

Main uses of conceptual photography

Advertising industry

Advertising uses this genre of photography to **associate products with attractive ideas** for the consumers.

Social protest

Conceptual photography can be used to **highlight social problems** to be thought-provoking.

Educación

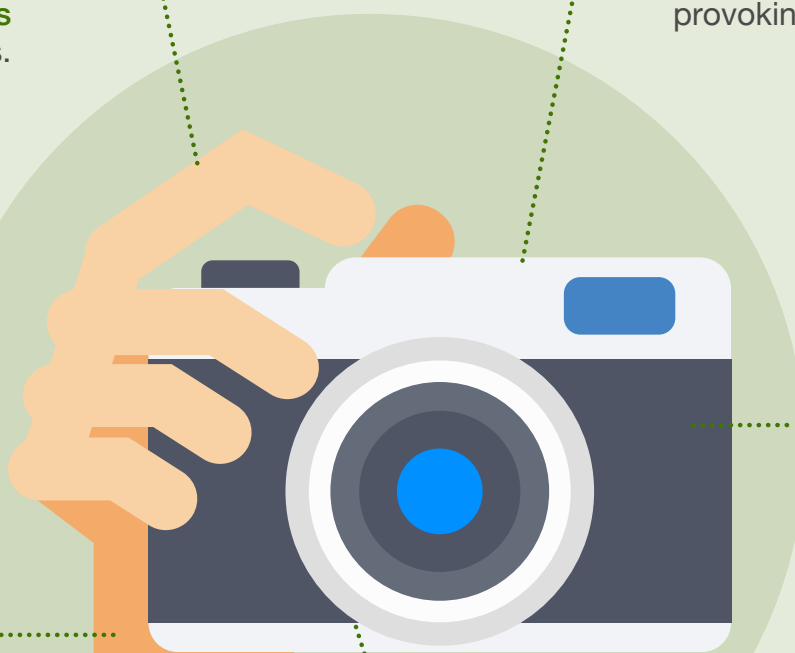
These images can help students to **grasp abstract ideas** which are difficult to explain.

Image banks

Many photographers sell these works for **use in advertising or as illustrations** to digital and printed media.

Psychology

Psychologists use conceptual image tests to **capture ideas about people**.



Source: Blog del fotógrafo