

Want to make wedding images like Petronella Lugemwa?

Here are the three key takeaways from her Create With Me video



Show feeling

Before Petronella makes an image, she asks herself: 'What do I want my clients to feel when they see this photograph?' This guides her creative approach.

This couple had been together for many years. They met when they were young and had built a life together, continuing to support each other through career changes, raising kids and all the ups and downs that come along.

Petronella wanted to create an image that captured this story - one that conveyed their enduring love and respect for each other. And what it meant to finally be able to get married and celebrate their love. Make sure your images have meaning!



Include key people

As well as focusing on images of the bride and groom, Petronella includes images of other key people at a wedding - and shows the relationship they have with the happy couple.

This is a photo from a Haitian/Nigerian traditional wedding celebration and shows that the key people around the couple, regardless of their cultural background, jumped in to celebrate with them.



Ask lots of questions

Petronella believes it's crucial that you ask a lot of questions to understand your client's story so you know what to focus on. This is a very simple photo of hands. But what she knew about the couple from their story is that their culture does not celebrate them being gay.

What she observed when she photographed them was how they expressed their love for each other through their fingers and hands. They were always really playful, always touching. This image shares the story of who they are as individuals.

Closing date for entries to Petronella's Challenge:
11:59PM EST May 31, 2022

View Petronella's
Challenge

