

GT PHOTO.COM

GRAHAM
TAYLOR
PHOTOGRAPHY





GRAHAM TAYLOR



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PHOTOGRAPHY // RETOUCHING // VIDEO

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2017 - PRESENT
PHOTOGRAPHER / VIDEOGRAPHER / RETOUCHER - NEXT PLC

Creative content production across multiple channels and used across multiple platforms, from social media to branded print fashion-campaigns. Predominantly studio-based running team of creatives including stylist, HMUA, model and repro. Responsible for introducing way e-commerce imagery is shot and training out to teams across multiple studios. Published internationally.

2014 - PRESENT
GTPHOT (FREELANCE)

End-to-end creative content specialising in high-end commercial-automotive imagery. Includes branding and design but with heavy focus on striking imagery and retouching. Also involves tuition for in-house teams, including marketing on social media.

2014 - 2017
HEAD OF PHOTOGRAPHY - KAHN DESIGN

Head of creative team including video, graphic design and marketing for all Kahn group media (both print and web). Mix of e-commerce (studio imagery of wheels, interiors and components) and editorial/commercial stills for brochures and magazines. Responsible for social media output and scheduling, including analytics and advertising. Published internationally.

2009 - 2014
COMBAT CAMERA TEAM - ROYAL AIR FORCE

RAF photographer of the Year 2013/14, best technical image 2012, best equipment photograph 2012. Mixed-media content creation for military and MOD recruitment/advertising, commercial imagery for contractor brochures and editorial stills/video for news publications. Studio and location based. Published internationally.

EQUIPMENT/SOFTWARE

Nikon/Canon DSLR (stills/video)
CaptureOne tethered
Adobe CC (Photoshop/Premiere Pro/Bridge/Lightroom)





GO OUT WITH



HUGO



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ACADEMY ¹
THE BIG PHOTO ZINE

ISSUE 32 OCTOBER

GRAHAM TAYLOR

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Can you describe the moment when you knew photography was just something that you had to do?
I remember the night I was shot down over the North Sea, looking up at the darkness and realising I had to do something to survive. I knew I had to do something to survive. I knew I had to do something to survive.

When has your career path not felt like a path?
I started out as a junior photographer and graphic designer for a local furniture company when the company failed. I worked at that point my photography career was over - a total path in the path. I went on to continue my lifelong passion of getting the best out of life to be a pilot that's what I'd studied for and worked on since I was in primary school.

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"I WAS HANGING UPSIDE DOWN IN A TYPHOON OVER THE SEA WHERE I REALISED AT THAT MOMENT I HAD PROBABLY THE BEST JOB IN THE WORLD"

in 2008 I did just that however due to a number of factors that all sort of fell into place and despite passing the necessary steps to get where I wanted to be, the recruitment process itself took longer than I thought and found myself drifting in and out of jobs to stay the ball. I was given the choice of waiting another 6 months to start my training or choosing another route and then by choosing to pilot once I gained my qualifications.
I chose the latter. Flying would always feel like a career path that I had to go back on a photography qualification. I needed to get my feet on a career path that would lead me to a career in photography at that point I had no idea and then to a couple of people on my course I found that it was possible for it to be a career path to get people to feel confident about a career in photography where I could be doing the best of flying anyway with the typhoon, the noise and battle of urban aircraft. The 6 years as a pilot were absolutely fine and I was having fun working with some really great people. Then everything kind of happened at once.
How did you come to specialize in your chosen area of photography?
Cars really are my oldest passion. My earliest memory is being around cars to a local kart track. I've got all the cars in around 1988. I couldn't tell you anything else I did in that year but I can remember every noise and smell that car made.





EB-G

95th Anniversary

2011

XLI

1916

WO CDR R DAVIES
SON LCDR M ELMLEY

RAF
1916







McLaren | 675LT



Ford | Mustang GT











CHEVROLET
MFP
MOTORSPORT AND PERFORMANCE

MFP
MOTORSPORT AND PERFORMANCE

AVENTADOR



FRAME 4:
IMAGE CLEANED AND READY FOR EFFECTS



FRAME 3:
LIGHT-PAINTING LAYERS BUILT UP



FRAME 2:
RAW FRAME, CAR LIT WITH MOBILE PHONE
TORCH



FRAME 1:
RAW FRAME, CAR UNABLE TO MOVE AND
BACKGROUND UNABLE TO BE CLEARED





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IMAGE ASSETS PROVIDED FOR ONLINE USE INCLUDING MULTIPLE SOCIAL-MEDIA BANNER IMAGES AS WELL AS ENVIRONMENTAL PORTRAITS AND PRODUCT SHOTS.



