

Current Trends in Wedding Photography

Contributed by Juan Carlos Torres
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Wedding photography is an evolving field that requires artistic talent, vision, and highly technical expertise.

In the past wedding photography was almost always limited to stiff poses without much regard for the underlying story, emotion, romance, and behind the scene events of the wedding day.

Although there is still a big segment of the wedding industry that practices traditional photography with its preplanned poses, and recreation of the wedding peak events such as the kiss, the ring exchange, etc., the modern wedding couple demands a more contemporary approach to their wedding day.

Wedding photojournalism has been in vogue for the past decade. The central idea behind it has been the capture of the wedding events without any interference or direction from the wedding photographer. The photographer is there to capture the true essence of the wedding day. As a result of this realistic approach the photographs are a true representation of the wedding day. Hard core wedding journalistic will be totally opposed to posing any wedding related event. If it doesn't happen during the wedding it won't be recorded. This includes family group photos.

Several photographers offer a hybrid approach to wedding photography, usually a combination of traditional and journalistic wedding photography. In this approach the photographer focuses on documenting the wedding day but the coverage also includes a session with the couple for formal posed or semi-posed photographs and also family group photos.

The latest trend in wedding photography is toward a more fashionable approach. Inspired on high-end fashion magazines such as Vogue, Elle, InStyle, Cosmopolitan, Glamour, GQ, American Photo, etc., and wedding magazines the photographer seeks to make the couple's fantasies real.

In the fashion wedding photography approach the goal is to make the wedding couple look their best. Their romantic interplay is glamorized to its maximum expression. The everyday couple becomes like wedding celebrities. Attention to detail is required to achieve the perfect look. This approach requires a great deal of artistic talent behind the camera and also great computer image editing skill to produce a unique photo. Half the photo is made on the camera with the second half achieved through digital image editing and manipulation.

Which style is best, is for you to decide. In our experience a big segment of the wedding couples want to capture the reality, details and romance of the wedding day but at the same time they have fantasies about their wedding and the way they should look.

When making a decision for a wedding photographer look closely to the photographer's portfolio and see how it agrees

with your philosophy on how your wedding day should be photographed. Regardless of your philosophy please make sure that you select a master of the craft, you and the next generation deserve masterpiece memories of your wedding day.

Juan Carlos Torres is a very respected and awarded wedding photographer in Oregon. He has a Masters Degree in Remote Sensing with a strong background in digital image processing and photography. His wedding photographs are unique and very artistic and have been featured in national and international magazines. For a sample of his works please visit <http://www.juancarlosphoto.com> and <http://www.willamettephoto.com>