



GITTINGS

GLOBAL

PHOTOGRAPHERS CONFERENCE 2025

Chicago, Illinois





Photographer Spotlight

A black and white photograph of a woman in a black dress posing in a studio. She is looking over her shoulder at the camera with her hands on her head. Another person is adjusting her hair. In the foreground, a guitar is visible. The text "PERSONAL PHOTO PROJECTS" is overlaid in the center.

PERSONAL PHOTO PROJECTS

“I've already grown a goiter from this torture... My stomach's squashed under my chin, my beard's pointing at heaven, my brain's crushed in a casket...My haunches are grinding into my guts, my poor ass strains to work as a counterweight, every gesture I make is blind and aimless.... My painting is dead. Defend it for me, Giovanni, protect my honour. I am not in the right place - I am not a painter.”

-Michelangelo

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PERSONAL PHOTO PROJECTS

Adrienne Battistella
New Orleans



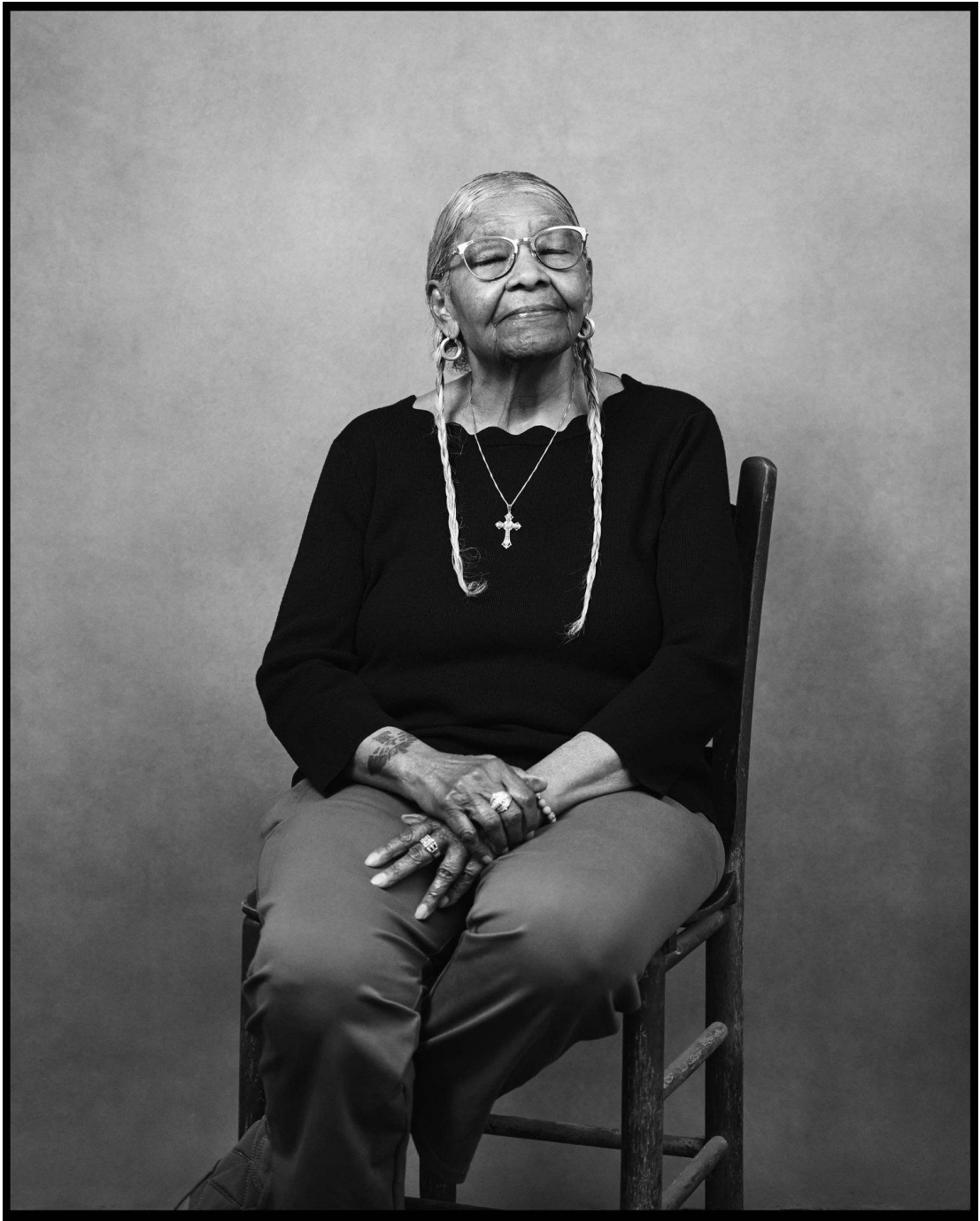


