

WORKBOOK

Leena Asgodom

GUIDE TO YOUR ARTISTIC VOICE



Hello there!

So, as photographers, we are often told to find our voice, and that sounds awesome. But let's just be honest- that's a challenging task. Finding your voice is no easy walk in the park, and I don't have a magic wand too. There is no specific set of rules, but I will give you a map to help you find a path to your artistic voice.

What is your artistic voice?

Your artistic voice is your point of view as a photographer or artist. It includes your style, colour palette, composition and subject matter, your medium, your skills, and the consistency with what you use all of these things. It reflects your unique perspective, identity, values, life experience, and what matters to you. It is what makes your work yours. Your creative voice is your superpower.

Is finding your voice really that important?

The truth is that finding our voices is an essential step in our development as photographers. Having technical skills to capture a photo is necessary, but without vision, a photo becomes a beautiful image without meaning or soul. To find your artistic voice, you need to find yourself first.

How do you find your artistic voice?

First, recognise that it already exists; you just have to do some digging to understand it better. It's already guiding you in other ways – how you keep your home, the clothes you wear, the books you have on your shelves, the people you choose to spend time with. I don't think it's possible to separate yourself from your art. You will always carry your own unique experiences, personal history and interests, which will influence your artistic expression. The only way to find your artistic voice is to discover who you are as a human being. You can start by making lists of your likes and dislikes in your daily life and photography. What are your interests and hobbies? Identify your favourite artists and ask WHY? Identify your favourite colours, books, movies, and songs and ask WHY. Once you become more aware of your inner self, your photography will become more personal and unique.

So, I have created a map where you can start exploring. Let's start!



Leena



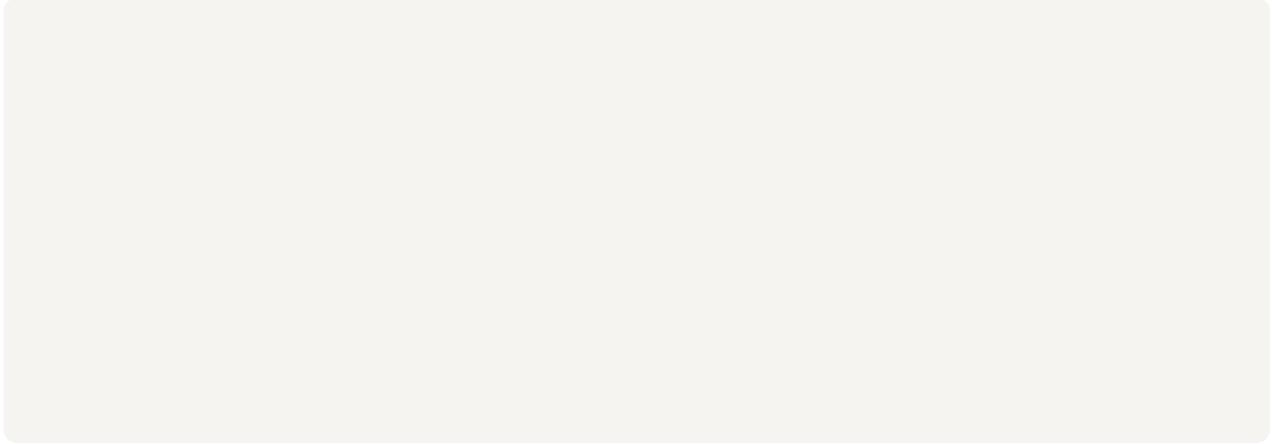
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Chapter CATEGORY

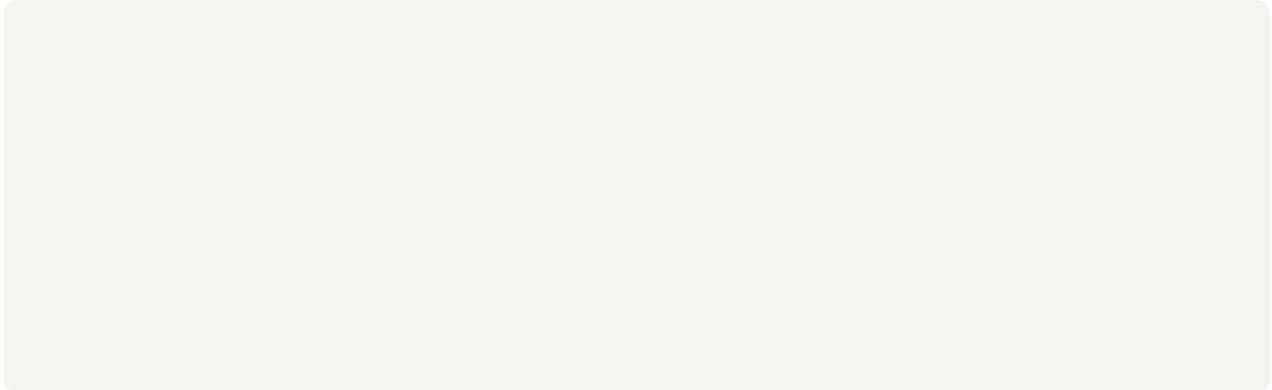
When we start our journey as photographers, we are free to explore all types of photography; we can try it all out and improve our skills at the same time. But as you gain more experience, you'll find that it's hard to master a specific style if you don't stick to it. There are portrait photography, still life, landscape photography, abstract, travel, pet and food, Astro and sports photography, wildlife and macro, art photography, photojournalism etc. And now, imagine that your skills are like blocks. If you try to build a tower in all of them, it would take a very long time to have building blocks for each tower. But if you think, ok, I will have one or two categories, your skills would improve quicker, and you could build the towers higher. So, what is your category in photography? Do you already know it, or do you scatter yourself among too many of them?

WORKSHEET – CATEGORY

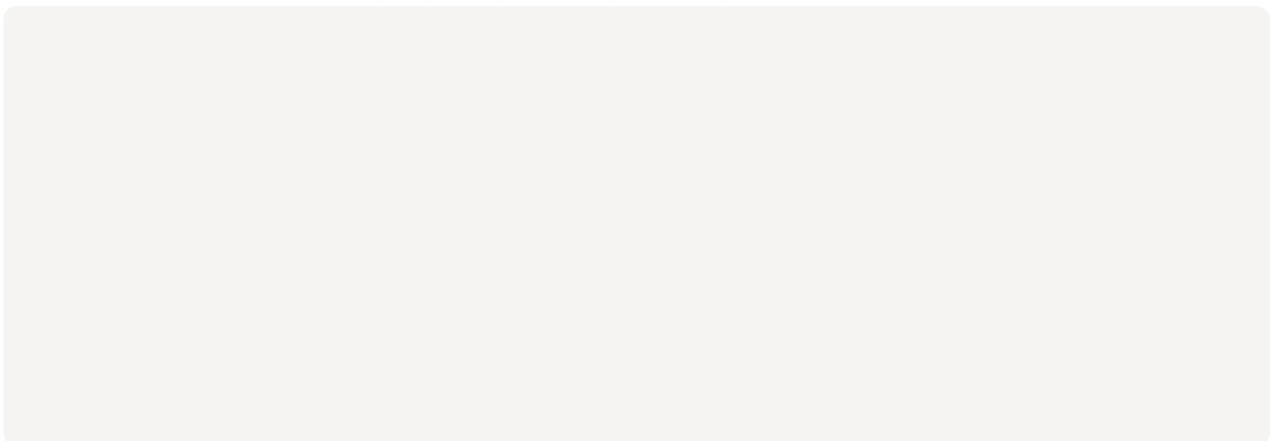
What is my category in photography? (street, art, landscape, portrait etc.)



