

Want to make commercial photos like Brandon Ruffin?

Enjoy this short recap of his Create With Me video



1

Understand the client

On the surface, Brandon's first point feels an obvious one, but he's emphasizing much more than a basic acknowledgement of a company you hope to create for. Acknowledging a client's very DNA, including the drive behind why they do what they do, will shape your ideas hugely. Thinking outside the box is important, but your collection of images should not seek to reinvent the brand at large.

Consider what you notice about Brandon's first example. It's bold yet refined. It's contemporary with a sense of timelessness. Undoubtedly, these ideals that drove Brandon's styling and execution are the same that led his fashion and jewelry client to create its line of products.

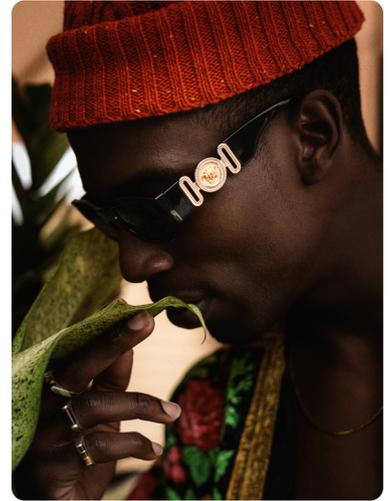


2

Understand the product

If Brandon's previous tip is an essential foundational step, this one is the tool with which to sharpen your ideas. As he explains, "When we understand the product, we understand how to dive into the psychology of a potential customer or client."

This example perfectly illustrates the necessity to balance a powerful image with the requirement to advertise. Neither should outweigh the other. Brandon's portrait is exceptionally eye-catching. It's only upon lingering that we realize it's almost entirely comprised of products.



3

Be confident

Brandon's final point is an important one within all creative pursuits – but none more so than commercial photography. There's no way a brand can be confident in your creative vision without you leading the charge. Even with no real client at stake, self-doubt in your approach will be visible in the final image.

It's easier for an established photographers like Brandon to be bolstered by past successes, but not every win you look back on has to have been professional. We believe every talented creative entering this competition is doing so with a belief they can win. Think about the hours of study you've put in, the time spent with camera in hand, and your very best results. Let them fuel you, then get to work.

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

View Brandon's
Challenge