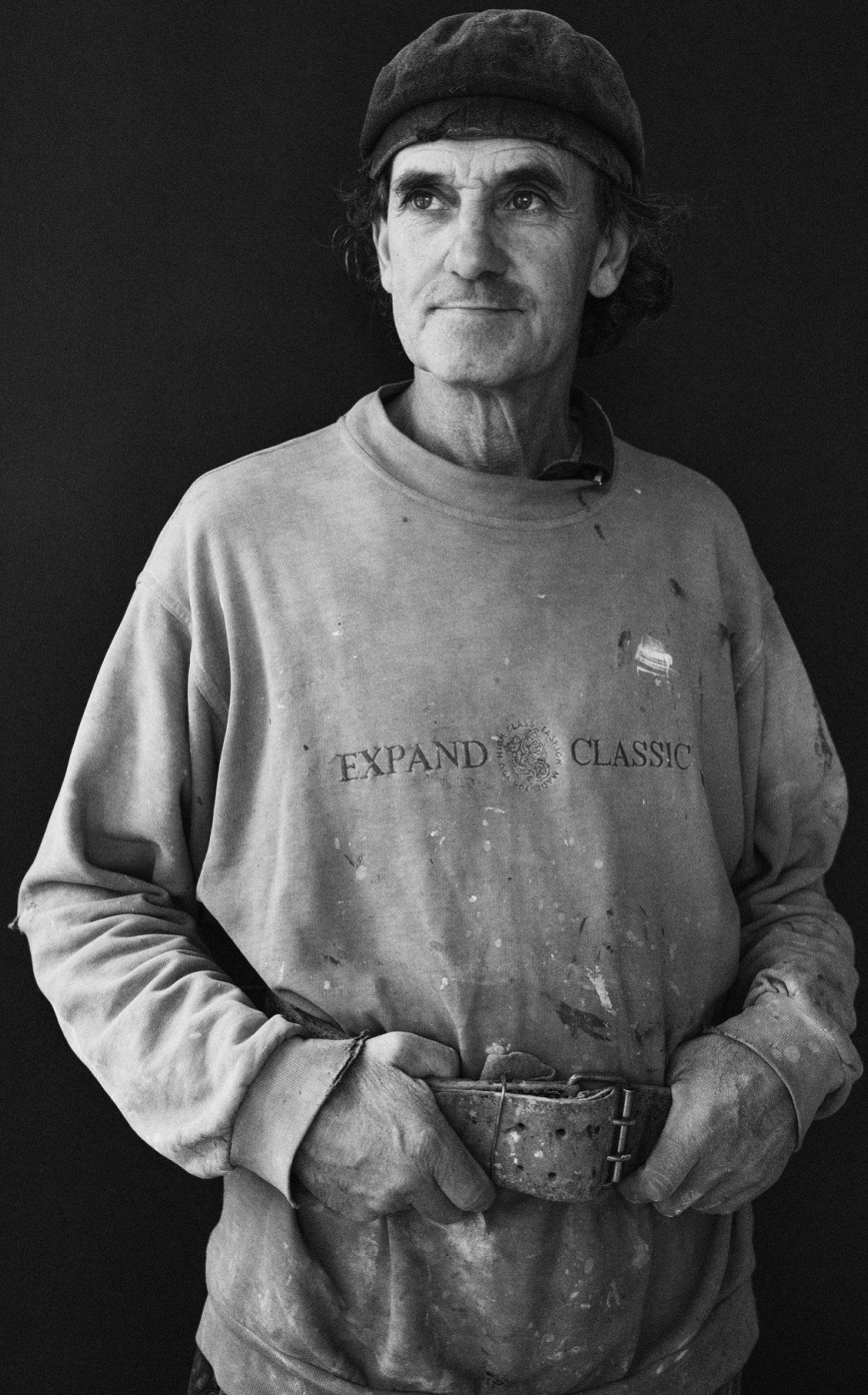


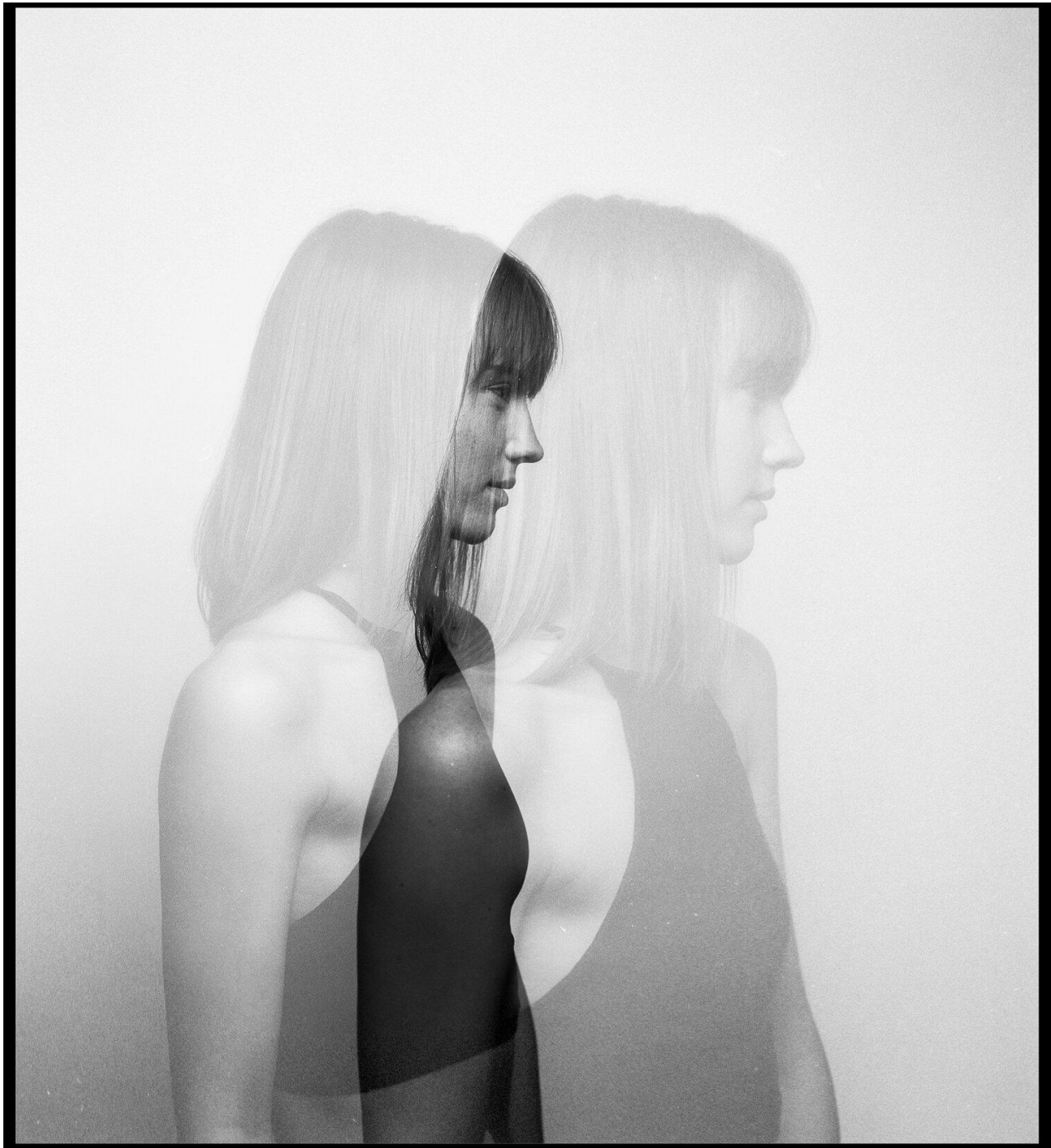




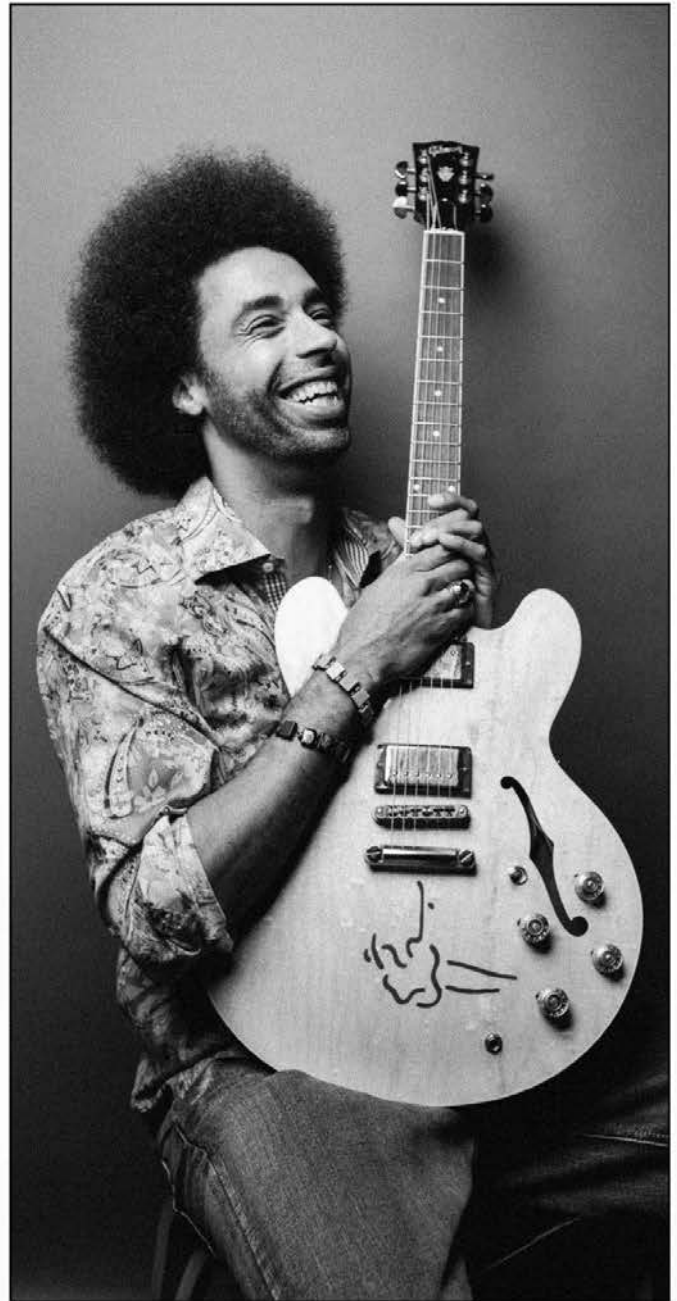
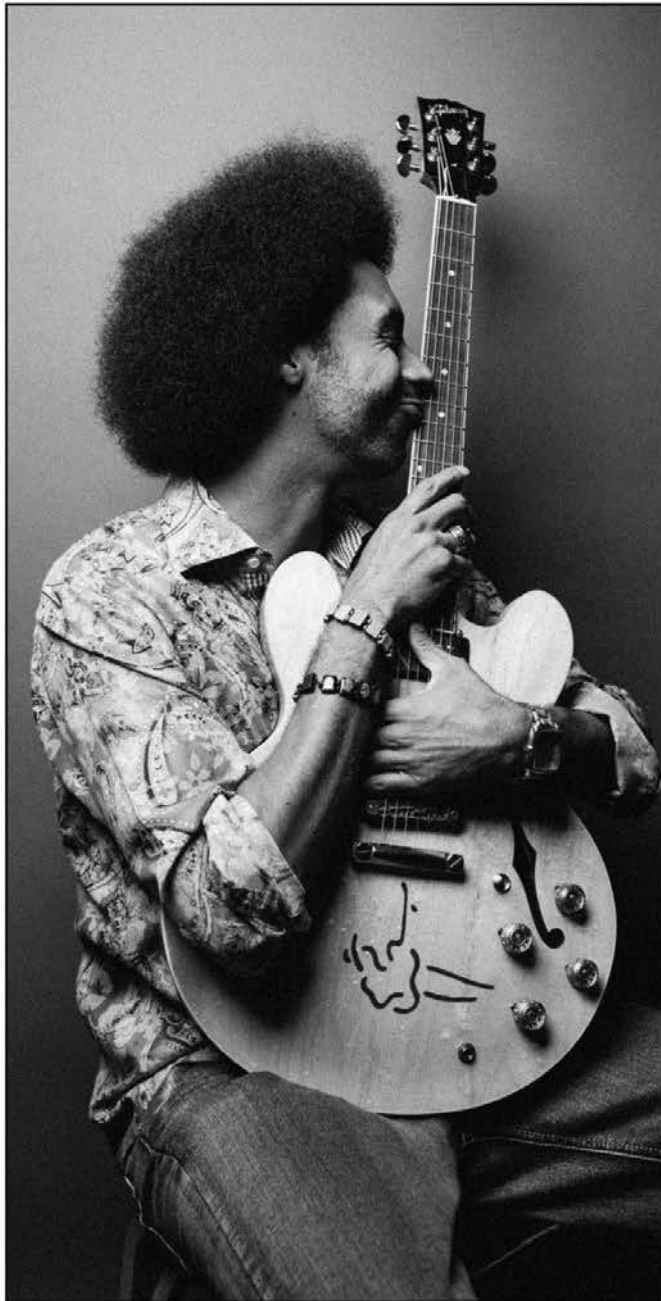
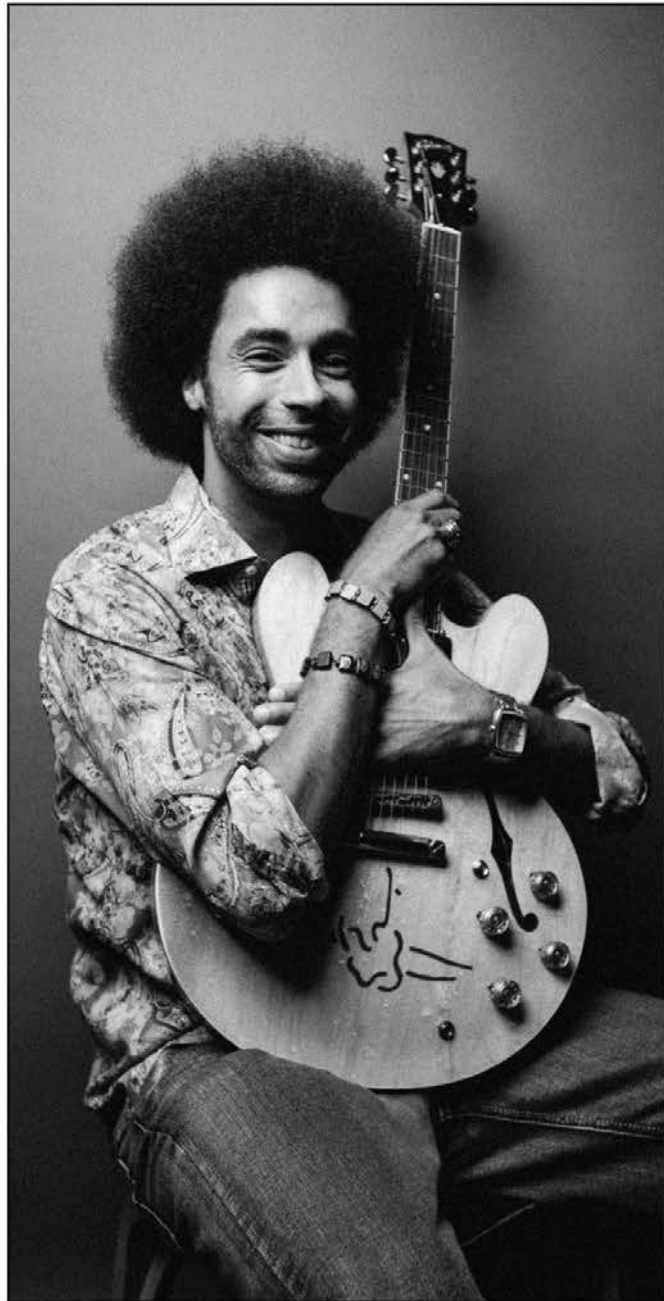












