

Want to make editorial photos like Alison Conklin?

Here's a synopsis of her Create With Me video



1

Tell a story

In editorial photography, it's important to encapsulate the story of your subject in as little as a single frame. Whether it's still life or a portrait, consider how every visible detail is revealing insight.

Author and illustrator, Dallas Shaw, is the subject of Alison's example. The set is meticulously decorated with meaningful objects, right down to Dallas's outfit. As you'll see, it paints an accurate and layered picture. Pre-planning goes a long way here, coupled with a little creative magic on the day.



2

Follow the light

Light is everything in photography, and editorial is no exception. You don't need elaborate lighting setups – although they are beneficial in many situations. All that's truly required, is a creative eye and a little consideration.

In her second example, created for publication, Alison celebrates the delicate artistry of this chef's food. She noticed a pool of light spilling across the table and seized the opportunity. It perfectly illustrates the quality that can be achieved when existing resources are utilized effectively.



3

Remember the connection

A sense of feeling is important, even when you aren't photographing an emotionally charged scene. One way to achieve it is to focus on connection during the image-making process.

During this photo session, documenting a couple's home for magazine use, Alison expertly showcases the connection between her subjects. What's more, she fosters a link between the family and the viewer, by framing them in a space that tells their story. With this, Alison's tips have come full circle!

Closing date for entries to Alison's Challenge:
11:59PM EST September 30, 2022

View Alison's
Challenge

