

# PHOTOGRAPHY



“ I would willingly exchange every single painting of Christ for one snapshot”

George Bernard Shaw

1856-1950

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# IMPACT OF A PHOTOGRAPH

- Captures an instant in life that combines space, time, and circumstances
- If it is of a personal nature, it can instantly remind you of your state of mind and surroundings at the particular moment the picture was taken
- If it is of someone else or unrelated to you personally, it can still evoke emotional reactions based on our own experiences and feelings

# TYPES OF PHOTOGRAPHY

- **Photojournalism**
  - **Documentary Photography**
  - **Action Photography**
  - **Glamour Photography**
  - **Art Photography**
  - **Portraiture**
  - **Advertising Photography**
  - **Travel Photography**
  - **Macrophotography**
  - **Microphotography**
  - **Underwater Photography**
-

# PHOTOJOURNALISM

- **Photo journalism** is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story.
- **Timeliness** — the images have meaning in the context of a recently published record of events.
- **Objectivity** — the situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.
- **Narrative** — the images combine with other news elements to make facts relatable to the viewer or reader on a cultural level.



# PHOTOJOURNALISM

- The basic mission of a photojournalist is to take pictures to accompany a news story (whether it is broadcast or published in a newspaper).
  - However, truly great photojournalism pictures should tell the story BEFORE the text or broadcaster does.



- A protester shows tear gas cartridges deployed by the riot police during clashes between protesters and riot police near the interior ministry February 3, 2012 in Cairo, Egypt.

- Carsten Koall is a German photojournalist based in Berlin



- Lack of care for people with mental disorders in developing nations is a serious concern for world health organizations.
- The man shown here, from Bali, Indonesia, has been chained in the same room for 9 years.





- Doctors and firefighters work together to cut steel bars from a worker's body during an operation at a hospital in Hangzhou, Zhejiang province of China.

- A total of seven bars pierced the worker during his duty at a bridge construction site.



- Spanish fans react to the UEFA EURO 2012 semifinal match between Spain and Portugal, while watching it on a giant outdoor screen in Madrid, Spain.



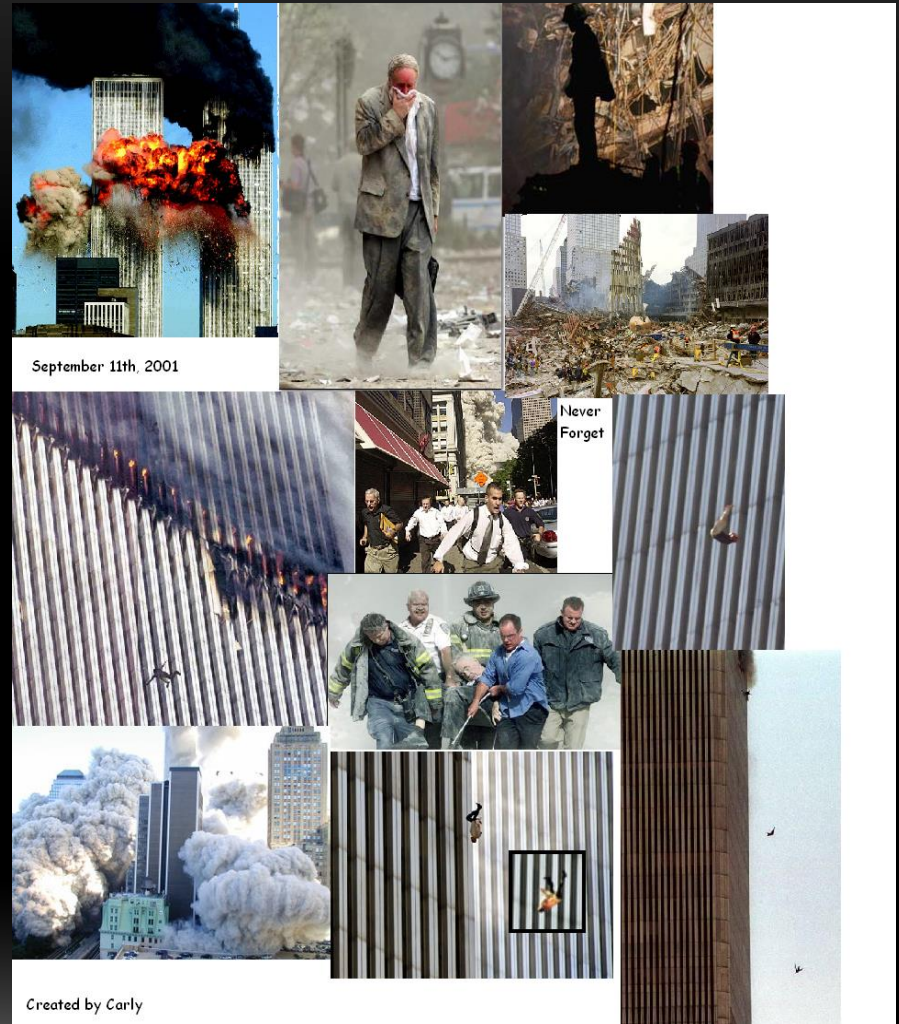


AZUL



# DOCUMENTARY PHOTOGRAPHY

- **Documentary photography** usually refers to a popular form of photography used to chronicle significant and historical events.



# DOCUMENTARY PHOTOGRAPHY

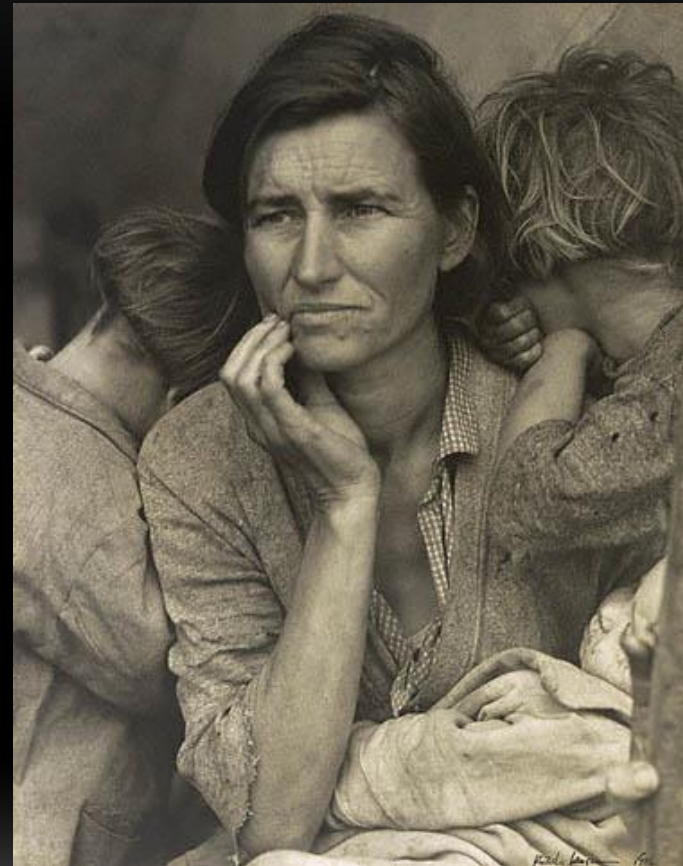
- Documentary Photography also refers to the area of photography in which pictures are used as historical documents.



Battle of Gettysburg

# DOROTHEA LANGE

- Dorothea Lange was an American photojournalist who is best known for her photos of the Great Depression. Her photo *Migrant Mother* is one of the most well-known pictures in history.
- Dorothea Lange, who was stricken with polio, but became a famous photographer during the Recession of the 1930's with the Photo of Florence Thompson
- Great photographers like Dorothea Lange dedicate their time and talent to fully capturing one theme or person before moving on to the next photography project.



Aside from her well-known work documenting the Great Depression, she also worked tirelessly to photograph the internment camps in the 1940's.





- “I saw and approached the hungry and desperate mother, as if drawn by a magnet. I do not remember how I explained my presence or my camera to her, but I do remember she asked me no questions.

- I made five exposures, working closer and closer from the same direction. I did not ask her name or her history.”