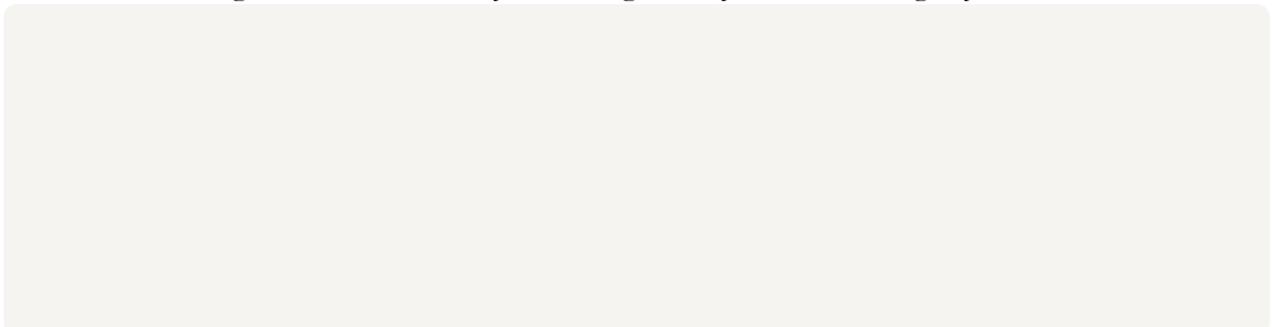
What drew me to my chosen category in photography, and how has my connection to it developed over time?



How does my chosen category help me express my artistic vision?



Do I feel challenged and fulfilled by focusing on my chosen category?





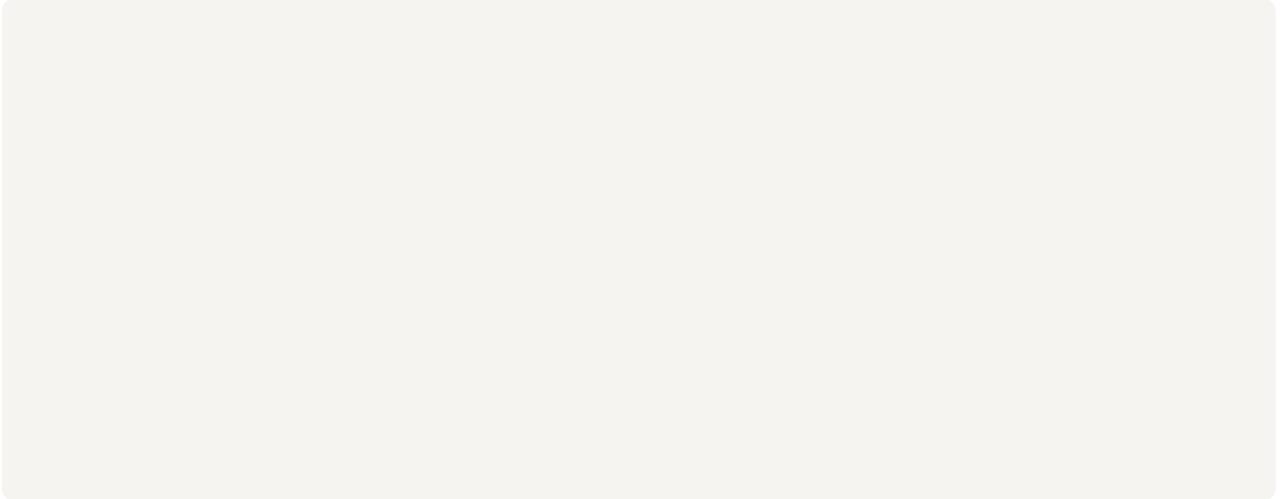
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Chapter STYLE

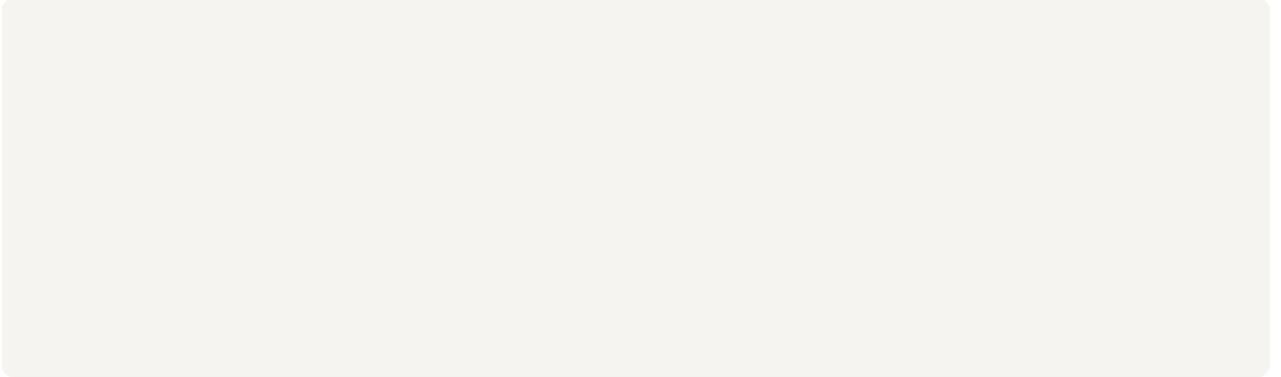
The words your artistic style is often used as a synonym with your artistic voice, but it's not the same. Yes, style is one of the most important aspects of your voice, but your voice is much more than your style. Your artistic style is the look and feel of your work. There are a lot of questions to answer when you look at your work. Is there a lot of lines in your work? Is your work layered? Maybe you work with multiple exposures? What is your typical colour palette? Is it warm or cool? Maybe you work only in black and white, or your photos have a cinematographic look? Does your work have textures in it? How do you usually compose your work? Where do you tend to put your main subject? Do you prefer landscape to portrait or square position? Look at your photos. If you can group them, you might be able to identify the common threads running through your images. Then, intentionally choose what you love in your photos and keep doing it with the understanding that this is your style.

WORKSHEET – STYLE

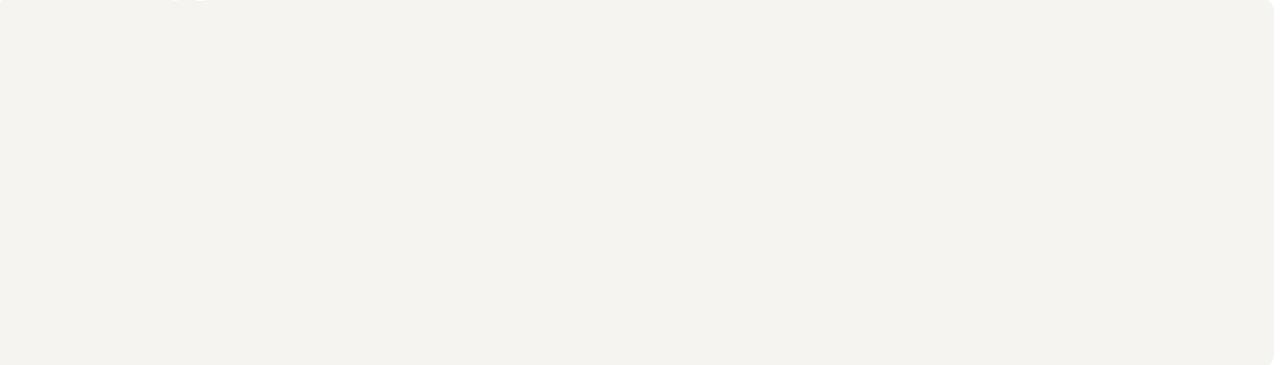
Do any patterns, textures, or compositional choices stand out in my work?



