

## **Illuminating Shades: Exploring The Symbiosis Of Eco-friendly Practices And Digital Photography In The Kumasi Metropolis**

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**Abstract :** In the last decade, there have been calls to replace carbon emissions with green technology globally to save the planet. There is a rising need to evaluate industry players' understanding of and use of eco-friendly practices due to the growing shrewdness of environmental challenges worldwide. The key aim of this research was to assess the symbiotic relationship between eco-conscious initiatives and digital photography practices within the Kumasi Metropolis. The study used a multidisciplinary approach to investigate the complex dynamics, opportunities, and problems that result from the blend of digital image technologies and environmentally conscious concepts. For research design both the qualitative and quantitative approaches were employed. The data collections instruments included interviews, questionnaires, and observations. A total of 58 digital photography professionals were contacted via quantitative survey while qualitative perceptions were gathered via interviews of 8 studio technicians and 6 key photography studio directors on an observation approach. The study assessed the awareness levels as regards environmental concerns and scrutinized the extent to which eco-friendly practices are incorporated into various stages of the digital photography production. The results showed how environmentally conscious industry participants currently are, underscoring the opportunities and teething troubles in implementing eco-friendly practices within the Kumasi metropolis.

**Keywords :** eco-friendly, practices, sustainability, environment

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