

Photographers produce images that paint a picture, tell a story, or record an event that will be remembered long after the event. Making commercial quality photographs and movies requires technical expertise and creativity. Producing a successful picture includes choosing and presenting a subject to achieve a particular effect and selecting equipment to accomplish the desired goal.

Most photographers specialize in portrait, commercial, or news photography. Others specialize in areas such as aerial, police, medical, or scientific photography, which typically requires additional knowledge in areas such as engineering, medicine, biology, or chemistry. A growing group of photographers are providing digital images directly for use on the Internet. Photography is also a fine art medium, and a small portion of photographers sell their photographs as artwork.

Program Production Occupations at television and radio stations create programs such as news and talk shows and musical programming. **Production Assistants** help the producer create the program. **Video Editors** select and assemble pre-taped video, including sound and special effects, to create a finished program. Conventional editing requires assembling pieces of videotape to create a finished product in a linear fashion. The editor first assembles the beginning of the program, and then works sequentially towards the end.

Producers plan and develop live or taped productions, determining how the show will look and sound. They select the script, talent, sets, props, lighting, and other production elements. They also coordinate the activities of on-air personalities, production staff, and other personnel. **Website or Internet producers**, a relatively new occupation in the broadcast industry, plan and develop Internet sites that provide news updates, program schedules, and information about popular shows. The producer decides what will appear on the site and is responsible for its overall design and maintenance.

Salary Information:

- Visual Communication Technology, Associate in Applied Science
\$35,000 Median Salary (Follow-up Study, Monroe Community College Graduates, 2008)
[*Salary varies based on education/advanced degree, work-experience & setting/location]

Additional Information:

- Careers in Film, Television, and New Media: www.mediacareers.com
- National Association of Broadcast Employees and Technicians: www.nabetcwa.org
- National Press Photographers Association: www.nppa.org
- Professional Photographers of America: www.ppa.com