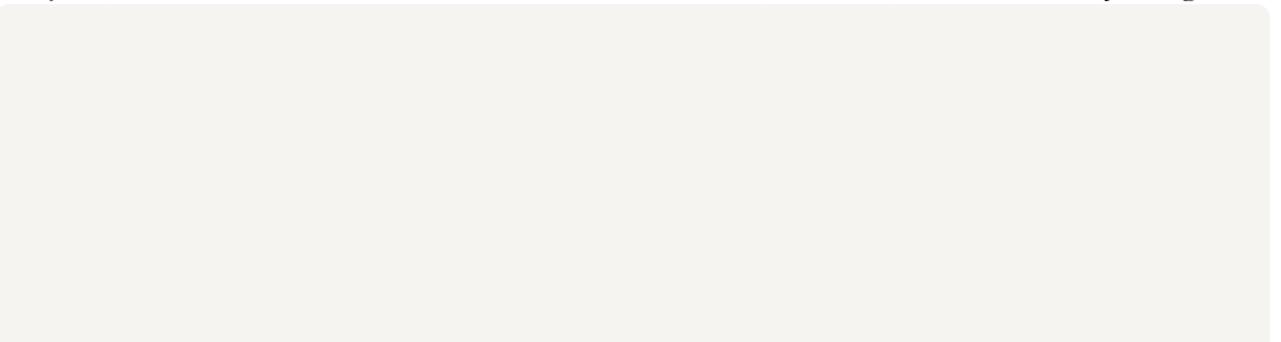
What is my chosen colour palette- warm, cool, monochromatic, or vibrant?



Do I use specific techniques like multiple exposures, layering, or post-processing effects in my photos?



How do I approach composition in my photos? Where do I typically place my main subject, and how does this choice influence the focus, balance, and flow of my images?





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Chapter

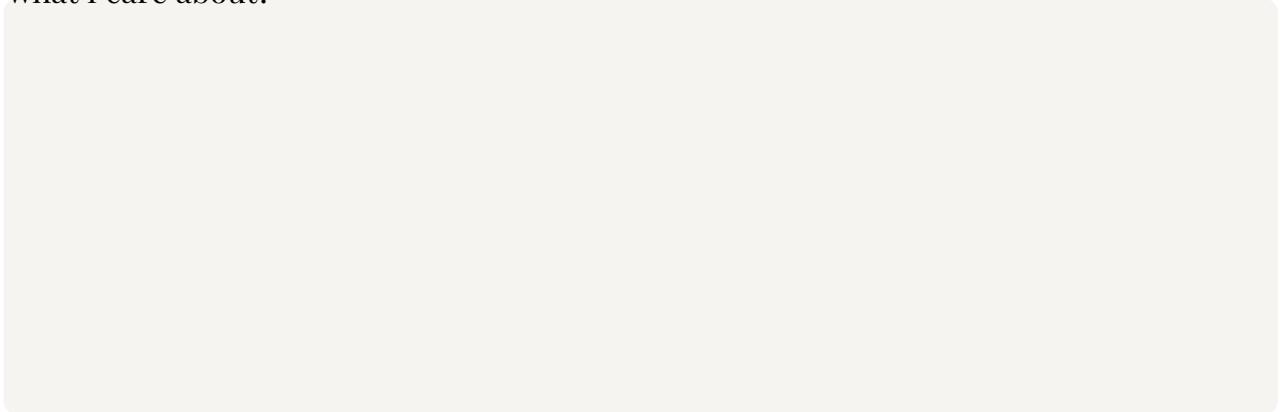
SUBJECT MATTER

We make work that mirrors our own deeply held ideas about the world. Those ideas could be simple, like nature is beautiful, or more complex, like the planet is suffering. We all have some common subjects we return to over and over again. When you know your subject, you should be more confident about what you want to photograph, even in an entirely new location. Subject Matter is about what you want to say. Pick a subject that interests you and research it. If you are interested in history, animal wellbeing or Greek mythology, focus on it and consider how you can bring it to light through your photography.

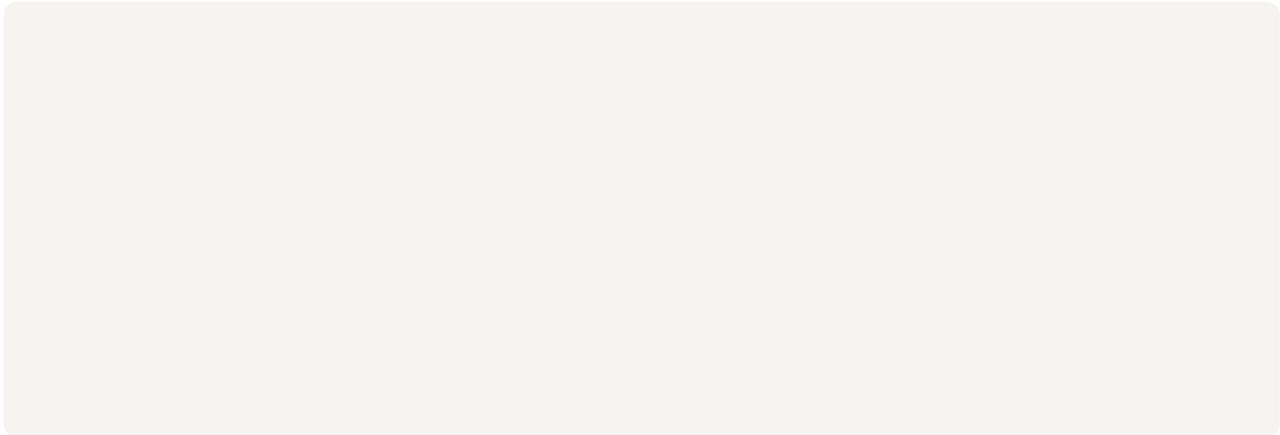
Figure out how to share your point of view with others. Write down things that move, inspire, and energise you. What subject matter are you most attracted to?

WORKSHEET – SUBJECT MATTER

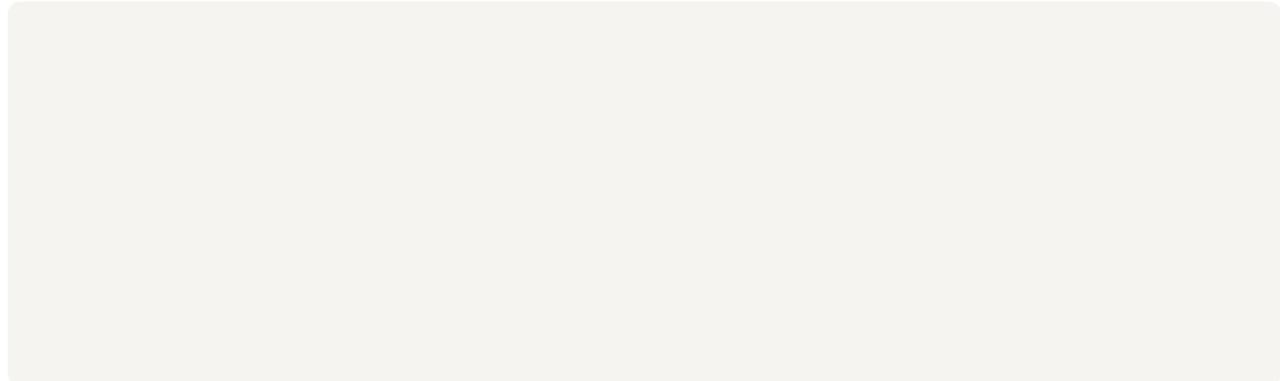
What subjects or themes do I usually like to take photos of? What does this say about what I care about?



