

# Why Use A Professional Photographer?

By Darren Marsiske

With digital cameras advancing as far as they have is there still a need to hire a professional photographer to capture those precious shots of your wedding or that special event or tournament? What is the difference between big chain store photo studios and a small local pro? Why should you use a professional photographer to do your family, senior, children's or glamour photos? These are all valid questions and I will do my best to try and answer them.

*Photographers deal in things which are continually vanishing and when they have vanished there is no contrivance on earth which can make them come back again.  
~Henri Cartier-Bresson*

Consider the above statement. Times are constantly changing, babies are being born, children are always growing, teens are graduating, daughters and sons going off and getting married, and sadly people pass away. What do we have to remind us of all the special moments in our lives? Well we have our memories and we have photos. Are these memories something we want to leave to just anyone? Sure Uncle Bob may have the same camera as the local pro, but does he know how to use it effectively? Can he interpret how the ambient light will affect the overall image? Is he prepared for the unexpected and know how to deal with it?

A professional photographer knows how to compose images above the level of a snapshot. They have the final composition in mind when capturing the image. Often times there are only a few split seconds to capture that memorable image – especially at weddings and other special events which can be a high pressure

environment. You may not have a second chance to capture that moment of true happiness.

The pro photographer has the professional lighting needed to create that special look for your portrait. They know what lens to use for that group shot or to create that soft romantic scene. The professional also deals with managing proper colour balance. Your photos are then printed on Professional Quality Archival Photo Paper. This is not something that Uncle Bob has access to.

When compared to the big store chain studios, a local pro will spend the time to find out what you are looking for in your pictures. Whether it is a natural outdoor setting or a posed indoor family portrait that you want enlarged to a 30 x 40 canvas print for over your couch, the local pro will spend the time to plan your portrait in advance of your arrival. There will usually be a pre-session interview to get an idea of what you are looking for in your photos. And then there is the length of your session. Local pros will generally take the time to let you or your children become comfortable in front of the lens. They will then spend anywhere from 30 to 60 minutes taking pictures. Once everyone is relaxed in front of the camera, the pro can get the most natural and relaxed looking shots. When is the last time the chain store studio did any of this?

Hopefully I have been able to shed some light onto the idea of using a professional photographer and why you would want to use one for your pictures. When there is some sort of disaster like a fire, what is it that people most often want to get out of the house? Their pictures. Don't just leave them to anyone.

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