RooM

A RooM with a view of the future

21 Mar 2014

Looking ahead in 2014 part 2

To follow up last month´s 5 trends for photography subjects in 2014, here are another 5 hot trends to get your juices flowing!

1 The Future

Images that depict positive ideas on the future are right on trend. From children's aspirations, relationships, work, technology, the environment to conceptualizing how we will live.

The emphasis is on an upbeat world and better way of living. The future is bright!

Brahmino

② Technology

The most relevant images featuring technology, will feature the most up to date and innovative tech on the market.

Tech that can be used on the go, in a day to day context, in any environment, that keeps the user connected.

Be quick, and get those images uploaded, before the tech is obsolete!

alongoldsmith

❸ Concepts

Look for strong, clear concepts to shoot in 2014. Clean simple messaging has and will continue to prevail in successful commercial photography.

There needs to be clarity, an idea that transcends language or culture. Think about your message!

spielkkind

4 Individuality

Celebrate the individual in 2014.

From hobbyists, rebels, to people doing things in their own unique way. Who are local heroes, and anti-heroes in your life.

Let's big them up!

Jeera

❺ Food and Dining

Forget the glad rags and eating out at top restaurants. Homemade meals and entertaining at home will continue to be a big trend in commercial photography throughout 2014.

From locally produce food and food markets, family meals to first dates, make sure the food looks appetizing and colorful!

@kosje

Summary

Shooting tips from this weeks trend:

• People respond to images that convey genuine feelings and emotions in a simple way. So try to capture these real moments rather than set them up.

• Real people resonate with an audience, but remember real doesn't mean 'dismal' or 'grungy'. Lifestyle images need color, light and most of all an emotional connection.

• Look for the best moments and bring some of that to your shots. A personal perspective resonates with a wide audience.

• When shooting emotions and the connections between people, try to be inventive with your angles and viewpoints.

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