



# **TROPICFEST**

*IDEA BEHIND THE PHOTO*

**LUKE DILLON**  
PHOTOGRAPHY



# ABOUT *THE* SHOT

EST. 2018

You'll find a wide range of photos spread across my socials, website, and various portfolios, but this particular collection for TropicFEST is more focused and intentional. It highlights a selection of key images and dives into the thought process behind each one why it was captured, what story it tells, and how it serves a purpose beyond simply looking visually appealing.

Whether it's about showcasing creativity, aligning with a marketing objective, or hitting a specific brief, every image in this portfolio is included for a reason and plays a role in the bigger picture.



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# BRANDING!!

This was one of the many pieces of merchandise guests received upon arrival. Capturing these kinds of shots is essential, not just for branding purposes, but also for future marketing. It helps visually communicate the event experience and gives potential attendees a glimpse of what they might receive when they arrive.



Sometimes, people notice the camera and their expressions shift. By shooting through the performers, I was able to create a distraction, allowing for more natural candid moments. It also added depth and visual layers to the image, using the performers as a creative framework within the composition.



# PART OF THE CROWD

I always like to get into the crowd, not just to capture the energy up close, but also to use the audience as a foreground layer in my shots. This adds depth to the image and helps create a more immersive feel. It also visually communicates a busy, well-attended event contributing to that 'sell-out vibe' that's great for both storytelling and marketing.





Branding is always a priority, and whenever I can incorporate it into a shot, I make sure to do so. In this moment, with the owner and her MD on stage, I felt it was fitting to have the logo fill the frame. Shooting from below allowed me to capture more action and emotion, while also emphasizing the scale of the event.



BRANDING!!



Reusing the branding on another day gave it extra impact, especially with the silhouettes of the judges in the frame. It added a subtle but strong visual connection. Since it was a country-themed day, the scene also naturally layered in those rustic, countryside elements, bringing the theme into the image in an authentic way.



SO BIG! SO TALL!

Photo ops are key, whether it's someone on their own or posing with guests. (For the record, I didn't tell them to sit on the Landy they were already up there!) Branded shots like this are great for promoting the event in future years, and shooting upwards toward the wall helped show the impressive scale of it, easily 8 to 9 feet tall.

The branded Landy really added to the vibe, taking the country camping aesthetic to a whole new level and making for a standout moment both in person and on camera.





# SHE NEARLY HIT ME!!

This lady was using, well, whatever that ribbon-on-a-stick thing is called and I saw an opportunity to create something a bit more artistic. I asked her to keep moving it in a circular motion around me and the camera, which added a fun, creative element to the shot.

While the acts were performing, the rides, food vendors, and everything else were in full swing. I thought it was a great way to show the energy of the event that you could be enjoying live entertainment while also chasing some thrills and good eats.





The people who attend these events are what truly make them special. Each bringing their own story, energy, and emotion. I love capturing candid moments that show people living their best lives, whether it's their reactions, spotting Vernon Kay, or snapping their own photos. A major part of the brief was all about capturing those memories the real, unposed moments that reflect the spirit of the event.

VERNON KAY!!!







As you know, I love being part of the crowd and immersing myself in the event, it gives a first-person perspective of what attendees can expect. By incorporating layers of people, the subject, and the sky, the image becomes versatile. For example, when used on a website, the clear space above can be used for fading or text, while the subject and action remain clearly visible further down the frame.



While shooting for the event client, the goal was to capture more than just the event itself, but also the behind-the-scenes elements, like these flags. The layers in the photo not only showcase the branding and theming but also highlight the many people enjoying the event, tying everything together seamlessly.



I love symmetry and the use of lines within images, whether it's day or night. While I can't control everything, like the fireworks or the performances, when they do align perfectly, like in the top image, it creates that beautiful symmetry I enjoy.

The fireworks were a major highlight of the event. By framing the stage in the lower third of the shot, I was able to emphasize the scale and height of the display, providing a spectacular finish to the event.



*OCT KICKING IN...*





# LET'S SHOOT

*SECURE YOUR BOOKING TODAY!*

Are you ready to make your event unforgettable? With over 7 years of experience in event photography, I know exactly how to capture the moments that matter and exceed your expectations. Whether it's the big picture or the small details, I'm here to bring your vision to life and absolutely nail the brief!

Got questions? Don't hesitate to reach out, I'd love to chat about how we can make your event truly special. I can't wait to hear from you!

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