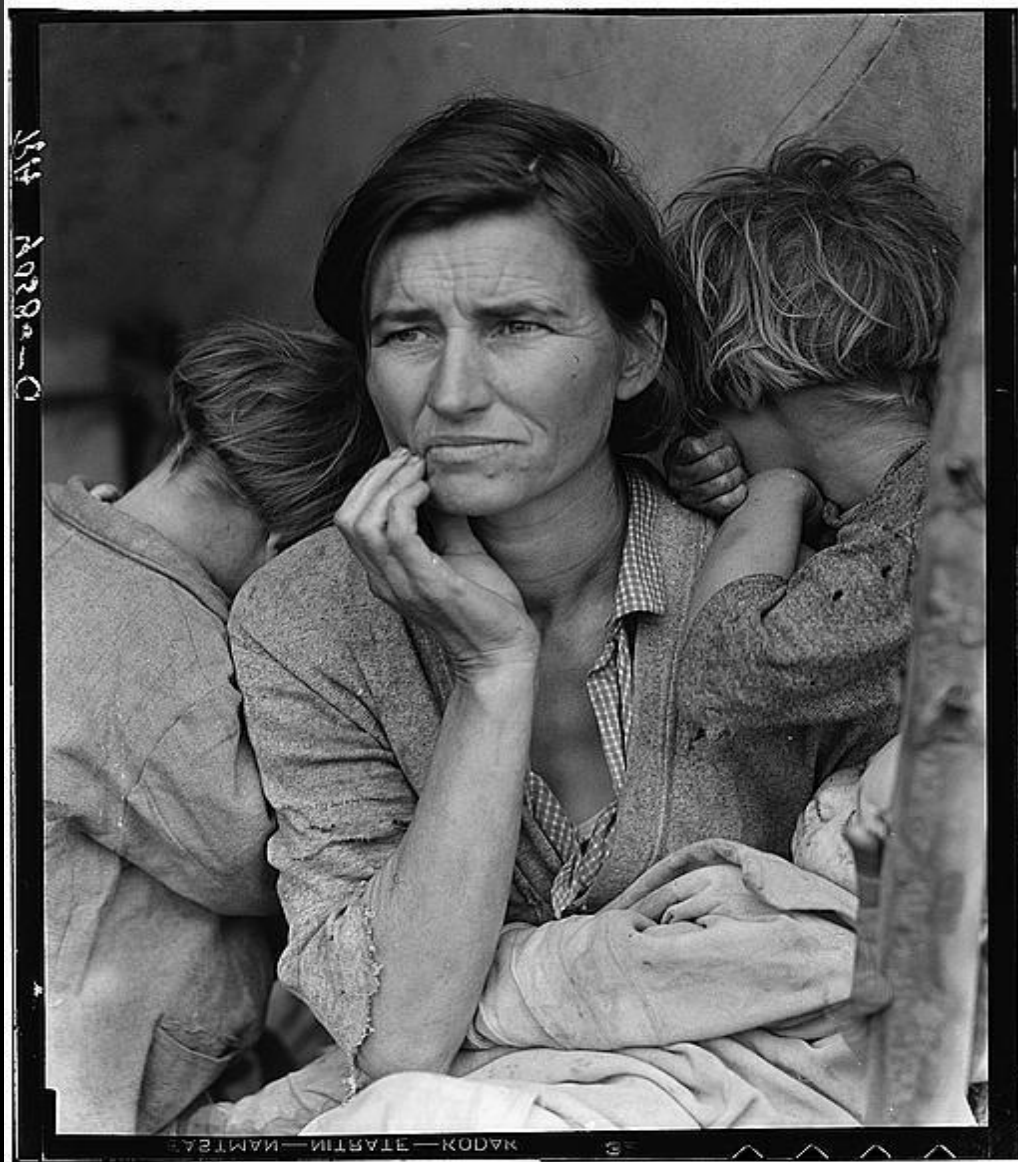
- “She told me her age, that she was thirty-two. She said that they had been living on frozen vegetables from the surrounding fields, and birds that the children killed.
- She had just sold the tires from her car to buy food.”



- “There she sat in that lean- to tent with her children huddled around her, and seemed to know that my pictures might help her, and so she helped me.

- There was a sort of equality about it.”





“Migrant Mother”  
By  
Dorothea Lange  
1936  
Special exhibit in  
NY’s MOMA  
In 1941

# IMPACT OF THE “MIGRANT MOTHER”

- Made Dorothea Lange Famous
  - Florence Thompson remained poor
  - In 1983, Thompson suffered from colon cancer, and a local newspaper ran a story that reached national news; she received donations of \$15,000 before she died
  - In 1998, the portrait signed by Lange, sold for \$244,500 at an auction in Sotheby's
-

# PHOTOGRAPHER AS SOCIAL DOCUMENTATION









UN campaign highlighted the problem of hunger across the world by showing the faces of children



**ACT**  
AGAINST  
**AIDS**

THERE IS STILL  
NO CURE FOR AIDS.  
PROTECT YOURSELF.

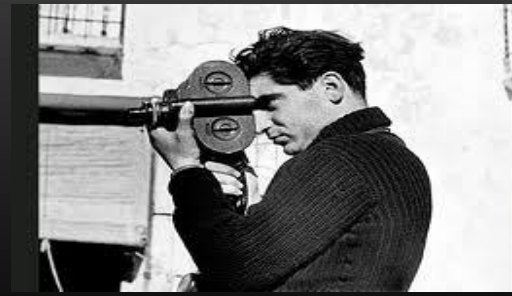




**American Red Cross Response  
to Earthquake in Haiti**

# ROBERT CAPA

- Capa is frequently quoted as saying, "If your picture isn't good enough, you're not close enough."
- This was significant because he was a combat photographer! He was known for literally getting down in the trenches with the soldiers to take photos, rather than taking photos from a distance as was the common practice.

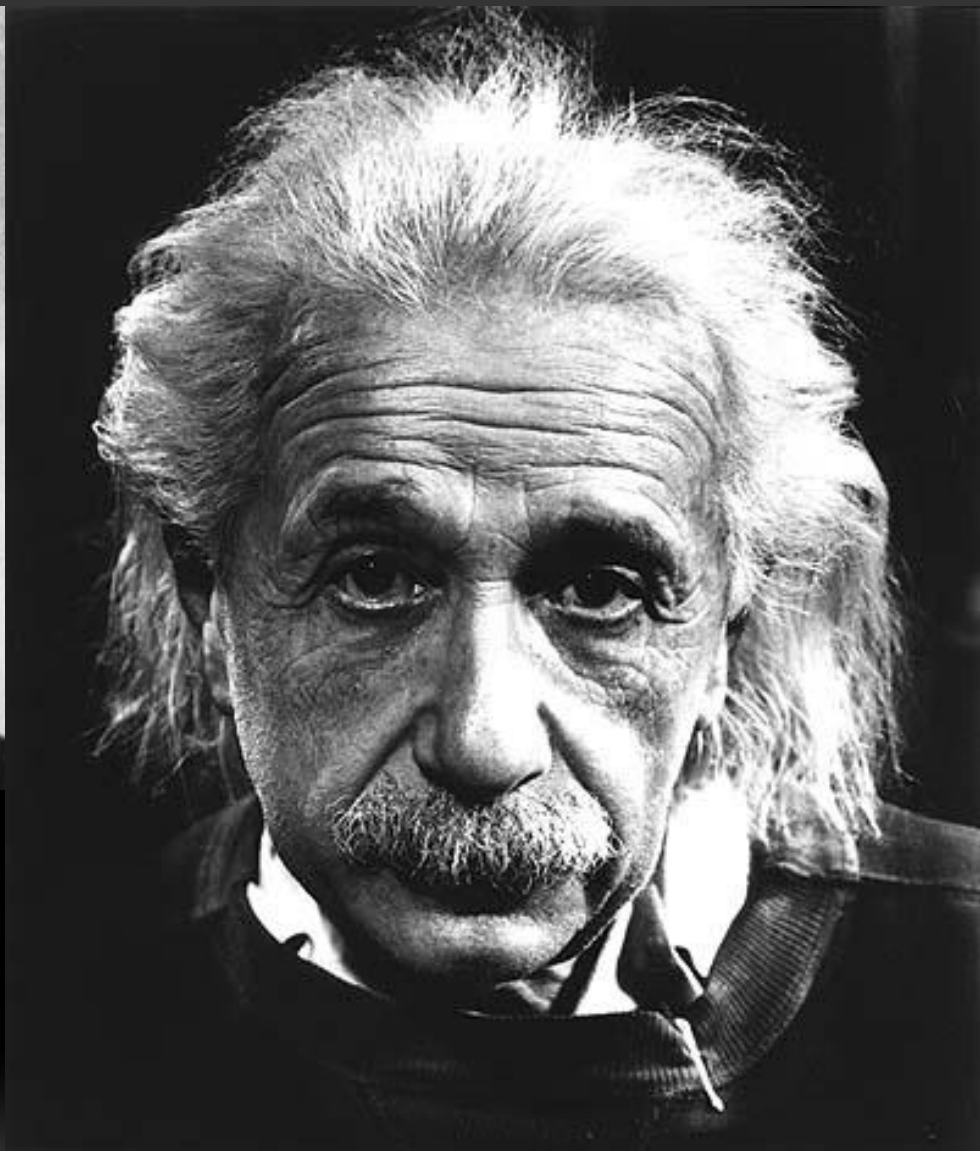
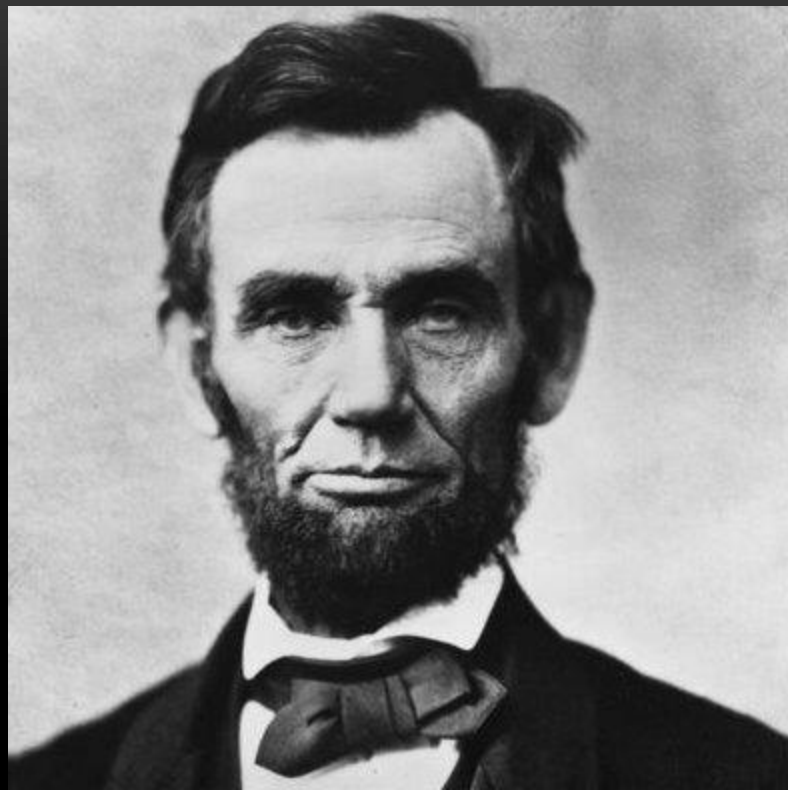




