

Projects for Creative Vision - Session 2

1. Creative – Contrasting Pairs
 - a. Create four sets of two images that contrast with one another.
 - b. Examples:
 - *Hot/cold, wet/dry, big/small, white/black, old/young, new/old, hot/cold, bright/dark, serious/funny, etc.*
 - c. Use your imagination to come up with contrasts of your own.
 - d. Make sure that each image in a pair shows one side of the contrast only.
 - e. Use the “formula” discussed in class (and attached) to create your images.
 - f. By Sunday, April 15, 5:00pm: Submit two photos that contrast with one another.

2. Creative – One Story, One Frame
 - a. Create two images that have contrast within the frame.
 - b. You can--but you don't have to--use the same contrasts you used in the first project.
 - *Challenge yourself by choosing a different contrast*
 - c. Use the “formula” discussed in class (and attached) to create your images.
 - d. Give your photo a title.
 - e. By Sunday, April 15, 5:00PM: Submit one photo and title.

3. Creative (Extra Credit) – Photo Essay
 - a. If you feel compelled by a story you want to tell, develop a concept for a photo essay.
 - b. Use the ideas discussed in the workshop to plan your shots
 - *If your story is an event, planning ahead to capture the shots you want is a really good idea*
 - c. If you feel comfortable, share your concept with the workshop class or just with me.

4. Technical – Lens Inventory
 - a. Make a list of all of your lenses.
 - b. Understand what each of them can contribute to your creative photography
 - *What does each lens do to the elements in the frame.*
 - *How does each lens affect the look of your images?*

A Formula for Creative Photography

There are many ways to capture the image that you envision, and this is one that you can practice and modify as you get more comfortable with your camera. Of course, you can always develop your own approach. That's what creative photography is all about.

- 1. Envision the image**
 - a. Determine your subject and/or theme and visualize how you want your image to look.
 - b. Think about composition, depth of field, motion, and light before you ever pick up your camera.
- 2. Put your camera into Manual mode**
- 3. Set your ISO to its lowest setting**
 - a. This ensures that your image will have the highest quality possible.
 - *On most cameras, the lowest setting is 100.*
- 4. In terms of aperture and shutter speed, decide which is most important to the image you have in mind**
 - a. Do you want to have a blurry background? Then choose your aperture.
 - b. Do you want to have clarity from front to back? Then choose your aperture.
 - c. Do you want to freeze motion? Then choose your shutter speed.
 - d. Do you want to blur motion? Then choose your shutter speed.
- 5. Adjust the other setting to get a good exposure**
 - a. Once you have selected the most important setting (aperture or shutter speed) use the indicators in your viewfinder to adjust the other setting (conversely, shutter speed or aperture) to establish a good exposure.
 - b. When you look through your viewfinder you should see a display that looks similar to attached graphic. To get a good exposure, the exposure indicator should be centered as in the top example.
 - *Note: If you have trouble reading your camera's indicators please contact me, and I will help you.*
- 6. If you can't get a good exposure**
 - a. You could adjust the most important setting, but then you may be sacrificing the look you envisioned. It is up to you whether this adjustment affects your vision.
 - b. You could increase the ISO, but you may be sacrificing image quality
 - *As long as the adjustment is not significant the amount of "noise" you introduce into the image will probably not be noticeable.*
 - c. You could change your perspective--or take the photo at a different time when the available light is different.

A Structure for a Photo Essay

Photo essays make storytelling photography easier because you don't have to tell the whole story in one frame. The formula below is fairly common, but it's certainly not meant to be a rigid prescription.

Wedding photographers use the photo essay structure to guide them throughout the day. The examples in red are from a typical wedding.

1. The Establishing Shot

- a. This is where the story is going to take place
 - *The venue, the church, the reception area*

2. Medium Shots

- a. This is who the characters are and what the story is about
 - *Candid shots of the bride, groom, groomsmen, bridesmaids, family, celebrant*

3. Detail Shots

- a. Tight images of details relevant to the story
 - *The flowers, the place settings, rings, shoes, gifts, invitations*

4. Portraits

- a. Closeups
 - *Bride, groom, bride and groom*

5. Moments

- a. The peak of the action
 - *First kiss, first dance, cake cutting*

6. Closer

- a. Wrap up or conclusion
 - *Bon voyage, last dance, confetti, sparklers*