

DESN 350 Week 2 Part 1 Summer 2017 (Short ½ week due to holiday)

Reading: Long: Ch 16 Correcting Color and Ch 12 selected topics

Camera Assignment: An 8 Image Photo Essay
On this holiday we will concentrate on *people and culture*. Our goal is to explain the culture that surrounds us, to someone from somewhere else. Think of your family or friends' events, or home, or school, as a tourist destination for a traveler. The kind of images you would seek while traveling are the same as on any shoot describing *what it's like to live* in your world. Your pictures need to re the motivations behind what we do, be it love, friendship, duty, pride, spirituality or weariness.

What makes a culture interesting? How do we dress? How do we eat? What do we eat? How do we treat each other? How do we show respect? How noisy are we? How polite are we? What social graces do we observe? How is the work and fun divided up? What do we do that is really odd when you think about it? How important are the pets? What do individual people look forward to the most? What is the true personality of each person?

This is a photo essay and you should organize it in some logical way. For instance, if family is gathering for a July 4th meal/party, you might use a *time-line* sequence including preparations, cooks, people arriving, meeting grandma, helping themselves to the food, someone showing a child how to play a game, a formal portrait of the group, the cleanup, watching television, napping guests, thank-yous, folks packing for the trip home, and sleepy kids in the car.

The usual family snapshots won't do here. We don't want a picture of a child on a grandparent's lap *unless* we see interaction, love or concern. We don't want a picture of food on the table, without a hint of *why* it is there, or who is proud to have prepared it.

Look for examples such as the following ,and identify them with a **small caption** along the bottom edge of each.

- A *candid* shot of someone doing what they love to do. You may need to practice getting the timing right.
- A *candid* shot of two people interacting. They are paying attention to each other, not the photographer.
- A *posed* shot of someone doing what they love to do. Pose them but talk to them to make them naturally relaxed.

- A group portrait (3 or more people) in soft light. (No direct sun!) Can we tell what they've been doing?
- A picture of a fan engrossed in a game.
- A child showing you her/his favorite toy.
All of this week's images should be properly exposed with detail in both the highlight and shadow areas, without distracting elements, all in focus (unless you choose to do selective focus), with good contrast, without grainy-ness, and with interesting composition (framing, thirds, triangles, etc.). No flash please!
- A picture inside a store showing happy involved shopper. Or a similar promotional picture, such as a picture showing a happy involved student.

Using your camera

1. With the cameras you are using, you should not need a direct flash. Rather, use a higher ISO if necessary, and a wide enough aperture to keep the shutter speed quick enough to avoid blurring, when shooting indoors.
2. Many of these types of pictures, especially indoors, would benefit from exposure compensation.
3. Try setting your camera's white balance to match the light source. Does it do a better job than with automatic white balance?
4. Turn on your camera's exposure bracketing tool (sometimes called AEB). You will automatically capture 3 exposures each time you press the shutter, giving you great range of exposure options to pick from later.

Questions From Class:

What are strategies for finding the best light and the best angle?

What do you take pictures of if it is overcast or rainy?

What do you take pictures of if it is noon on a sunny day?

What do you look for that make your event or travel images interesting?

What color is an overcast sky?

*A bluish gray. Can be brighter than a clear sky.
(6000-7000K)*

What kind of pictures is an overcast sky goof for?

What kind of pictures is a hazy sky good for?

What time of day gives you the warmest light?

What kind of pictures should you try for midday?

What is framing in image composition?

What is meant by *the color temperature of light*?

What color temperature is considered ideal?
(5500K)

What is the color temperature of a cloudy day?
(6000-7000K)

What is the color temperature of an incandescent light?
(2700-3000K)

What is the color temperature of a sunset?
(2000K)

What is the color temperature of a distant snow?
(Probably 6000-7000K even on a nice day)

What is an example of RGB balance for white, gray, and black?

Ch 9 Finding and Composing an Image 198 - 245 (page 216-on)

How do you adjust your camera for shallow depth of field?

How can a small thing on one side of an image balance a larger thing on the other side of the image?

Explain the rule of thirds.

Be able to recognize repetition in an image.

What are the reasons for trying to balance foreground and background?

To show a relationship.

Golden Gate Bridge in background of travel photo

What are the author's six practices for better shooting?

1. *See the whole image, not just the part that got your attention.*
 2. *Work the subject. Move around and look for compositions.*
 3. *Use Burst mode to get a bunch of images. One might be better than others.*
 4. *Narrative. Find a way to make the image into a little story.*
 5. *Simplify. Reduce the clutter in your viewfinder.*
 6. *Don't worry about looking stupid. Try stuff.*
-

Selected Study Questions Ch 12 Special Shooting

What is the advice for shooting events? p309

What is the best exposure strategy for shooting sports?

What is the advice for street shooting? p302

Can you use images taken on the street for commercial publication?

What is the advice for vacation shooting? p320

What are five recommendations for shooting at night?
p315