

Daniel Farnam Cinematographer

Since earning his BFA in Cinematography from Columbia College Chicago, Daniel Farnam began his career in the lighting department at Panavision, learning the craft from the inside of one of the industry's premier camera rental houses. While in Chicago, he quickly began working as both a camera assistant and electrician, gaining valuable on-set experience across a wide range of productions.

During this time, Daniel also moonlighted at a telecine color facility working on DaVinci color-grading systems, where he developed a strong understanding of color, tone, and image finishing. These early experiences shaped his visual sensibilities and continue to influence his work as a cinematographer.

Still photography has always been central to Daniel's artistic practice. From pinhole photography to large-format work, he draws from a wide range of photographic techniques that inform the visual language of the motion picture stories he helps bring to life. While studying at Columbia College, Daniel also attended photography studies at Dartington College of Arts in Devon, England. This small, experimental program encouraged a thoughtful, off-the-beaten-path approach to image-making that remains a cornerstone of his cinematic framework.

Daniel later moved to Los Angeles to pursue an MFA in Cinematography at the American Film Institute Conservatory. Based in Los Angeles, he has spent the past fourteen years shooting independent films, commercials, music videos, and unscripted television.

His work includes projects for networks and brands such as Discovery Channel, MTV, BET, FOX, ABC, HGTV, Lifetime, Showtime, Walmart, Coca-Cola, and Verizon. Daniel also shot the *Totally Baked* feature film and numerous commercial campaigns for the MARCOM Group agency.

More recently, Daniel has delivered successful projects in the fast-growing vertical micro-drama market for platforms including ReelShort, GoodShort, Vigloo, Shortical, DreameShort, PineDrama, and DramaBox.

Known for his ability to move quickly while maintaining high production value, Daniel excels at efficient blocking, lighting, and visual storytelling in demanding shooting environments. From Africa to Alaska and many places in between, Daniel approaches every project with the same guiding principle: **photograph the emotion first—because the image should always serve the story.**