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PERSONAL PHOTO PROJECTS

Show Them How You See

What encompasses a personal photo project?

Any genre of photography executed with the Photographer's vision in mind. It is usually funded and produced by the Photographer for the purpose of expanding personal creativity, exploring a new subject, or telling a story. Ideally, it consists of a full body of work (at least 15-20 images) and has an audience in mind.

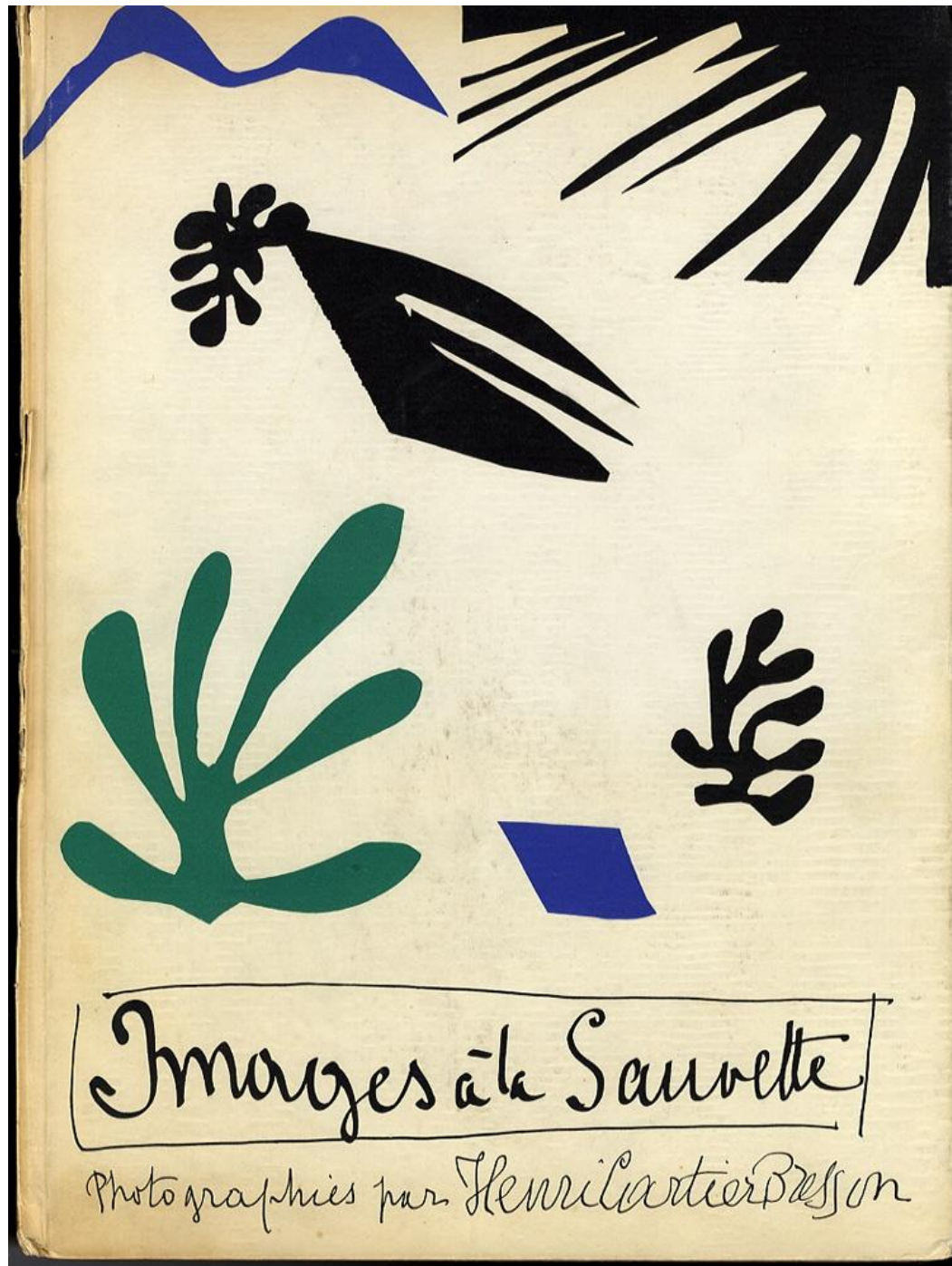
GENRES TO CONSIDER WHEN THINKING ABOUT A PHOTO PROJECT

Fine art photography - photography that is used as a tool for artistic expression. This can be in many ways through trying to capture a narrative, taking photographs with an aesthetic in mind, or experimenting with techniques and equipment for arts sake.

- Still life
- Portraiture
- Landscape
- Abstract
- Documentary
- Street photography



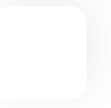
Henri Cartier-Bresson,
Behind Gare St. Lazare, 1932



Images à la Sauvette

Photographies par Henri Cartier-Bresson





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Personal narratives (the art of story telling)

A sequence of images combined to tell a story. The narrative is the way in which the story is told, the sequence of events, and the structure of the story. Each image can't stand alone, they must all work together to bring your viewer in.