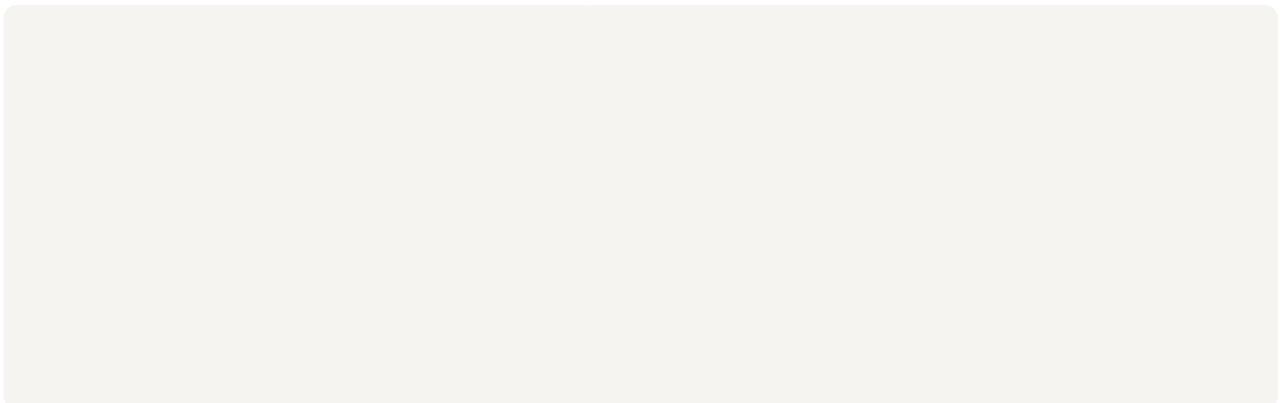
What am I passionate about? How does my passion come through in my work?



What values or messages do I want to communicate through my work?



Photography projects or ideas I want to pursue:





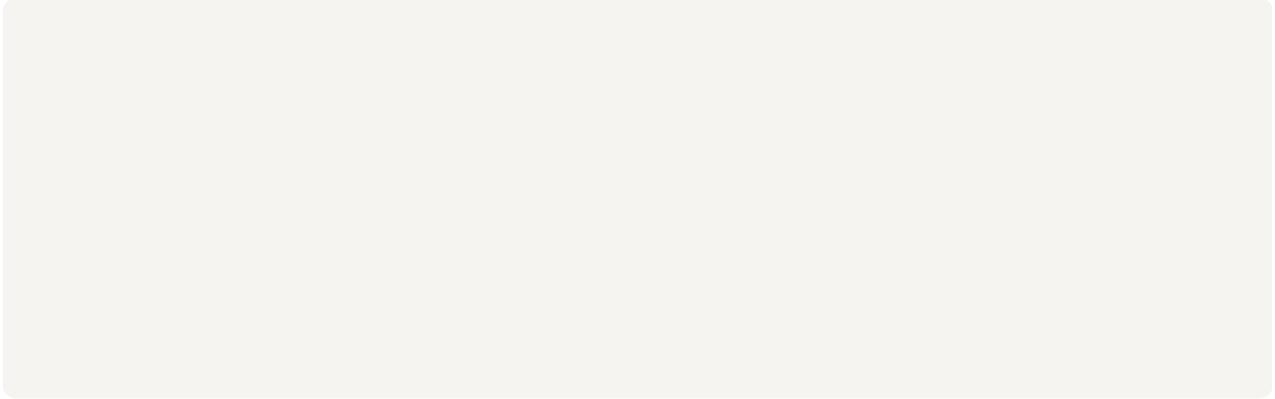
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Chapter MEDIUM

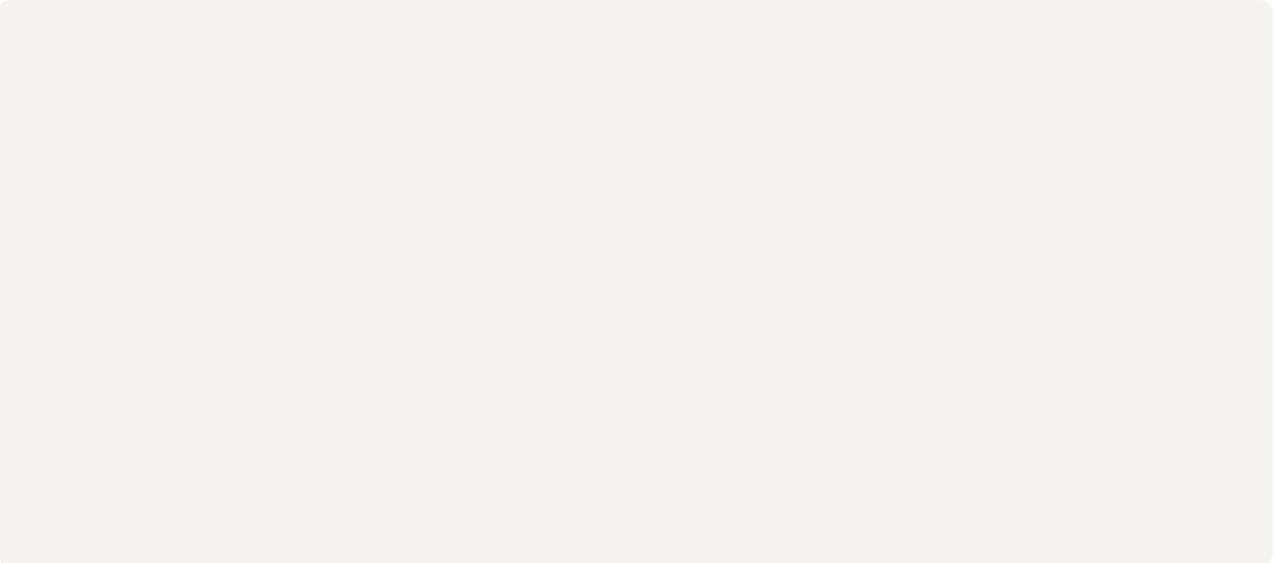
Your medium is another part of your voice. In this workbook, we are talking about photography. However, in my course Embrace Your Creativity, I also speak about experimental photography and the different mediums we can combine with photography. Is there an art medium you want to add to your photography? Things like paint, textiles, mixed media, or collages?

