

TRAVEL ➡ SNAP CARDS

WIDE AND TIGHT



After speaking with dozens of travel photo buyers... the second most common complaint, (right after a lack of vertical options), was the lack of variation in lensing and point of view.

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

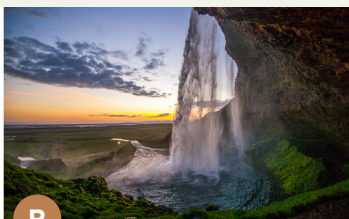
WHAT IS WAT?

WAT is an acronym for *“Wide and Tight”*. Acronyms help people remember. Always try something different. By using WAT, this photographer, scored a great travel image (C), that has excellent story value, and also has little competition.

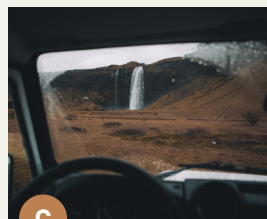
Seljalandsfoss, Iceland is one of the most famous travel destinations within the country. Virtually every photograph that you see of this beautiful and infamous location is similar to images A and B. These photographs are beautiful, but as a photo buyer, you want something fresh. In image C, you can see an alternate view by a travel photographer who is practicing WAT.



A



B



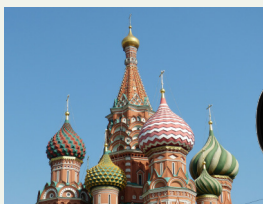
C

CHANGE PERSPECTIVES



The red arrows point out all of the photographers who are producing the exact same image as everyone else (examples A and B above). Of course! Shoot those pictures too! But then practice WAT for that image that separates you from the crowd.

CHANGE LENSES



TELEPHOTO



WIDE-ANGLE



A key feature of travel photography is identifying factors as to where and what the photograph depicts. Providing visually interesting professional quality images that clearly indicate a location is the skill you want to acquire!