Conceptual photography

Exploring and staging an idea.



GI

©Cindy Sherman



BEWARE THE HEAT

LITTLE FRUITVOR

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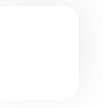
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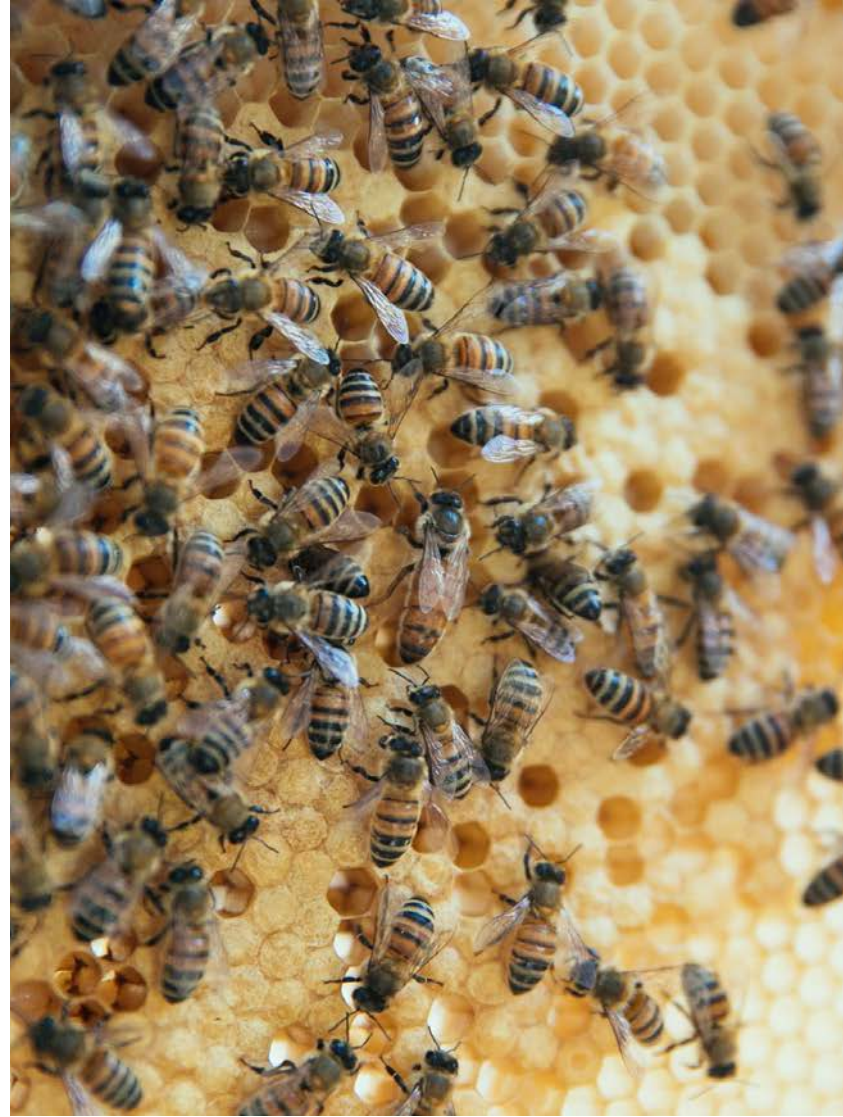
Alternative & Traditional Processes

cyanotype, collage, digital manipulation, wet plate, etc

WHY PERSONAL PROJECTS?

Leads to work- assignment, editorial, commercial work.





WHY PERSONAL PROJECTS?



Leads to work- assignment, editorial, commercial work.

Helps you creatively - do something for yourself. Expand your artistic eye.

Great for marketing - entices potential clients, engages people, helps you stand out both creatively and professionally. People want to see artists be artists. Tell a story through your personal work.

It is a learning experience- every shoot we do as photographers helps us grow. Personal work helps you hone in on technical skills while pushing yourself out of your comfort zone.

Solidifies you as an authority on a certain topic or subject.

Helps you grow. You learn valuable lessons about yourself along the way. You suffer and then you celebrate.

Legacy - If you could fast forward to retirement and sit with a book of your work, what would you like to see?

