



“In-Conversation”

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Featuring

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ARPS, APSS, ASCPS, ASAFRAPC

Photography Instructor at Knowledge Bowl

Interview conducted by

PhotoVivo.com

ABOUT EDWARD CHEONG

Questions:

1. How did you get started in photography?

I started photography as a hobby but got serious in it after I joined a photo club. My very first camera is a SLR film camera which is no longer around. But all the other film cameras like Nikon FE2 and F90X are left in the dry caddy.

During this time, I was mainly self taught and moved along shooting blindly on my own. In those days, there are not many photography schools like Knowledge Bowl where one can learn photography. In 1982, I joined Safra Photo Club to learn photography from Mr. Yip Hoi Kee (black & white) basic class. During this period I learned the skill and art of photography from the club members, joining them in weekend photo shoot and outing.

After being active for about three to four years I stopped taking pictures. This is due to my family commitment as my children are still young.

In the year 1999 I began to be active in photography. Shooting for about two years of film, I shifted to digital completely with my first DSLR Olympus E-10. Today, I use the Nikon D300.

2. What is your favourite topic/specialization in photography?

Even though I am a free-lance photographer covering mainly events and wedding, I love travel photography as it allows you to view things differently. I have been to many places like Myanmar, Thailand, India, Indonesia, Vietnam, XinJiang (China), Hong Kong, Australia and Malaysia.

3. You teach Flash & Event as well as Wedding Photography Course at Knowledge Bowl, how many of them eventually embark on freelance photography?

I have taught many batches of students, about 60 to 70 % have gone into freelance photography in wedding and events. There are two of my students who specializes in wedding photography covering only Australia package.

4. What do you usually bring for your wedding assignment?

Wedding photography is totally different from other field of photography. They need to be well equipped and ready for the job. It is important to do some homework and know what you have to bring for the assignments. Bring 2 bodies, 2 flash units, 2 lenses (17-55mm & 18-200mm), external battery pack, enough memory cards and a storage bank.

5. What do you want people to see in your photograph that make your wedding assignment different from others?

Change your style and concept every three months.

6. What is your most interesting experience during your photo shoot which you would like to share?

The most interesting experience is during overseas trip which you will never resist to wake up early for any shoot.

7. How do you get your inspiration?

Before any assignment or shoot I would make an effort to do a proper homework. Start checking the ground, understand your client and prepare for the big day.

8. Which quotation inspired you most?

Time waits for no man. Lost time will not return, so invest time wisely to learn and appreciate people around you.

9. How does photography enrich your life?

It helps me to see things from a different perspective and enables me to appreciate things in its simplicity.

10. What would you say is the new challenge for photography as a whole?

Photography is a hobby for life. This form of art can carry us through to a very old age.

11. As an advice to beginners, how can they improve in their path in photography?

My advice to others and especially young photographers is to have a mentor monitoring your progress. Take more and be perfect in your eyes to take great images. Listen to comments and accept criticism positively. Good photography is not how good your camera is; it is experience, exploration, expression and communication.

Works





