Jacksonville Photographer Earns Recognition for African Wildlife Work

A Jacksonville photographer known for a wide range of visual work has been honored for images captured in Africa. The recognition comes from a competition that draws entries from around the world, and it places the photographer's work among the best in its category. For anyone who follows wildlife imagery, the announcement adds a new name to the list of photographers whose work stands out in a crowded field.

The photographer, Mark Krancer, operates under the name Kram Kran Photo. His portfolio spans architecture, events, food, landscapes, wildlife, and cultural imagery. This range gives him a broad view of the craft, but the recent awards focus specifically on his work with African subjects. The awards were given in the 2026 World Awards for African Imagery, a competition that recognizes excellence in photography and video from across the African continent.

What the Awards Recognize

The World Awards for African Imagery accept entries from professional and amateur photographers worldwide. Categories cover wildlife, landscapes, people, and conservation stories. The competition aims to highlight the beauty and complexity of Africa through the lens of those who visit or live there. Receiving an award from this program signals that a photographer's work meets a high standard of technical skill and artistic vision.

Krancer received two Awards of Excellence in the 2026 edition. These are not the top prizes in the competition, but they place his work among a select group of entries that judges found noteworthy. For a photographer based in Florida, the recognition is especially notable because it comes from a competition that draws heavily from photographers who live and work in Africa. The awards suggest that Krancer's eye for composition and his ability to capture animals in their natural habitat match what the judges look for.

Background on African Wildlife Photography

African wildlife photography has grown in popularity over the years as more travelers and professionals bring back images from the continent. The genre demands patience, knowledge of animal behavior, and the ability to work with unpredictable light and weather. Photographers often spend days or weeks in reserves and national parks, waiting for the right moment. The best images convey a sense of place and the character of the animal, whether it is a lion resting in the shade or a herd of elephants crossing a dry riverbed.

Krancer's award-winning images fall into this tradition. While the specific subjects of the honored photographs have not been detailed, the category suggests they show animals in their environment. The awards confirm that his approach to African wildlife photography resonates with experienced judges. For someone whose main studio is in Jacksonville, the recognition also shows that a photographer does not need to live in Africa to produce work that the continent's specialist competitions value.

What This Means for the Photographer and His Audience

For a photographer who works across multiple genres, an award in a specific category can help focus attention on that part of the portfolio. Krancer's website and social media already show a mix of architecture, food, and event photography. The awards give visitors a reason to look at his wildlife work, which might otherwise be overshadowed by the variety of his other subjects. Potential clients who need wildlife imagery for editorial or commercial use now have an independent reason to consider his work.

The recognition also matters for the broader community of photographers in the southeastern United States. Competitions like the World Awards for African Imagery are often dominated by entrants from Europe, Africa, and Australia. A photographer from Florida winning two awards shows that talent and dedication can overcome geographic distance. It may encourage other photographers in the region to enter their African work into international competitions.

How the Competition Works

The World Awards for African Imagery are organized by a group that runs several photography competitions. Entries are judged by a panel of photographers, editors, and conservation professionals. Each entry is scored on technical quality, composition, originality, and the story it tells. Awards of Excellence go to entries that score high enough to stand out from the majority of submissions.

The competition does not release detailed scores or judge comments publicly, so the exact reasons for Krancer's awards are known only to the organizers. However, the consistency of his recognition across two separate images suggests that his work has a consistent level of quality. That consistency is often harder to achieve than a single standout image, because it requires the photographer to maintain a high standard across different subjects and conditions.

Practical Takeaways for Aspiring Wildlife Photographers

For photographers who hope to follow a similar path, the announcement offers a few lessons. First, entering competitions is a way to get objective feedback on your work, even if you do not

win the top prize. Second, building a diverse portfolio like Krancer's can help you develop skills that transfer between genres. Composition skills learned in architecture photography can improve wildlife framing, and the patience required for event work is similar to waiting for animals to move into the right position.

Third, geographic location does not limit your ability to produce work that competes internationally. Krancer lives in Jacksonville, far from the savannas of East Africa. Yet his images were strong enough to earn two awards. That suggests that planning, research, and a good eye can overcome the disadvantage of not living near the subject.

Looking Ahead

The recognition from the World Awards for African Imagery will likely bring more attention to Krancer's wildlife work. It may also lead to exhibition opportunities, speaking engagements, or assignments from publications that cover African travel and conservation. For now, the awards stand as a mark of quality that sets his work apart in a competitive field.

Kram Kran Photo continues to showcase the full range of Krancer's photography, from Jacksonville architecture to African wildlife. The awards add a new chapter to that story, one that highlights the photographer's ability to capture the natural world with skill and sensitivity. For anyone interested in African wildlife photography, the announcement is a reminder that excellent work can come from unexpected places.