# PORTRAITURE

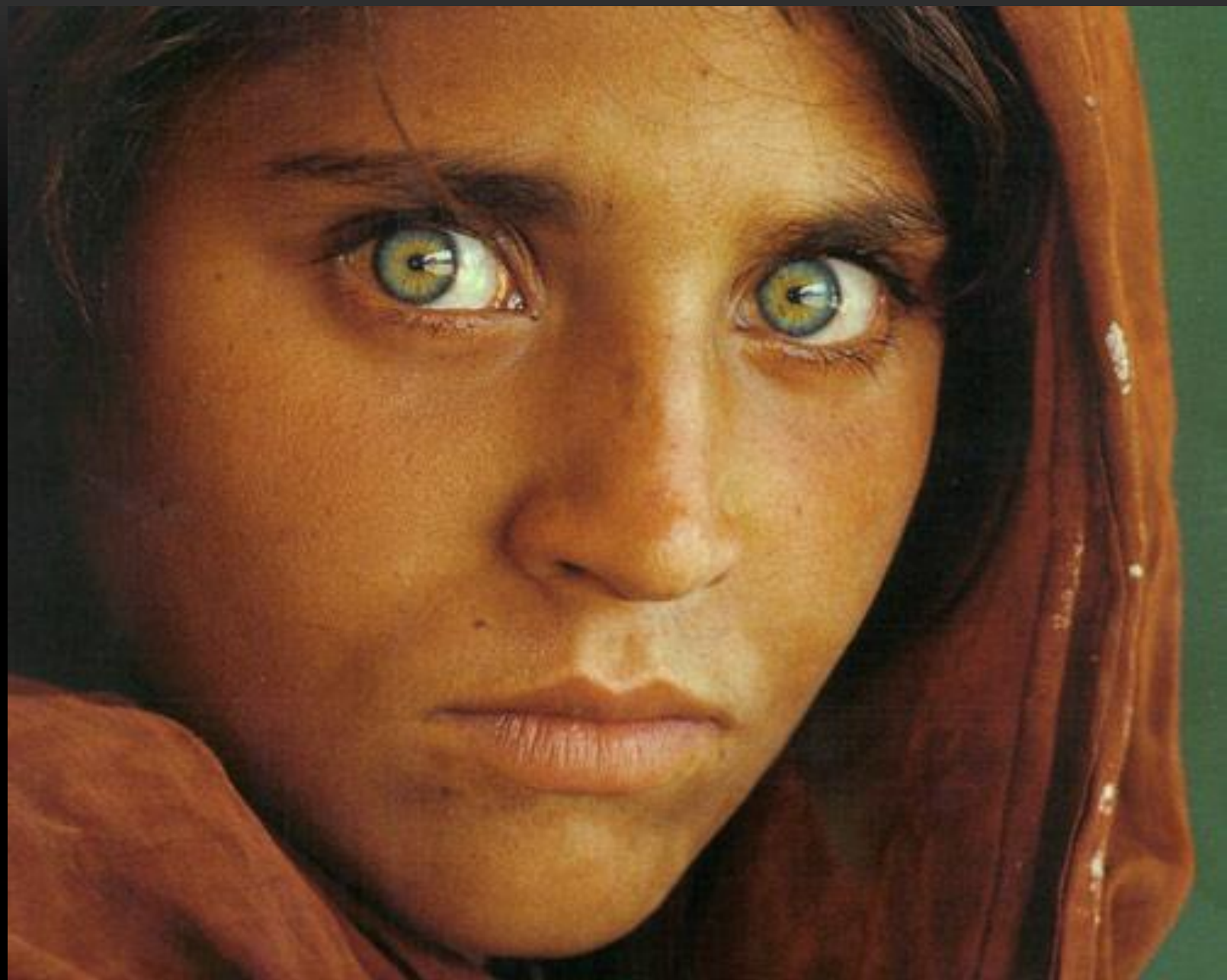
- Portraiture is one of the oldest types of photography.
  - Whether the subject is your family or your pet, the goal of portraiture is **to capture the personality of the subject or group of subjects on film.**







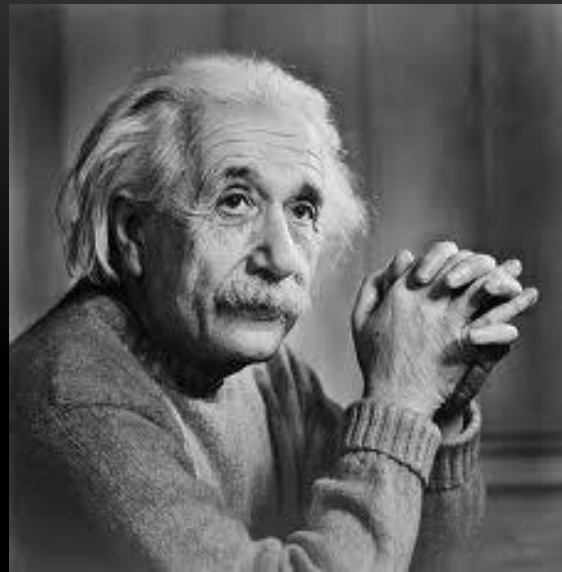




# YOUSEF KARSH

- He is the Ansel Adams of portraiture.
- “Within every man and woman a secret is hidden, and as a photographer it is my task to reveal it if I can.
- The revelation, if it comes at all, will come in a small fraction of a second with an unconscious gesture, a gleam of the eye, a brief lifting of the mask that all humans wear to conceal their innermost selves from the world.
  - In that fleeting interval of opportunity the photographer must act or lose his prize.”





interesting fact about Yousef Karsh is that he always lit the hands of the subject separately from the lighting on the rest of the person. He felt that the hands were a vital part of the story of any portrait.



