

# This Is The Job: Cinematographer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is a Cinematographer?

We craft the visual language of moviemaking through lighting, photography, and camerawork. Our technical expertise and artistic talents come together to create meaningful visuals that enhance storytelling.

## This is what they do most days

### I collaborate...

Working closely with the director, production designer, and other departments, I ensure visual consistency throughout production.

### I enhance...

I add to the mood and storytelling of a project through light design, shot composition, and camera movement and techniques.

### I shoot...

I set up and operate camera equipment, overseeing positioning, framing, and movement to capture scenes as planned.

## In their own words:

“ For me, chasing light and telling stories is what I look forward to in every frame. Evolving my eye so that I can articulate each brand narrative.”  
- Reid M.

## Explore some of the skills you'll need.

- ✓ Visual storytelling skills
- ✓ Attention to detail
- ✓ Creative problem-solving skills
- ✓ Ability to keep up with new technologies
- ✓ Knowledge of framing, balance, and visual aesthetic principles

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit [thisisthejob.org](https://thisisthejob.org)