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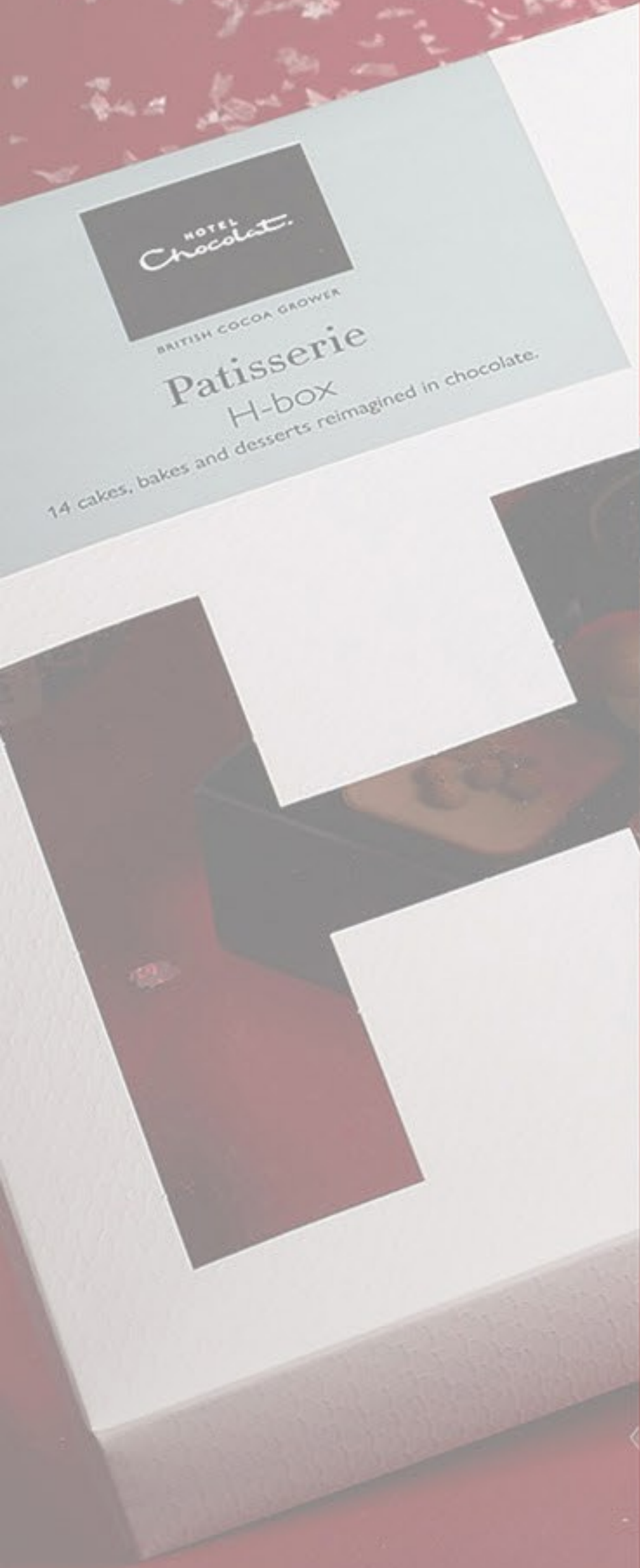
DIGITAL IMAGE ASSETS PREPARED FOR MFP.

LEFT: GAZEBO MOCK-UP FOR TRADE STAND

BOTTOM LEFT: PANTONE REFERENCE FOR IMAGE BUILD-UP AND SUBSEQUENT ASSET MATCH

BOTTOM RIGHT: ASSETS USED FOR E-COMMERCE AND VISUAL IMPACT ONLINE











PUBLISHED WORK



PUBLISHED WORK