WORKSHEET – MEDIUM

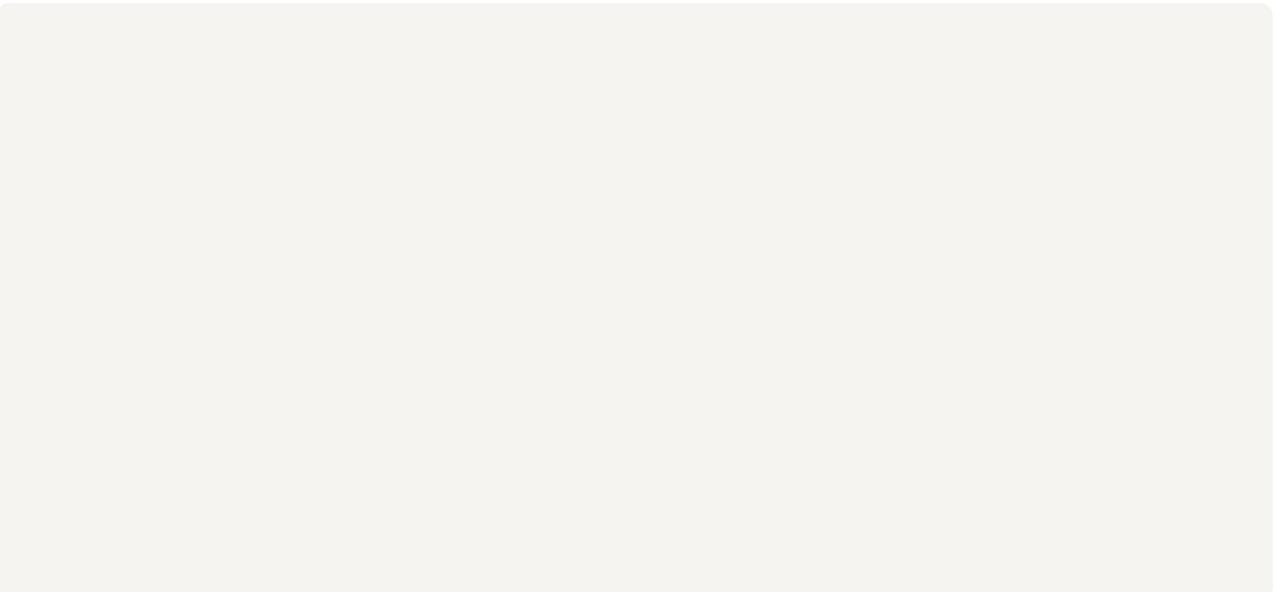
Are there other art mediums, like paint, textiles, or collages, that I'm interested in combining with my photography?



How does experimenting with different mediums change the look and feel of my photographs? What new possibilities or techniques does it open up for me?



Do I have a specific message or story that I think combining mediums can help me convey more effectively?





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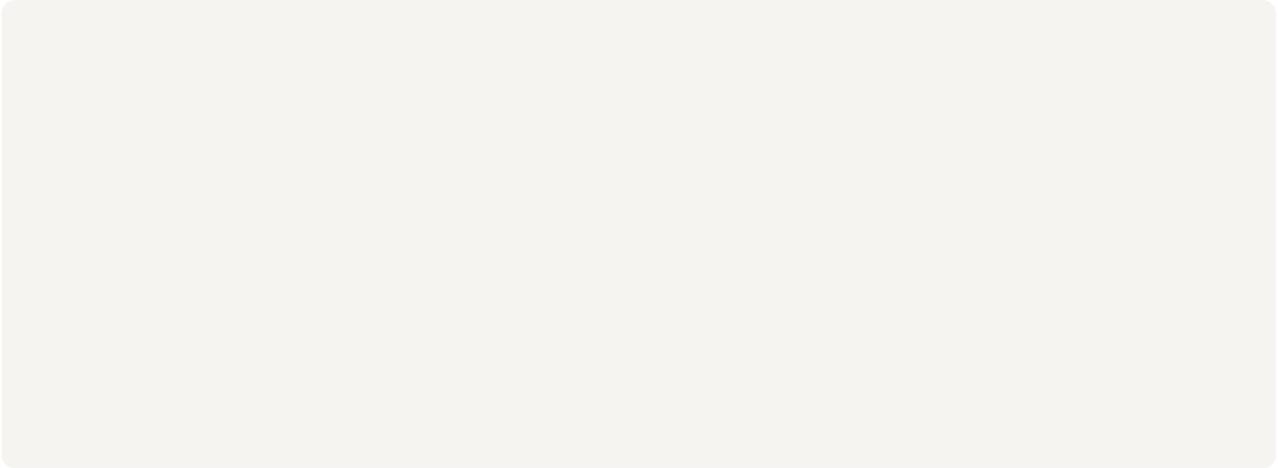
Chapter

CONSISTENCY

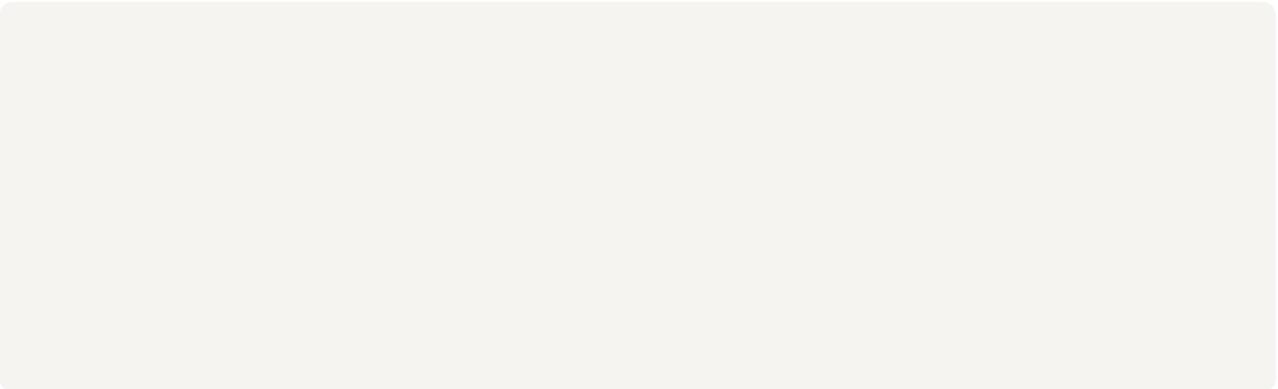
Also, a key element of your artists voice is consistency. Consistency in photography is like a thread that weaves through the fabric of your visual storytelling. It means that you can repeat elements within your works. Work that feels connected. Consistency can manifest in different elements, such as style, similar subject matter, the same media, and your own aesthetic choices. Does it mean you will never experiment or try new things? Of course not! Consistency is a dynamic process that grows with your artistic development and experiences.

WORKSHEET – CONSISTENCY

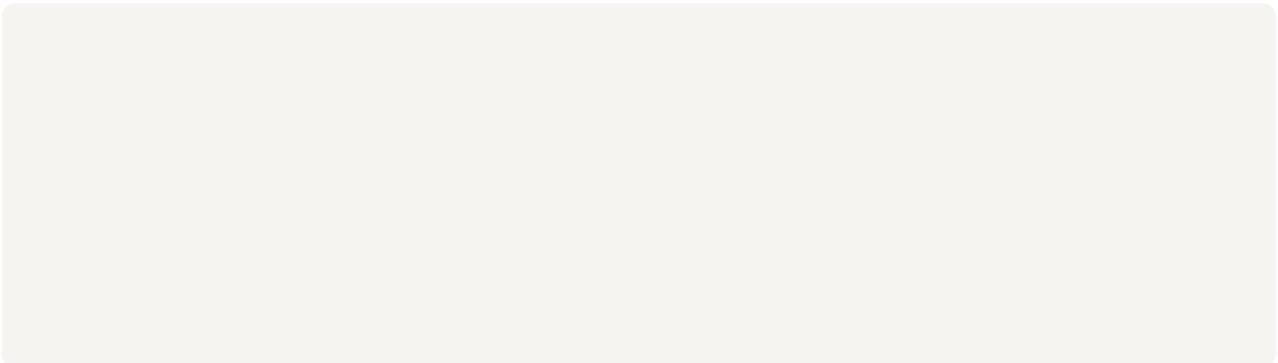
What things do I always include in my photos?