# ANNIE LIEBOVITZ



- As is evident , she prides herself in taking intimate portraits which communicate about the subject.
- She is quoted as saying, “A thing that you see in my pictures is that I was not afraid to fall in love with these people.”
- The use of dramatic poses, from her point of view, is a method of telling the truth about her subjects. She gets to know her subjects first and researches them before visualizing a portrait.



- Portraits will always look lifeless until you begin to take portraits that communicate the life of the model.
- Get to know your model and say something about him/her in your photography.





EPR 6017

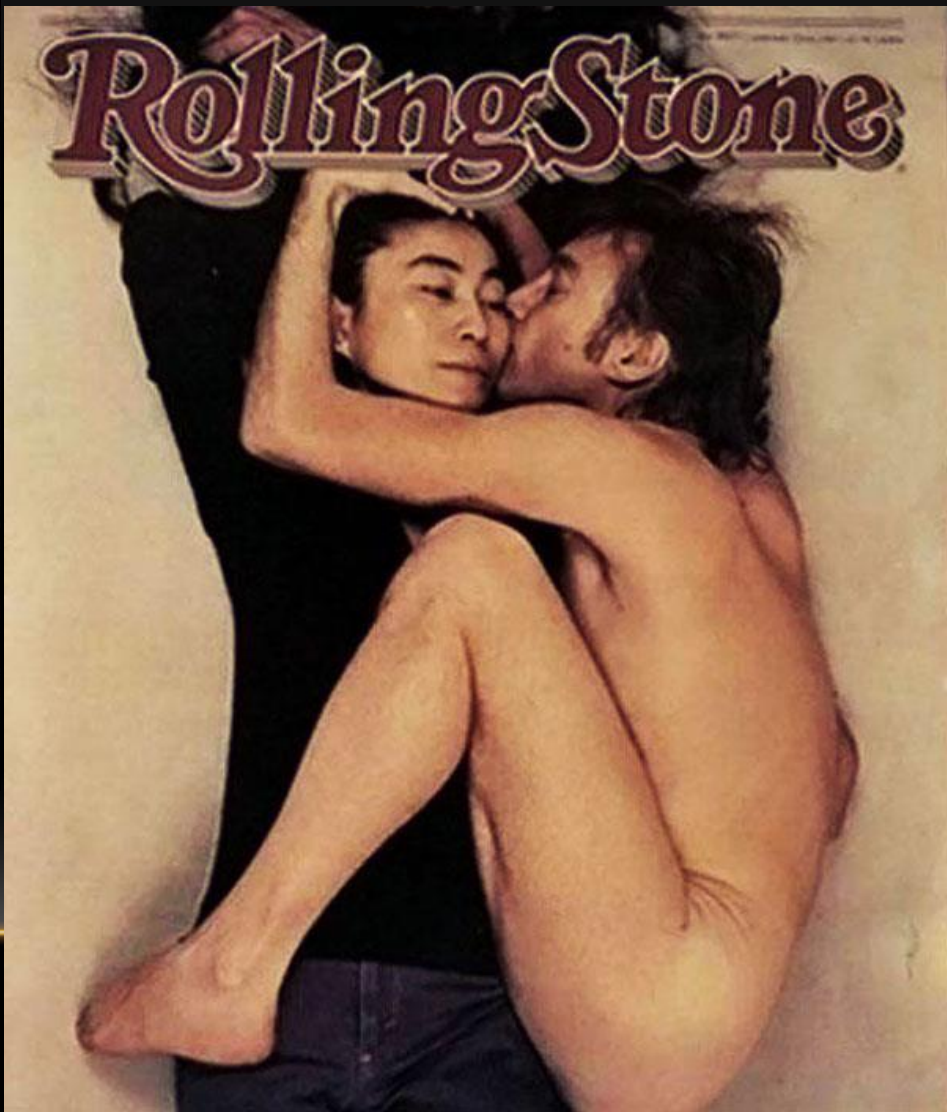
KODAK EPR 6017

EXCLUSIVE TO  
*King Of The Dance*



EPR▷13

EPR▷14



# GLAMOUR/FASHION PHOTOGRAPHY

- Glamour photography seeks to capture its subject in suggestive poses that emphasize curves and shadows.
  - As the name implies, the goal of glamour photography is to depict the model in a glamorous light.
  - Consequently, many glamour shots carry flirtatious, mysterious and playful tones.









BEAUTY  
Lashes Out  
Eyes Go  
Extreme

Mod Dresses &  
Power Suits

Black and White  
Daywear  
& A Rainbow  
of Party Prints

+  
The Style Maverick  
Who Broke the  
Color Barrier

EXCLUSIVE!  
Inside the Most  
Glamorous  
Houses on Earth

The Scene at  
the Golden  
Globes Bash

Kate,  
Natalia,  
& Lara  
The Hottest Girls  
In the Coolest Clothes

SPRING  
FASHION  
In Full Bloom



WHO, WHAT, WHERE, WHEN, AND WHY IN THE WORLD OF STYLE

KATE  
MOSS  
SHE'S NO  
ANGEL

RAF SIMONS  
FASHION'S MAN OF  
THE MOMENT

HAIR RAISING  
THE RETURN OF THE  
ELEGANT UPDO

+  
EXCLUSIVE  
AT HOME WITH  
L.A.'S NEW BILLIONAIRE  
BOMBSHELL  
BY DANA GOODYEAR

SPRING'S  
FASHION BIBLE

DIVINE  
STYLE FOR  
EVERYONE

HEAVENLY DRESSES  
TRIBAL PATTERNS  
GLAM SUITS  
FLORAL PRINTS  
SINFUL SHOES &  
A RAINBOW OF GEMS

# RICHARD AVEDON

“ALL PHOTOGRAPHS ARE ACCURATE. NONE OF THEM IS THE TRUTH.”

- Famous for their minimalism, Avedon portraits are often well lit and in front of white backdrops
- Often containing only a portion of the person being photographed, the images seem intimate in their imperfection.
- While many photographers are interested in either catching a moment in time or preparing a formal image, Avedon has found a way to do both.





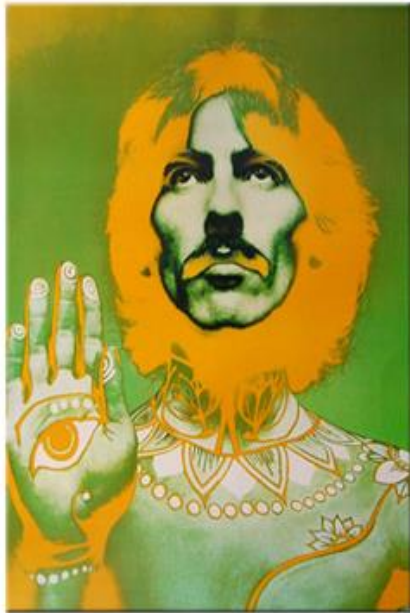
PAUL McCARTNEY  
THE BEATLES gefotografeerd door Richard Avedon. Exclusief voor Nederland uitgebracht door de VARAGIOS.

BRUCE STARK

GORGE HARRISON

JANE FONDA

© 1975 by Richard Avedon. All rights reserved. Printed and published by Richard Avedon, Inc., New York, NY. The Beatles' likenesses are registered trademarks of Capitol Records, Inc. in the U.S. and other countries. Cover by Bruce Stark. Printed in Holland by the Varagios Group.



