



Drexel University

PHOTOGRAPHY PROGRAM CASE STUDY

Joy Moody says that relationships are the key foundation to great photographs and her business. From wedding, to belly, to baby and beyond, her clients are not just clients. They become friends.

Photography has always been an instrumental part of Joy's life, with a deep history of photographers on both sides of her family. Growing up in New Mexico, her dad always had the camera focused on her, so in the beginning she started as the subject, but quickly turned her interest to the other side of the camera.

She found a new home in Philadelphia at Drexel University majoring in Photography. After graduating in 2000, she worked at Drexel for six years managing all the Apple computers for the Media Arts College. During this time she slowly built a foundation for her business. In 2007, She made photography her full time business and career.

Her maternity (belly) and baby photography started from her senior thesis at Drexel. She did a series of body landscapes, one of which was a pregnant belly. A few of her friends were pregnant during that time and

they generously let her photograph them. Those images were shown in a group show at the DaVinci Art Alliance and the images then went into a high-end maternity shop called Belly. Once her belly clients had their babies, she started getting calls to photograph the children, and the Moodybaby sessions happened as a natural next step.

The first wedding she photographed was her brother's wedding in 2001 and once people saw those images she started getting requests to shoot more weddings. Joy feels that wedding photography doesn't have to be traditional staged photography and relationships are the key to great wedding photography. She makes it her goal to get to know the couples and make sure they have a good personal connection.



For information about our program contact Paul Runyon, Photography Program Director at 215-895-2932 or email at Paul.Runyon@drexel.edu.



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[www.drexel.edu/westphal/academics/
undergraduate/photo](http://www.drexel.edu/westphal/academics/undergraduate/photo)

Joy has a photograph from her senior thesis body landscape series in the Princeton University Museum of Art as well as the Philadelphia Museum of Arts archive collection. In 2007 she was voted one of the top 3 wedding photographers from MyFoxPhilly Annual Hot List. She is also a member of ASMP.

To see more of Joy's work, visit her website: <http://www.joymoody.com>



All photographs by
Joy Moody

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