

TRAVEL ➡ SNAP CARDS

CREATING A THEME



Creating a theme is a visual element that you look for when shooting. The idea is that the theme runs through a body of work and links individual images into a clearly defined visual system.

PRINT SIZE: A5
14cm x 21cm /
5.83" x 8.27"

WHY SHOULD YOU PICK A THEME?

A theme is the essence of what a story is really about: **Culture, Activities, Adventure, Conflict, peace, love, hate, unity or destruction**, these are all long standing thematic topics. The concept of travel photography is a 'Broad Theme'. Creating a sub-theme within that broader scope can make your travel photography more interesting and more valuable.

- It helps to identify interesting subject matter in non-descript locations.
- It saves time by narrowing down your search for subjects.
- It helps you to develop a style that can become your photographic signature.
- It targets potential clients for your photography.

SELL A WELL-CURATED PORTFOLIO

For example, on a recent trip to Northern Africa you set a travel photography theme of 'camels'. You concentrate on camels, and you come away with an extensive fantastic portfolio of camel images from Northern Africa. You present your work to a travel editor who has been thinking about story ideas for Northern Africa!

"CAMELS" THEME



"SURFER'S LIFE" THEME



PRO TIP!

How do I "make" theme? Pick a repetition of a number, a color, a shape, a form of transportation, negative space in composition, patterns, types of structures, black and white, street portraits, cultural traditions, etc.

The tighter you can make the scope of your theme- the better your work will be. In other words, black and white portraits of men working in India is better than simply black images of India.