# Harper's BAZAAR

February 1952

Incorporating Junior Bazaar

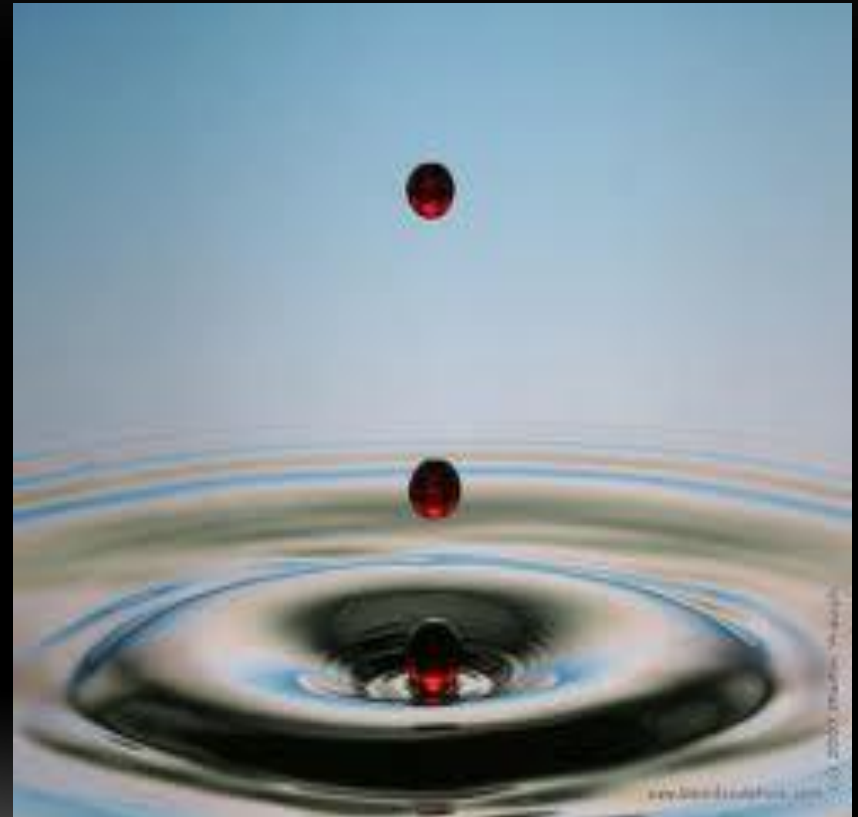
**THE WELL-SPENT DOLLAR**

*The Fashion News for Spring*

60 cents  
65 cents in Canada

# ART PHOTOGRAPHY

- Fine Art Photography, of photography dedicated to producing photos for purely aesthetic purposes.











# HENRI CARTIER-BRESSON



- Cartier-Bresson did not even like developing his own photos. His photojournalistic style has done more to influence photography than any other photographer's contribution.

- He was one of the first photographers to switch over to the 35mm format and used exclusively Leica cameras with 50mm lenses.

- Like Ansel Adams, he shot almost exclusively in black and white.

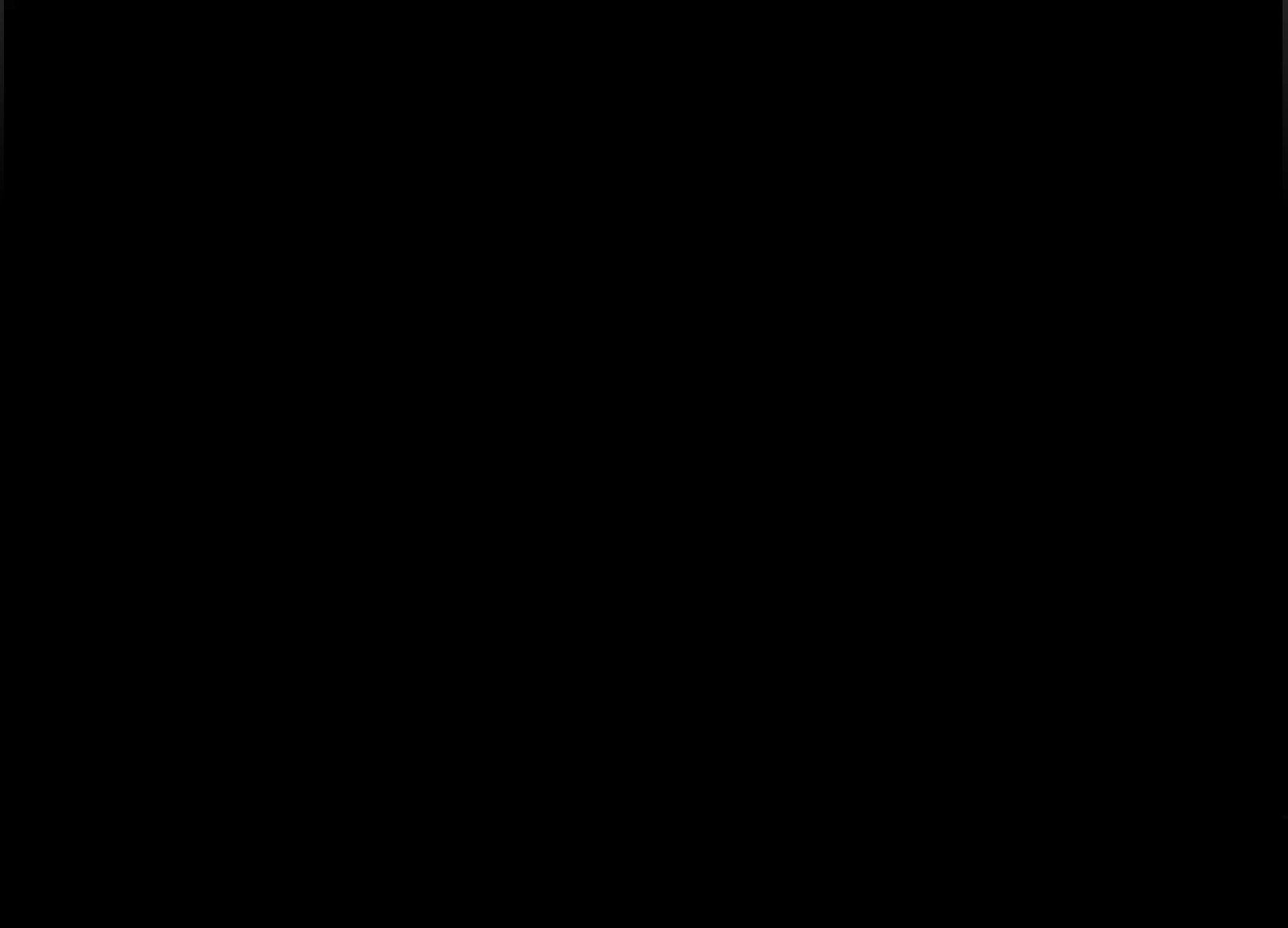
- He showcased this belief by having nearly all his photographs printed only at full-frame and completely free of any cropping or other darkroom manipulation.





In 1975, twenty-nine years before he died, he became bored with photography and turned his attention to painting. He locked his camera in a safe in his home and rarely even

# HENRI CARTIER-BRESSON: THE DECISIVE MOMENT



# ANSEL ADAMS



- A master of the darkroom. His black and white landscapes of Yosemite and Grand Teton are outstanding for the **captivating contrast that he achieved with extensive dodging and burning in the darkroom** (**dodging** decreases the exposure for areas of the print that the photographer wishes to be lighter, while **burning** increases the exposure to areas of the print that should be darker.)<sup>[1]</sup>

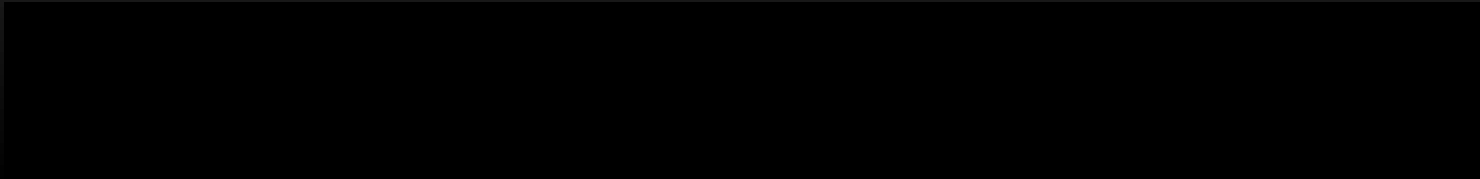
- advocated the idea of *visualization* (which he often called "previsualization", though he later acknowledged that term to be a redundancy)

- whereby the final image is "seen" in the mind's eye before taking the photo, toward the goal of achieving all together the aesthetic, intellectual, spiritual, and mechanical effects desired.





# ANSEL ADAMS DOCUMENTARY - EXPERIENCE



# JERRY UELSMAN

- established a photographic style using multiple photos to create a surrealistic and impressionist composite image.
- His work became famous mostly for his abilities in the dark room. Few others were capable of creating composites using so many images with such skill.







“I am sympathetic to the current digital revolution and excited by the visual options created by the computer. However, I feel my creative process remains intrinsically linked to the alchemy of the darkroom.”



# ACTION/SPORTS PHOTOGRAPHY

- As with any action shot, a good sports photographer has to know his or her subject well enough to anticipate when to take pictures.



# ACTION PHOTOGRAPHY

- The same rule goes for photographers taking action shots of animals in nature







# NEIL LEIFER

- be in the right place to capture the moment that defined the game.



