



FINDING YOUR  
**PHOTOGRAPHY STYLE**

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# EVALUATING YOUR PHOTOGRAPHY STYLE

Whether you are at the beginning stages of choosing your style, you've just purchased my Light & Airy preset, or you are years into your wedding photography journey, these are five important questions to ask yourself regularly along the way.



## WHAT HAVE I LIKED IN MY WORK SO FAR?

List 5 things & select 15 photos that best represent what you love about your current photography (for example: candid, sharp, light and airy, painterly, emotive, natural etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List 5 things & select 15 photos that least represent what you love about your current photography. (for example: blurry, yellow, too dark, cheesy, fake, too sharp etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## WHAT DO I WANT TO STEAL FROM OTHERS?

(NOT ACTUAL STEALING - INSPIRATION)

Find 3 photographers that inspire you. Then select 5 images from each photographer that you like. It's important to select images from different areas of the wedding day. Your goal here is to create a vision board of where you want your work to go. For each image, note what specifically draws you to that image. Some types of images you're looking for would be:

- |           |               |
|-----------|---------------|
| Portraits | Lens Choice   |
| Ceremony  | Editing Style |
| Reception | Use of Flash  |
| Details   |               |



### WHAT DO I BELIEVE ABOUT WEDDING PHOTOGRAPHY?

Write out 7 words that describes weddings from your perspective.

1\_\_\_\_\_

2\_\_\_\_\_

3\_\_\_\_\_

4\_\_\_\_\_

5\_\_\_\_\_

6\_\_\_\_\_

7\_\_\_\_\_



### WHAT DO I WANT MY STYLE TO BE?

This is the fun part! Ideally print off your 15 favourite photos, your 15 least favourite photos, and your 15 inspiration photos. Set them out on a surface so you can see the comparison. Create a plan for how you will implement your new style direction. The best way I've found to do this is by dissecting your wedding day. Evaluate these 4 aspects for each wedding day section.

*a) settings b) use of light c) editing d) subject styling (posing)*

- DETAILS
- GETTING READY
- FIRST LOOK
- CEREMONY DETAILS
- CEREMONY
- COUPLE PORTRAITS
- FAMILY PORTRAITS
- COCKTAIL HOUR
- RECEPTION
- FIRST DANCE(S)
- DANCE FLOOR



### WHAT DO I NEED TO STOP DOING?

This is hard. Now that you've set the direction, it is time to cut things out that don't fit anymore. It doesn't mean you don't like it, it just means that it no longer fits in the vision for this particular type of photography. List 5 things:

1\_\_\_\_\_

2\_\_\_\_\_

3\_\_\_\_\_

4\_\_\_\_\_

5\_\_\_\_\_

**THEN REPEAT! FOLLOW THIS NEW DIRECTION FOR AT LEAST SIX MONTHS AND THEN REEVALUATE YOUR WORK WITH THIS WORKSHEET IN A YEAR.**