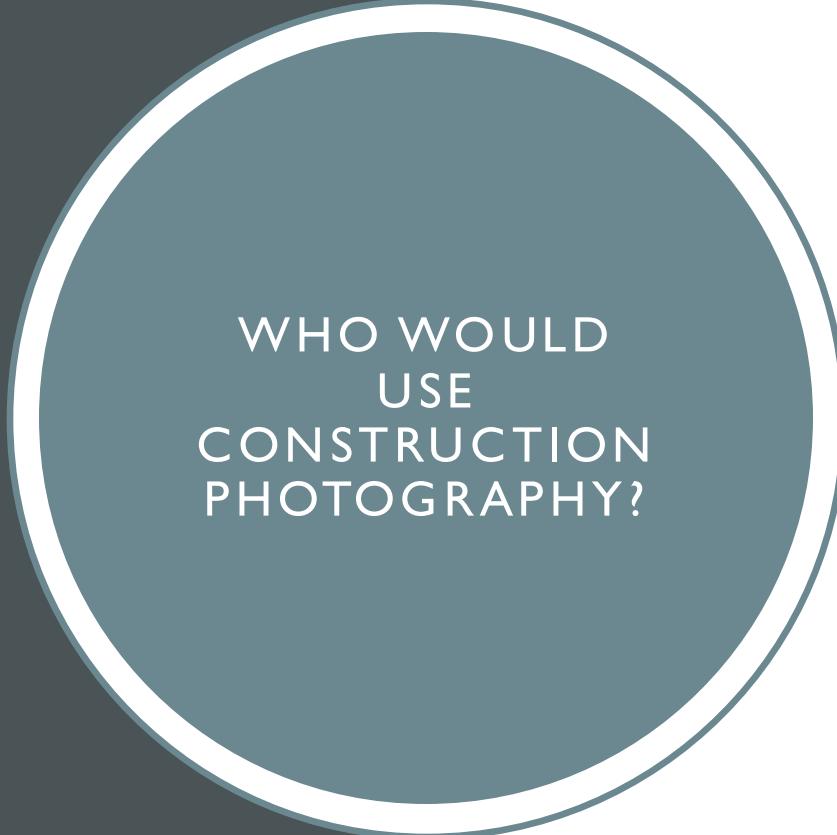
Class: PHTC-2431-V01

Lecturer: Javier Garcias

A wide-angle photograph of a construction site at dusk or dawn. The sky is a warm orange and yellow. In the foreground, there's a large pile of earth or aggregate. A yellow bulldozer is on the left, and a yellow excavator is in the center. A red car is parked on the right. In the background, there are more construction structures and equipment. The overall atmosphere is industrial and busy.

WHAT IS THE PURPOSE OF CONSTRUCTION PHOTOGRAPHY?

- “It helps to capture memories and explain concepts clearly. Similarly, you can use construction photography to describe your brand to your existing and customers. With the help of a good construction photographer, you can tell your story and use it as the foundation for your marketing endeavors.”
(Construction photography)



WHO WOULD USE CONSTRUCTION PHOTOGRAPHY?

- People who are involved in, “Education, healthcare, residential, office/commercial, civil or industrial...” businesses. (Heather Conley)



NEARBY JOBS IN CONSTRUCTION PHOTOGRAPHY

- Survey project manager
 - Pay: \$50-\$70 an hour
 - Location: Phoenix, AZ
- Commercial Photographer
 - Pay: \$20-\$25 an hour
 - Location: Los Angeles, CA
- Production Representative: Heavy Equipment Inspector/Digital Marketer
 - Pay: \$50,000-\$55,000 a year
 - Location: Denver, CO
 - (*Construction Photography nearby*)

HOW ARE CONSTRUCTION PHOTOS TAKEN?

- “Great construction photos start with taking your time. Decide what you want or need before you start shooting. Then plan how to get the effects you want without resorting to computer tricks.”
- “Lighting and image composition play a large role in determining what people actually see when they view the image.”
- “Organization is essential for both a coherent set of images and in your computer, the ability to locate the files later.”

(Wright)





HOW IS CONSTRUCTION PHOTOGRAPHY DIFFERENT FROM ARCHITECTURAL PHOTOGRAPHY?

- “Architectural Photography is the photographing of a completed building, and construction photography is the construction process, plant, materials, equipment and of course construction people.” (McEvoy)

MY PROPOSED CONSTRUCTION SITE

- My proposed construction site is nearby the La Plaza Mall in McAllen, Texas. I chose this site because was nearby my house and I've noticed it for a weeks. I can't wait to show you the process of a construction site.



CITATIONS

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