

Industry Perspective: How Commercial Photography Must Function Across Multiple Platforms Today

A San Diego-based commercial photographer shares observations on visual storytelling and cross-platform image use.

SAN DIEGO, CA, UNITED STATES, January 28, 2026 /EINPresswire.com/ -- As visual content is increasingly used across digital, print, and physical environments, commercial photography continues to adapt to how images are consumed and applied.



Rather than being created for a single placement or campaign, photography is now often expected to function across multiple platforms while maintaining clarity, intent, and consistency. This shift has influenced how photographers approach planning, production, and delivery.

“

Creating with light... is our tagline. Every brand has a story; we believe in telling that story with light. After all, photography is the impression of light.”

Javier Laos

According to commercial photographer Javier Laos, this evolution is not new, but it has become more visible as brands rely more heavily on visual communication.

Javier has worked in photography for decades, producing studio and on-location work from his San Diego studio for more than a decade. His work spans a range of businesses and genres, including architectural, product, food, fashion, and lifestyle. He notes that the challenge for

photographers is not simply creating strong individual images, but also ensuring those images remain effective when applied to different platforms.

This approach places greater emphasis on understanding how photographs will be used, how they convey a story, rather than focusing solely on aesthetics. In practice, that means considering scale, format, and audience at the time of planning, rather than after the fact.

He attributes part of this mindset to experience working with people from different backgrounds and perspectives. He emphasizes that the value of that experience lies in communication and interpretation, not geography.

As brands continue to rely on photography as a core communication tool, industry professionals expect the need for adaptable, purpose-driven imagery to remain central to commercial work.

For more information about [Bazement Studio](#), please visit www.bazementstudio.com.

Javier Laos
Javier Laos Photography / Bazement Studio
+ 18583663492
javi@javierlaos.photography
Visit us on social media:
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[Facebook](#)





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