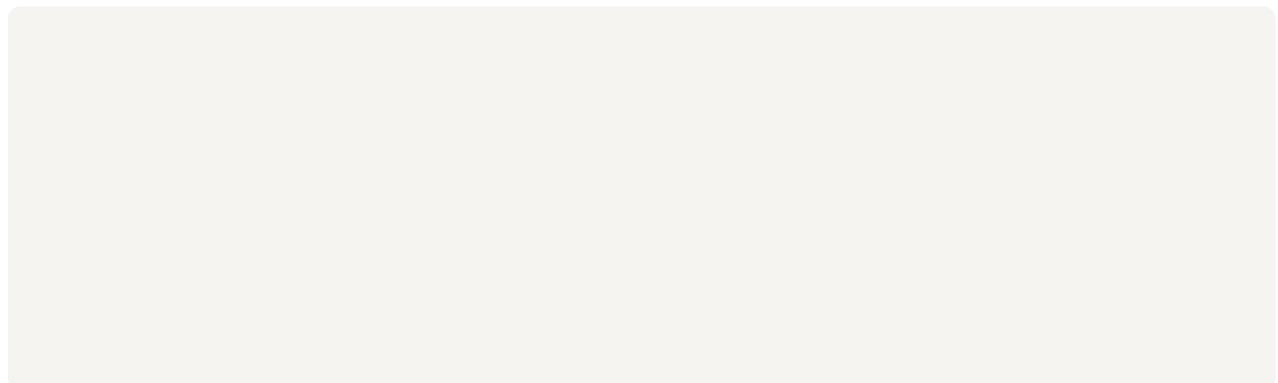
How can I keep my photos looking like 'me' while also trying new things?



Do I see the same patterns or changes in my photos over time? How has my style changed as I've learned more?



How do photographers or artists I like keep their work consistent?





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Chapter

SKILL

Skill is important element of artistic voice. The more you know how to do it and the better you become at it, the deeper your understanding of your work will be. It will be easier to express what you want to say. With more skills, you will create richer and more visually complex work. Do you have the technical ability to express your ideas in your photos? And not just once but again and again?

WORKSHEET – SKILL

What is my strength in photography?

Does new skills give me new ideas?

What new skills or techniques do I want to learn?

Books and courses that can help me grow as a photographer:



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Chapter INTERESTS

Your interests can influence your photography subject matter, style, and creative approach. If you love nature, you might focus on landscape or wildlife photography. If you're keen on human emotions, you might concentrate on portraiture or documentary projects to explore the human experience. Your interests shape your choice of subjects and your unique perspective and visual language.

WORKSHEET - INTERESTS

Why do I take photos?

What interests or hobbies do I have outside of photography that inspires me?

Photographers and artists whose work inspires me and WHY:

Are there new things I want to try photographing based on my interests? How can I include them in my next projects?



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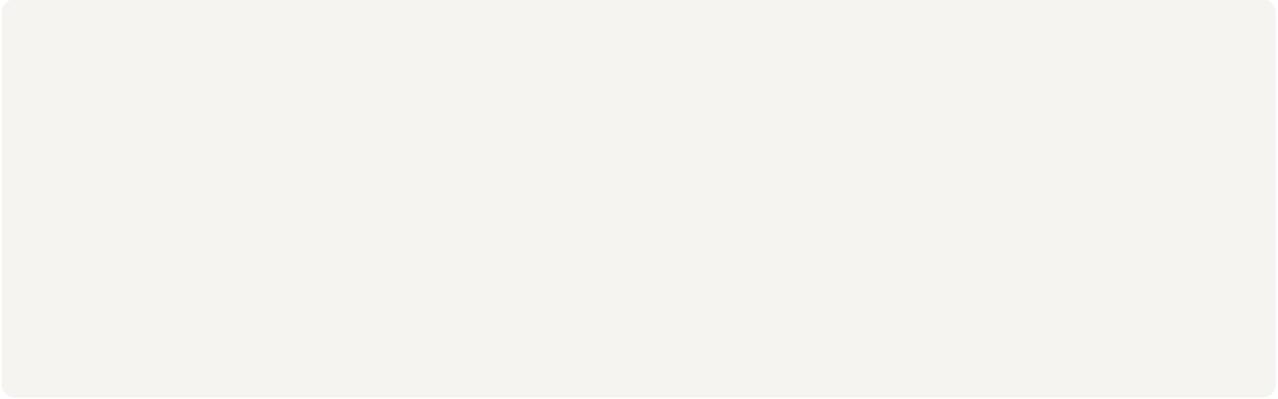
Chapter

SENSE OF PLACE

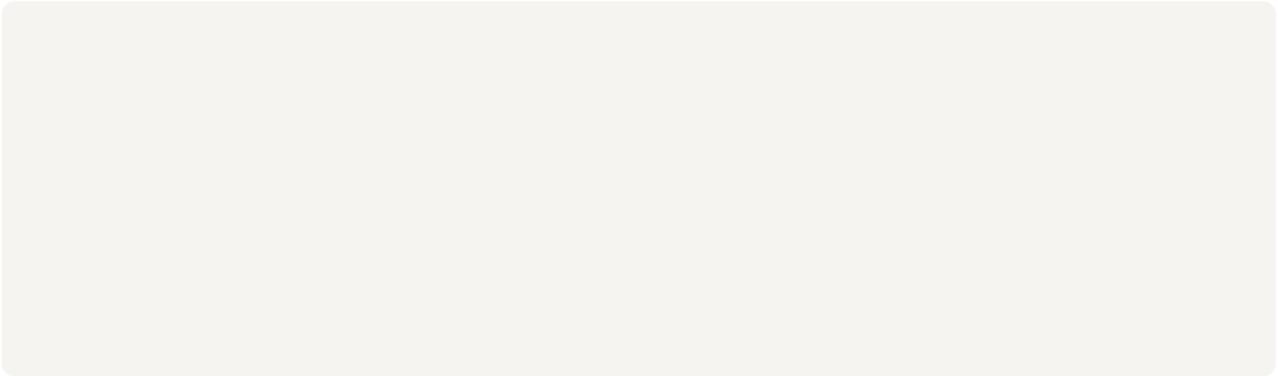
You can discover more about yourself by exploring your sense of place, whether from memories, travel experiences, or your current environment. This is one more layer you peel off as you dig deeper into your inner core of who you are. Maybe your sense of place is woods near your home, the beach, or your childhood house with a big oak tree in the yard.

WORKSHEET – SENSE OF PLACE

What places or locations hold special meaning for me? How do these places inspire or influence me?



Are there memories or feelings associated with specific places what I want to capture in my photos?



My sense of place...

smells like

sounds like

looks like

tastes like

feels like



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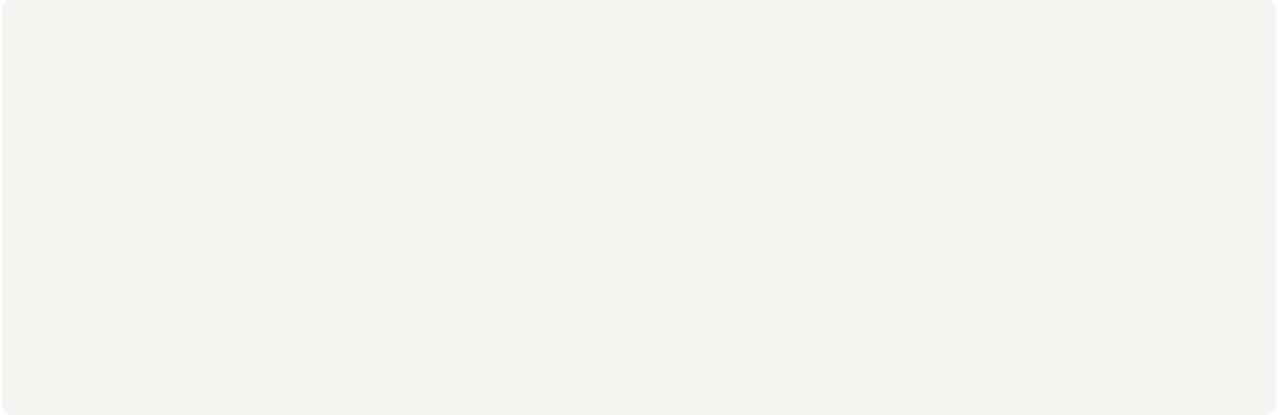
Chapter HISTORY

Your personal history is the foundation of your identity. It shapes the lens through which you perceive the world and influences your approach to different aspects of life, including your photography.