# MACROPHOTOGRAPHY

- The field of photography in which pictures are taken at close range.
  - Macrophotography subjects may include insects, flowers, the texture of a woven sweater or any object where close-up photography reveals interesting details.

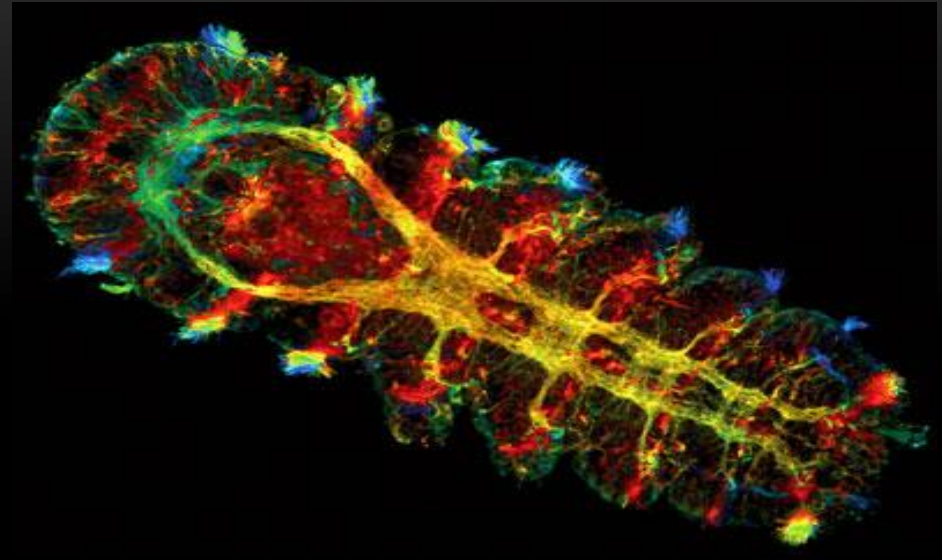


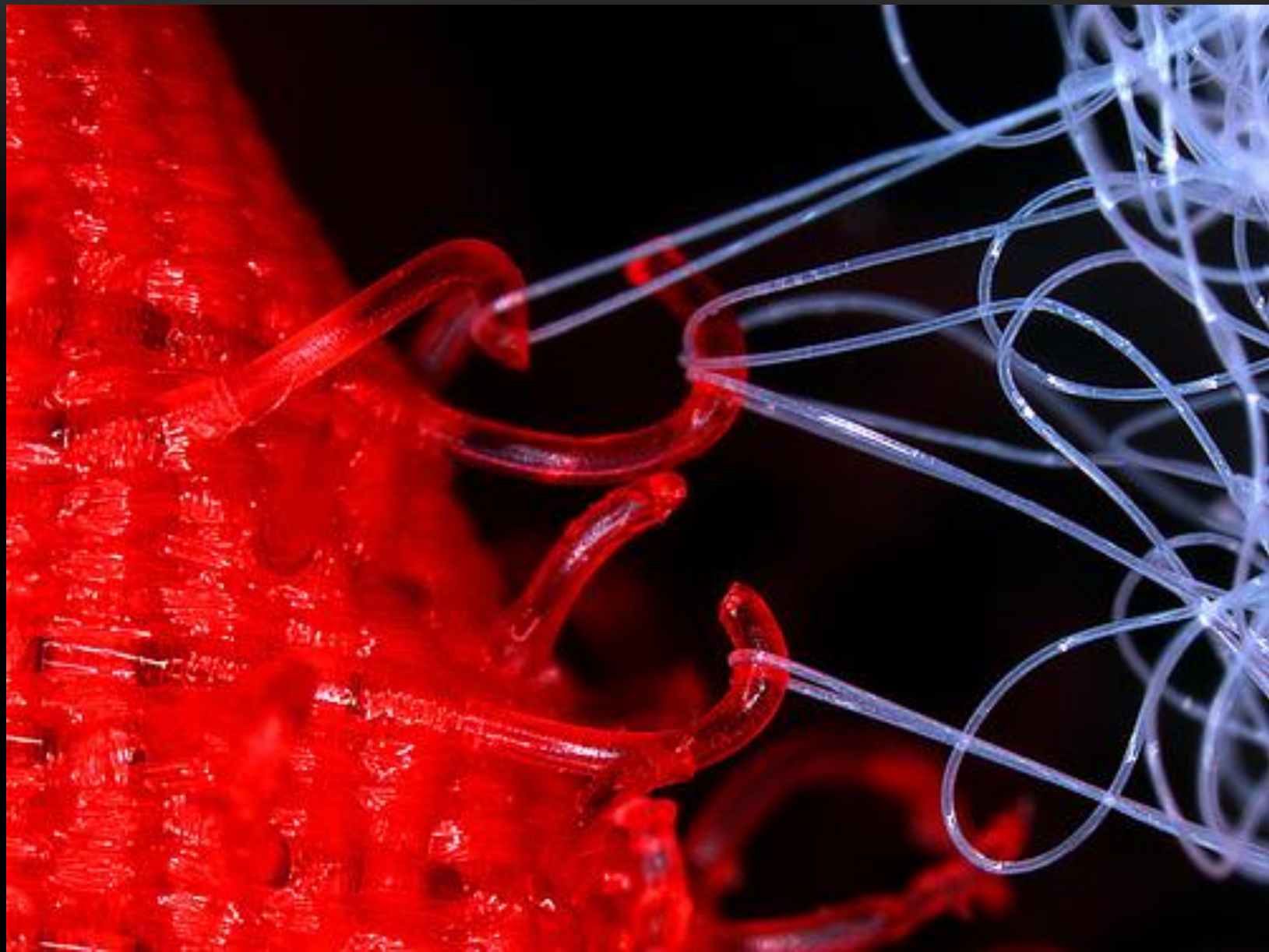




# MICROPHOTOGRAPHY

- Microphotography uses specialized cameras and microscopes to capture images of extremely small subjects.
  - used in disciplines as diverse as astronomy, biology and medicine.





# UNDERWATER PHOTOGRAPHY

- Underwater photos relies on technique as much as on equipment.



# ADVERTISING PHOTOGRAPHY

- The need for unique and eye-catching advertising copy means the photographer may work with multiple types of photography,
  - including macrophotography and glamour photography.





**AUSTRALIA DAY. A GREAT DAY TO GIVE UP.**

You've had all summer to party, now it's time to give up. For information about how Nicabate can help you on the big day, just go to [nicabate.com.au](http://nicabate.com.au).



# TRAVEL PHOTOGRAPHY

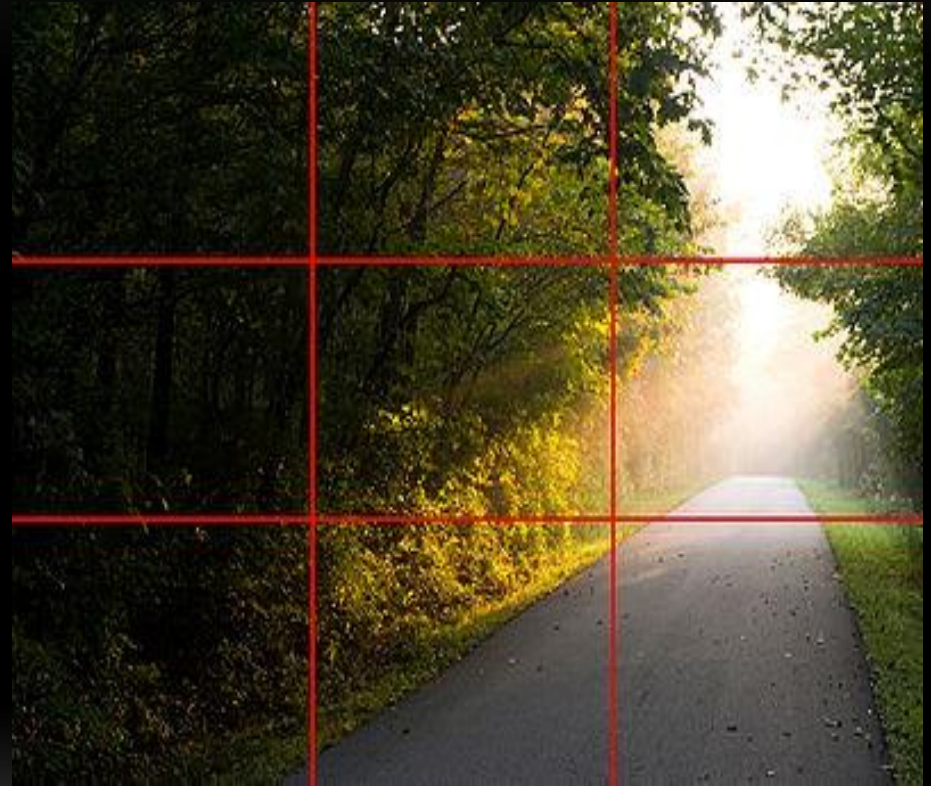
- Travel photography may span several categories of photography,
  - including advertising, documentary or vernacular photography that depicts a particularly local or historical flavor.