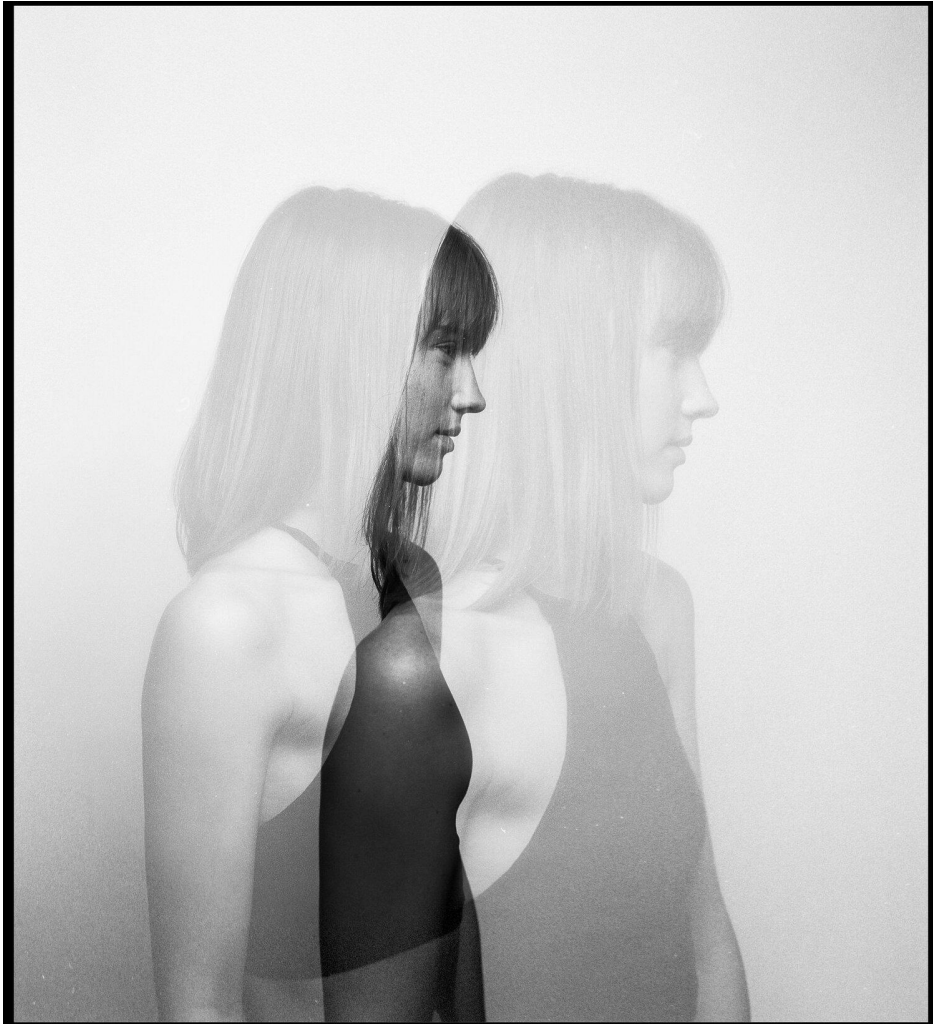
STEPS TO STARTING A PERSONAL PROJECT

1. Pick a subject/topic you'd like to explore
2. Evaluate your needs
 - Do you need to work with other people? Do you need a styling team? Do you need new gear?
3. Start small.



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3. Start small.
4. Make a photo schedule
 - plan to create one photo per month/week/etc
 - make a deadline and stick to it!
5. Think about end of project goals
 - What kind of medium would you ultimately like to see your images end up in?
6. Don't get hung up on the gear. Gear can kill creativity really fast.



INSPIRATION

LENSCRATCH is a great site to peruse other photographer's personal work and get inspiration.

PHOTO BOOKS - find cheaper at estate sales, library, etc.

[NATIONAL GALLERY OF ART](#)

[Flickr](#)

GALLERIES - find some local exhibits or see some shows when you travel.

THE DECISIVE MOMENT!

Your homework is to start thinking about your next photo project. By the end of this conference, try and come up with at least one idea.

If you are struggling, reach out to me- I can offer some guidance or prompts to get you thinking.

Lastly, be bold and be brave! Shoot something that challenges yourself and your creativity.



Adrienne Battistella
New Orleans

