

Why do photographers charge so much for their work?

Or

Why does photography cost so much?

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One reason that photographers have to charge a lot of money is due to the equipment being so expensive. I have one Nikon camera that cost me almost \$2,000 and the lens on this camera also cost about \$2000. My backup camera costs about \$1000 and the lens on this camera also cost about \$1,000. So between these two cameras with the flashes, filters and other equipment I easily have over \$6,000 around my neck.

This does not even include the computers that I must have, the three backup drives and the photo editing software of which none are inexpensive. I also want to know that I have more than just two cameras. I actually have four cameras as one must always have a backup camera in case of equipment failure. I also have numerous multiple Nikon lenses in case there's a problem with the camera lens. Never mind the training and practice that was involved with the years of taking pictures for free at events to build a portfolio and experience.

When one is shooting an event, like a wedding, a photographer cannot just quit to take a quick break and go to the camera store to pick up a replacement for a piece of equipment that just failed. The photographer must have the equipment within his reach for immediate use. The photographer who is working must have the means of having more than one camera and lens available immediately. Different camera lenses have different functions and a professional photographer must have a variety of pro quality lenses and his camera equipment bag. Some lenses are great for family portraits, some lenses are more useful for low light conditions and other lenses are useful for fast action, like sports or sporting events. There is no such thing as one lens that will do everything, so a professional photographer must have a variety of equipment for whatever job comes their way.

Aside from the expensive Nikon camera and Nikkor lenses, there is the time involved in the editing of your pictures or rather the digital images to make the family members look their best. We generally promise our photography clients a minimum of 50 pictures or digital images per hour booked. If we are booked for two hours we promise a minimum of 100 pictures that are edited for color correction and

contrast. Suppose that the photographer spends a minimum of three minutes editing each and every picture. 100 pictures times three minutes is 300 minutes divided by 60 minutes for one hour is five hours of editing minimum. So the photographer spends two hours taking the pictures and probably five to six hours or more editing those pictures for a total of at least seven hours of work. Sometimes the pictures take a lot more than three minutes to be edited to where they look professional and to make a picture or rather a digital image that will be flattering to the subject.

There is a computer software program called Photoshop by Adobe that can do almost anything with the digital image. One can remove scars, moles or even the appearance of excessive weight and wrinkles from a picture. This procedure is called retouching and the general cost for this procedure is \$65 an hour. A graphic artist can easily spend an hour or more retouching a single photographic picture or digital image. Old photo restoration also involves the use of this retouching method by Adobe Photoshop. This procedure is very time consuming and the equipment is very expensive and that is one of the reasons why it costs so much. The editing of pictures or digital pictures only involves correcting the color, cropping and adjusting the contrast. Retouching of pictures is not simple editing and is much more involved. If you want a Rolls-Royce you cannot expect to purchase one for the price of a Kia or Toyota. When you want quality pictures that you can proudly hang on the wall you should expect to pay for it.

Generally with the budget packages, such as our budget beach wedding photography package one gets snapshots or minor editing of their pictures. But the professional package, which costs considerably more, one gets extensive editing of their digital pictures and images and the final product is guaranteed to look the best it can be. The professional photography package costs considerably more as it involves and entails much more work than just the taking of the pictures. It involves the taking of a great deal of time to go through each and every picture and make sure each one is edited properly and that the color and contrast of the final product of the digital images is of a high standard.

Now you have an idea as to why photographers charge so much for their work. This is the reason why photography costs so much due to their training and equipment. The equipment and the artist's time involved in their work to make the subjects look their best is the answer to that question. We hope that this information has been useful to you and that you will consider us as your photographer for your next special event.