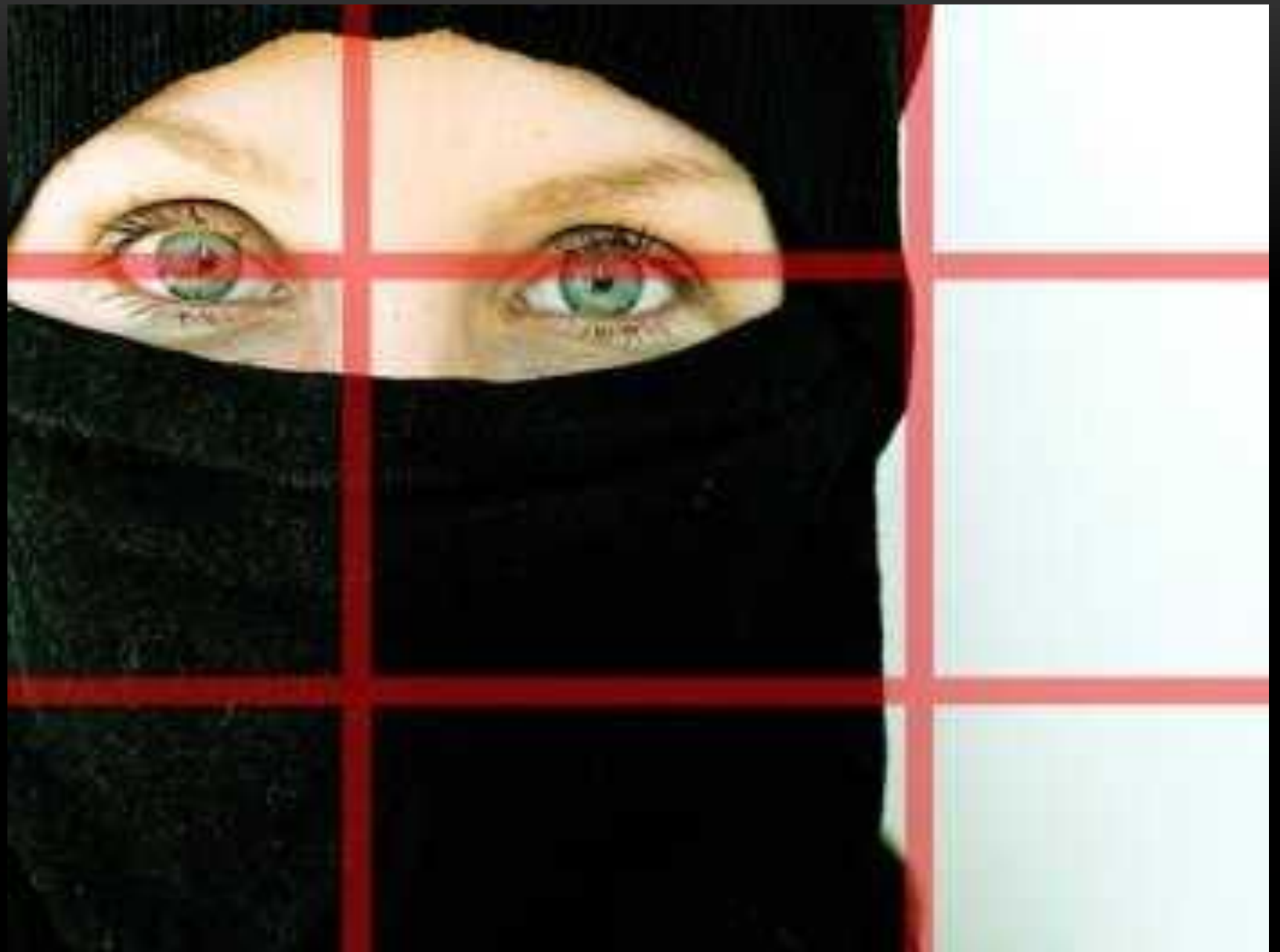


# RULE OF THIRDS

- Visualize images in thirds (using an imaginary grid) dividing the image in thirds both vertical and horizontal to create balance







# RULE OF ODDS

- Using odd number subjects is better than using even number subjects





# DEPTH OF FIELD

- Used to create an impression of depth or draw the eye to specific subjects





# FRAMING

- Learn how to approach each subject with a variety of framing options – as an artist would use a canvas











# VANTAGE POINT

- Different vantage points give a subject a different point of view – thus refreshing the eye of the viewer

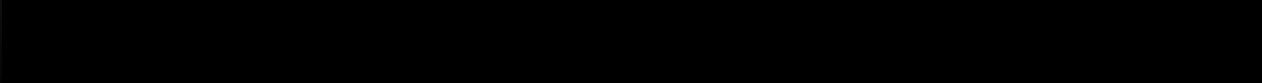




Laura Eaton  
PHOTOGRAPHY



# PHOTOGRAPHY: DESIGN PRINCIPLES



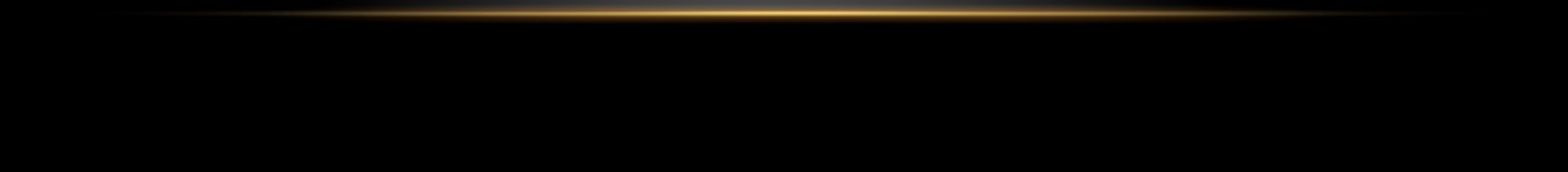
# PHOTOGRAPHY: DESIGN ELEMENTS



# PHOTOGRAPHY: LIGHT DIRECTION & LIGHT QUALITY



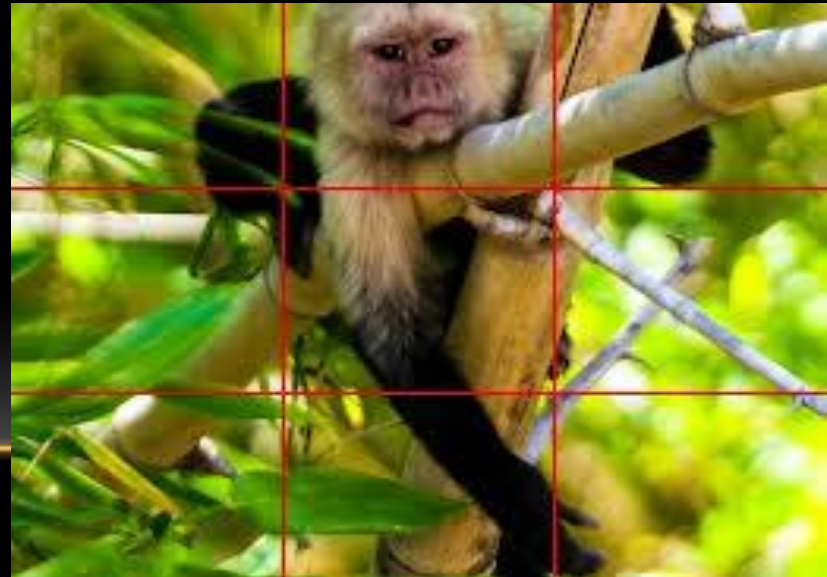
# PHOTOGRAPHY: VISUAL THEMES: COLOR & LIGHT





# CRITIQUE THE COMPOSITION

- **Centered vs. "Rule of Thirds"**
- Is the main subject in the center of the frame? Is it on a third? Somewhere else?
- Does the chosen composition work, or would you have done something differently?