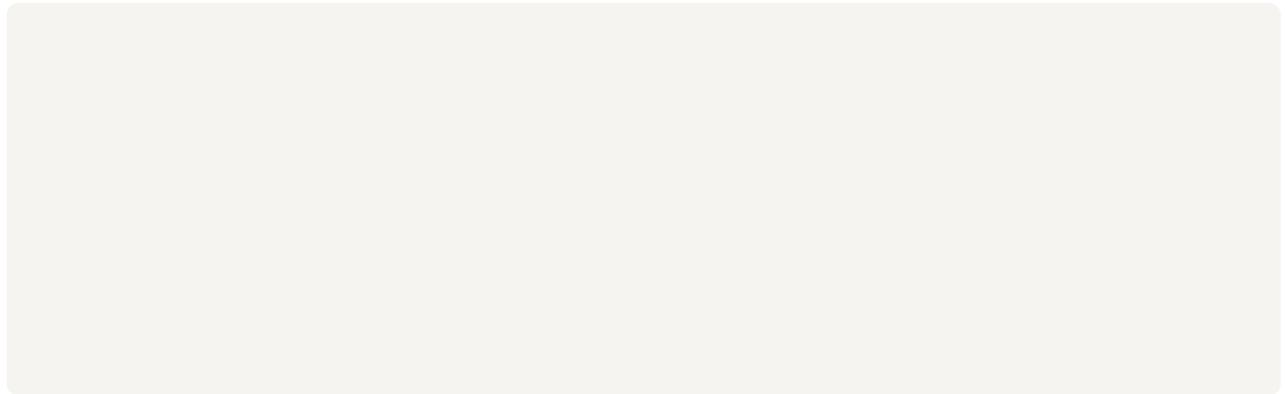
And again, ask yourself questions. What people do you come from? Not just the people who raised you but the people who raised them and the communities that surrounded them all. What choices and sacrifices do you come from? What bravery and stories do you come from? What is your origin story? And who are you in all of this?

WORKSHEET – HISTORY

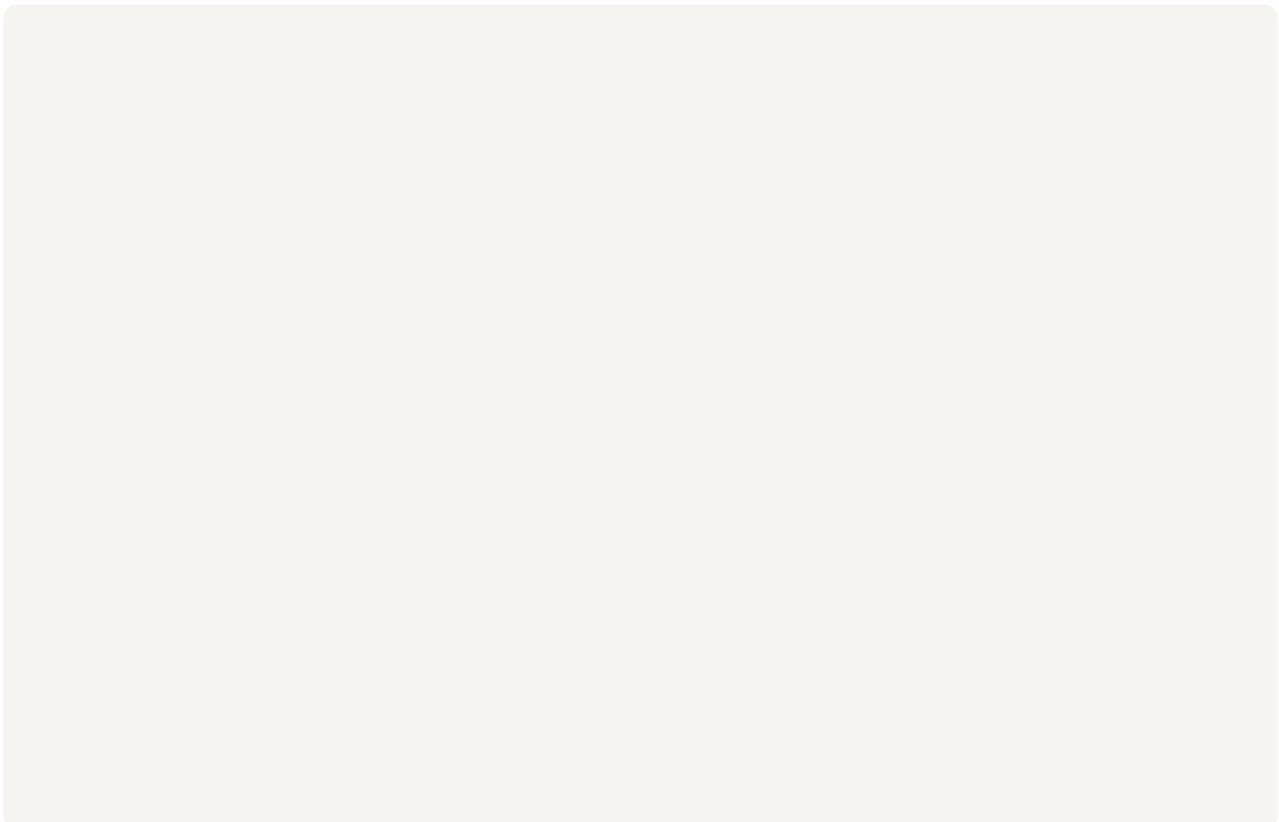
Who are the people and communities that have shaped my family's history?



Are there stories from my family's past that resonate with me? How can I reflect these stories in my photography?



What is my own origin story? How have my personal experiences and background influenced my artistic perspective and style?





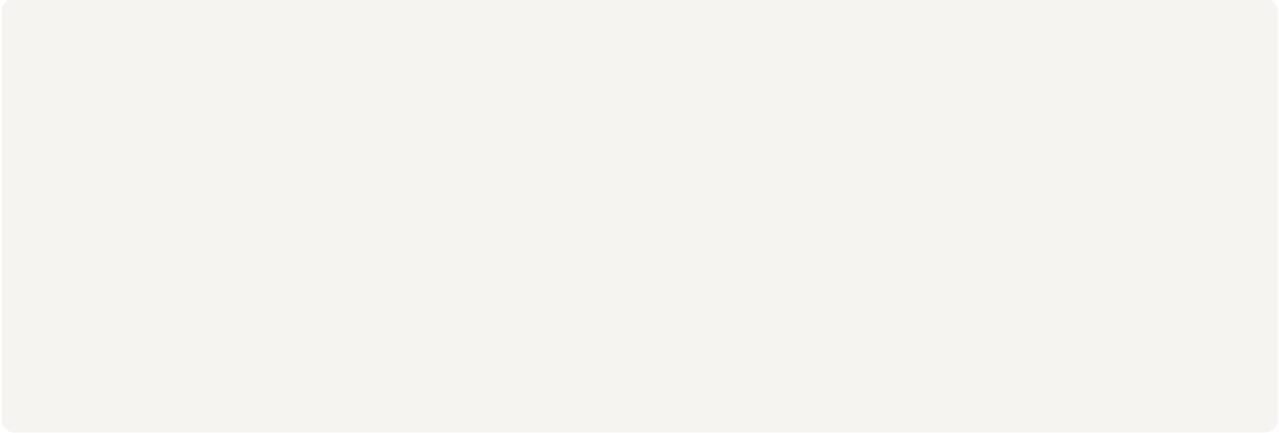
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Chapter YOUR STORY

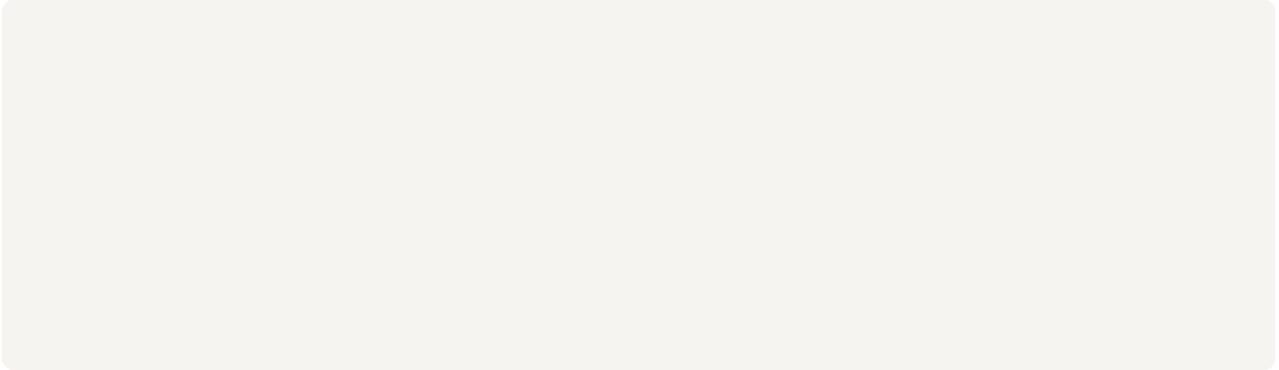
Your story is simply everything about you. What has happened to you? What interests do you have? What are you passionate about? What do you find yourself wanting to read about? It is all your struggles, fears, regrets, hopes, and dreams. Your story is your background, your identity, your culture, your gender, and the colour of your skin. Your story is unique, weird, and particular. People connect with your work for various reasons; it might bring them comfort, give them hope or strength, and speak to them visually. People will feel your joy, love and excitement in your work. They will also feel your pain, confusion, struggle and fear. What we choose to show or hide, reveal or conceal, tells a story about our lives, photography and who we are inside. What we bring to each photo is the sum of our experiences. Everyone's story matters, including yours.

WORKSHEET - YOUR STORY

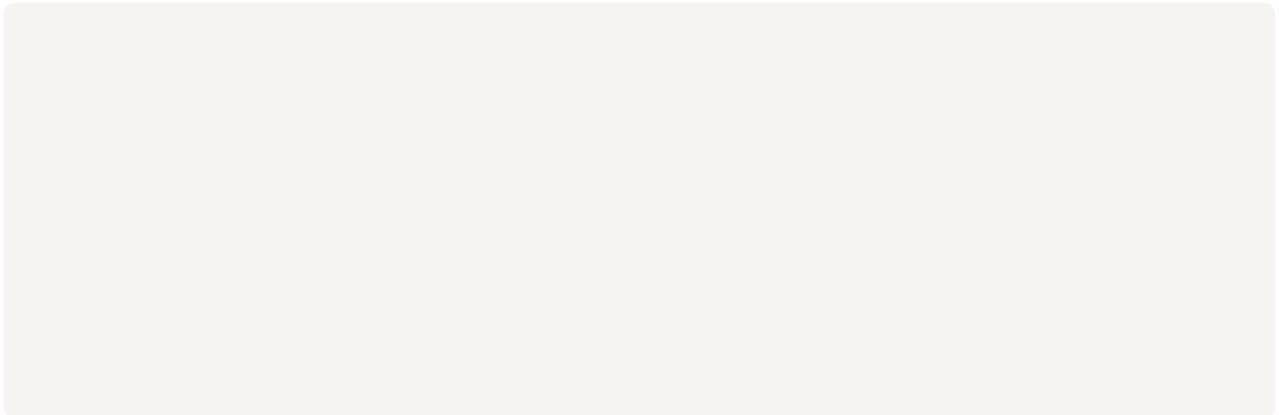
What does it feel like to just be me.



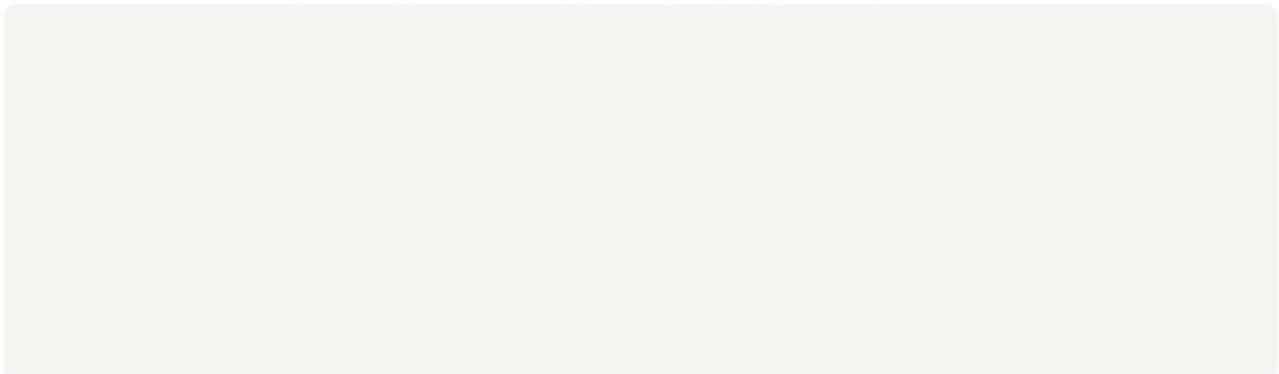
What experiences or events in my life have had the biggest impact on my photography?
How do they show up in my photos?



What emotions or stories am I trying to convey through my work?



Short-term and long-term goals for my photography journey:



Our work will always be about us. Everything you create is a self-portrait. Once you fully understand who you are and what you like, your unique voice will come naturally through your lens. But remember, while self-exploration and learning from others can guide and influence you, your unique voice starts to emerge through creating and experimenting. Each photograph you take, each project you pursue, and each challenge you overcome contributes to shaping your artistic identity. It's in the process of doing the work—immersing yourself in photography, making mistakes, learning from them, and pushing your boundaries—that is how you really will start to see results. Over time, this consistent practice and commitment to your art allow your authentic voice to shine through in your work, reflecting your perspective, emotions, and vision as a photographer. Just keep going! The deeper you go, the closer you will get.

Ready to dive deeper?

Join the online Photography Workshop "Embrace Your Creativity", to nourish your inner artist and strengthen your creativity.

Start your creative journey today!

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