# CRITIQUE THE COMPOSITION

- *Fore, Middle, and Backgrounds*
- Does the photo contain all three? If not, do you think it would be better if it did?



# CRITIQUE THE COMPOSITION

- Cropping/Framing
- Is there wasted empty space in the photo?
- Should the crop have been tighter?
- Is it cropped so tightly that important parts of the photo have been cutoff?



# CRITIQUE THE COMPOSITION

- *Color / Tonal Range*
- What type of colors do you see? Did the photographer use a lot of primary colors? Secondary? Complementary?
- Are the colors too vivid? Not vivid enough?
- If you are looking at a B&W photo, is there a true black, true white, with a large tonal range in between, or is the photo too "gray"?



# CRITIQUE THE COMPOSITION

- *Diagonals, S-Curves, etc.*
- Did the photographer make use of any visually-interesting elements, such as diagonal lines or S-curves?



# CRITIQUE THE COMPOSITION

- Leading lines
- Do the lines and overall composition make you want to look deeper into the photo? Is your eye drawn into the photo, or out of it?



# CRITIQUE THE COMPOSITION

- Balance
- Is the photo "balanced"?  
Would it be better if there were other objects or other light/dark areas in the frame to improve the balance?
- If the photo is off balance, is there a reason for it?



# CRITIQUE THE COMPOSITION

- *Dark vs. Light areas*
- Are there too many bright areas? Too many dark areas?





# PHOTOGRAPHY LIGHTING FACTS

- **The broader the light source, the softer the light. The narrower the source, the harder the light.**
  - **A broad light source lessens shadows, reduces contrast, suppresses texture.**
  - **A narrow light source does the opposite.**
  - **With a broad source, light rays hit your subject from more directions, which tends to fill in shadows and give more even illumination to the scene.**
-

- **Tip: Position a portrait subject near a large, bright window that does not receive direct sunlight. It makes for a no-cost softbox— no studio equipment necessary.**
  - **A "soft box" is an enclosure around a bulb comprising reflective side and back walls and a diffusing material at the front of the light.**



- **Tip: When photographing people indoors by available light, move lamps closer to them or vice versa for more flattering light.**



- Diffusion scatters light, essentially making the light source broader and therefore softer.
- Tip: Materials such as translucent plastic or white fabric can be used to diffuse a harsh light source.
- If you're in bright sun, use a light tent or white scrim to soften the light falling on your subject.



- A portraitist may want to keep the light source close to the axis of the lens to suppress skin wrinkles, while a landscapist may want sidelighting to emphasize the texture of rocks, sand, and foliage.
- Generally, the greater the angle at which the light is positioned to the subject, the more texture is revealed.

- **Tip:** To retain detail in your fluffy pet's fur, position the light source somewhat to the side rather than straight on.



- **Tip:** Try “Hollywood lighting” for a dramatic portrait.
- Position a light high above and slightly to the side of your subject, angled down, but not so much that the shadow of the nose falls more than midway down the upper lip.



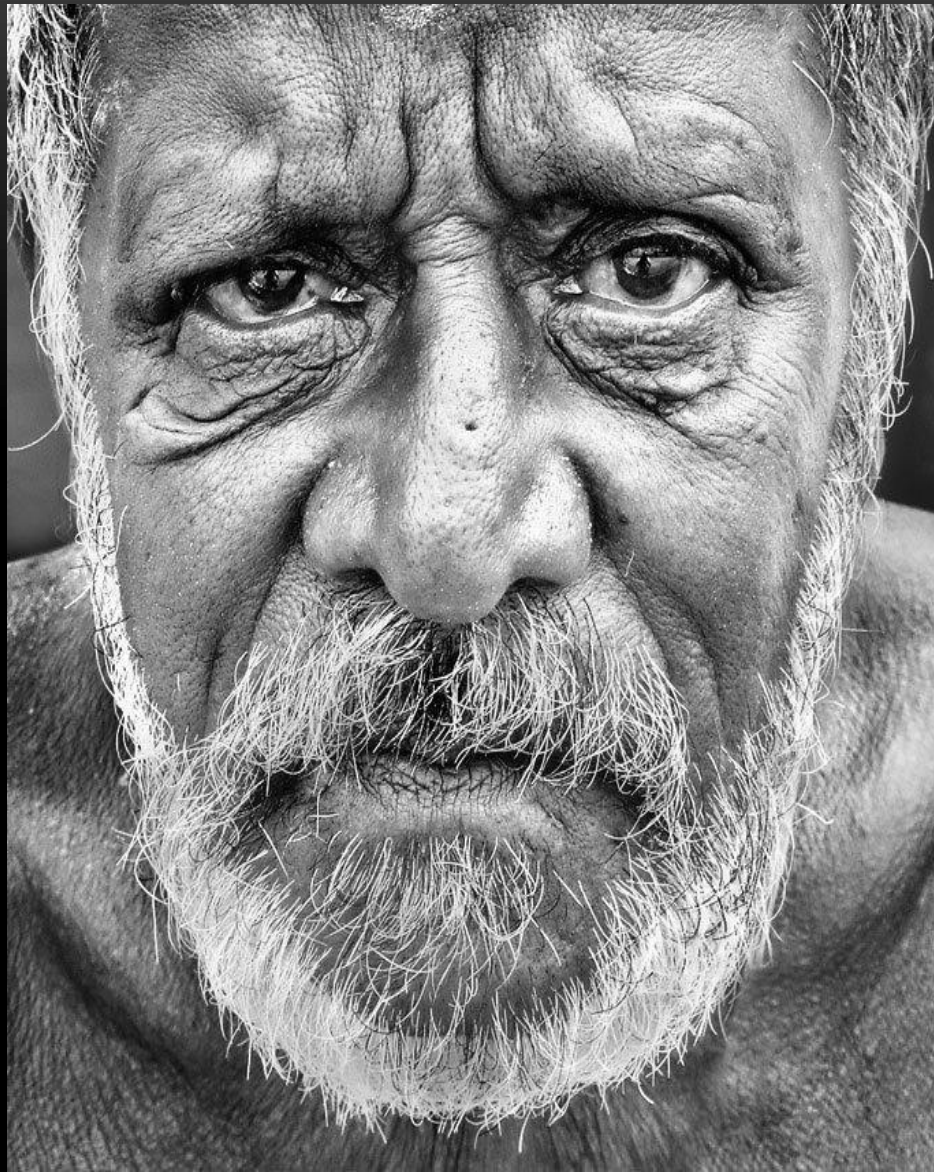
- Backlight can be used as highly diffused lighting



# WHY BLACK AND WHITE?

- Without any color, every area of a photograph starts on an even plane for the eye and so it makes forms, shapes, lines and contrast much more prominent and important.
  - Figures can look more powerful and more dramatic. Faces and expressions are emphasized more.
  - Since a majority of old photography was done in black and white, it can help a modern moment feel classic and timeless.
  - Photographs can seem more serious or sometimes more thoughtful.
-







fineart  
america

# "WAITING IN GRAND CENTRAL" - JAMES MAHER



# WHY COLOR?

- Color can enhance a humorous or playful situation.
- Colors can enhance any mood if used correctly. Blues can help a photo feel more melancholy, reds more vibrant or angry, browns or muted colors more gritty or dreary.
- Color can be important to the message of the photo, such as the photo titled “Blonde” above.
- Color can add focus to the main subject if it is in a prominent hue. On the other hand, if an unimportant object is the most dominant color in a scene then this can significantly take away from the focus in the photo.







"Blonde" - James Maher

# CRITIQUE THE TECHNICAL

- **Exposure**  
Is any area overexposed or underexposed? If so, can you say why you think that happened?
- How could the photographer prevent this problem in the future?





# CRITIQUE THE TECHNICAL

- *Focus*  
Is the main subject in focus? Is it sharp focus, or a "soft" focus?
- Is the focus appropriate for the situation?



# CRITIQUE THE TECHNICAL

- *Depth of Field (DOF)*
- Is the DOF shallow or deep?
- Does the DOF work in this shot, or should more (or less) of the photo be in focus?



# CRITIQUE THE TECHNICAL

- Lighting / White balance
- Is the light soft or harsh?
- Does the type of lighting enhance or detract from the things in the photo?



# PHOTO.NET (PHOTOGRAPHERS GALLERY/FORUM)



[photo.net](http://photo.net)

# PROPERTIES OF LIGHT



# VISUAL THEMES

