

The power of images

Module 1



Sergio Tapiro

Canon
Worldwide Partner

Telling

A wild female orangutan and her 11-month-old baby eat fruit from the tree that they are sitting in. The baby sits on top of the mother's head and both hold on to a branch above them.

Showing

Tim Laman for National Geographic



Remember

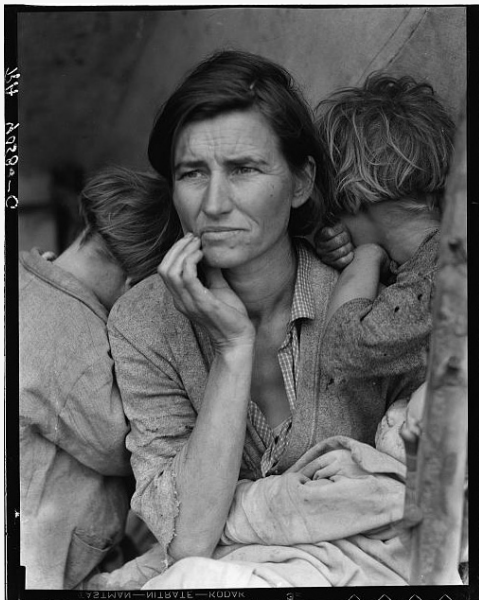
- 1 Pictures draw the attention of the eye
- 2 Pictures stick in our memories
- 3 Pictures create an emotional response

Tim Laman for National Geographic



Emotional response

Worried



Dorothea Lange

Happy



A. de Wildenberg

Exhilarated



Vincent Laforet

●
What's outside
the frame?



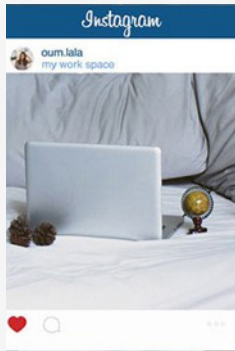
Tim Laman for National Geographic

What's outside the frame?

Chompoo Baritone

What it looks like I'm doing...

What I'm actually doing...

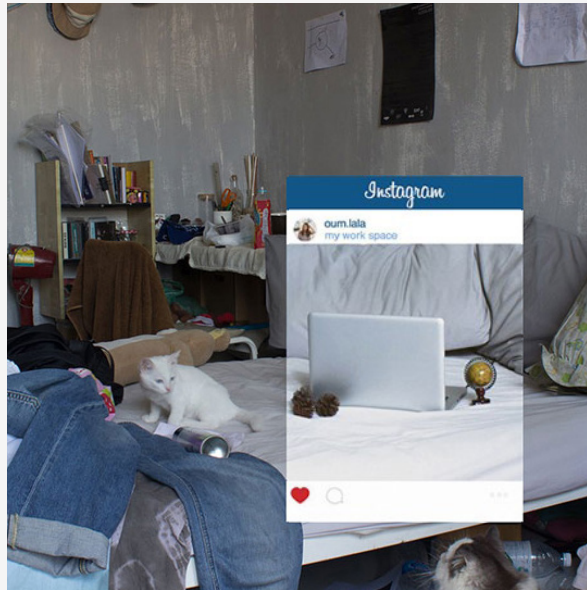


What's outside the frame?

What it looks like I'm doing...

What I'm actually doing...

Chompoo Baritone



What's outside the frame?

Gleb Garanich/Reuters



Sergei Supinsky/AFP/Getty Images



Andrew Kravchenko/Reuters



What's outside the frame?

Ilya Varlamov



The barricades have become Kyiv's tourist attraction, tourists and locals take photographs next to them.



Citizens are still using the metro station "Khreshatyk" for their daily commute.



All the stores inside Maidan are undamaged and, if they desire, work as usual. In the course of two months there have been no reports of looting.

Remember

- 1 Images always capture one moment of a story
- 2 We need to think about what happens outside the frame to see the full story

Warren Richardson



Storytelling

Module 2



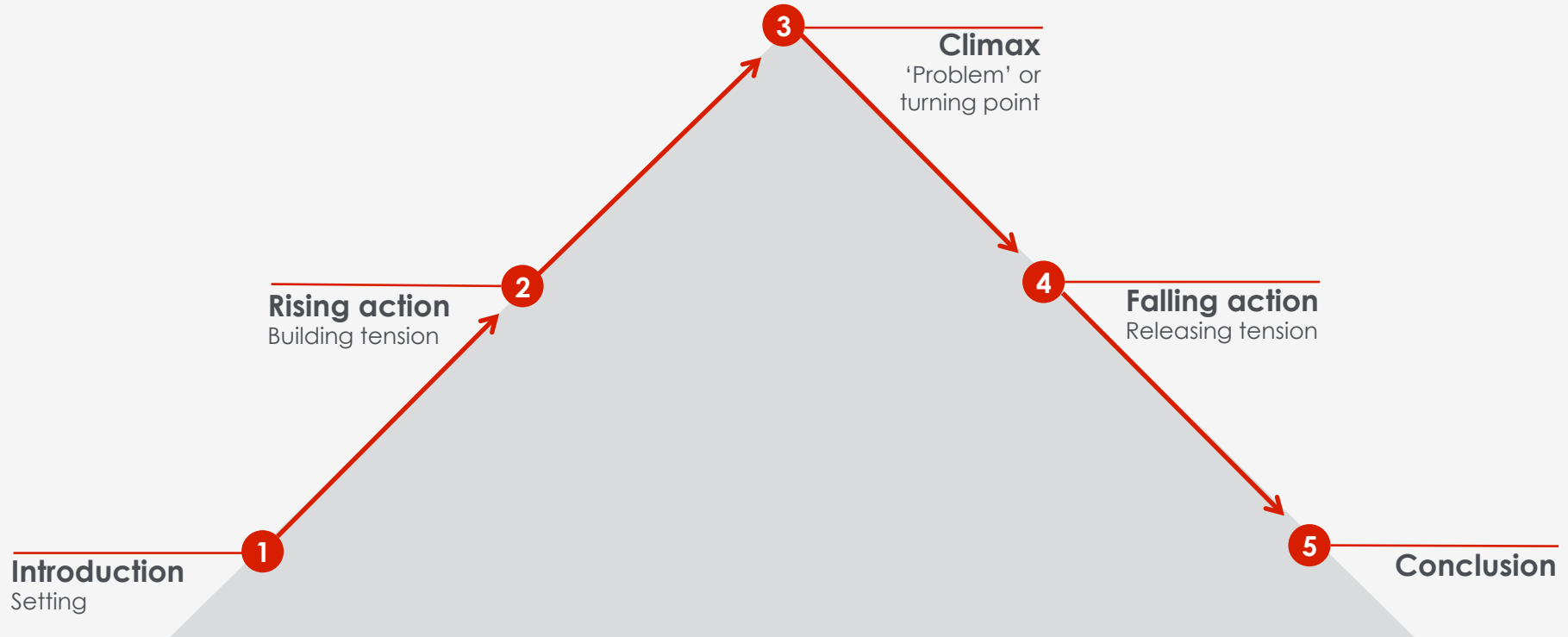
Daniel Ochoa de Olza

Canon
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Storytelling



Storytelling





Using a storyboard

| | | |
|------------------------|------------------------|------------------------|
| Introduction | Step / new information | Step / new information |
| Step / new information | Step / new information | Climax |
| Step / new information | Step / new information | Conclusion |

Which story does this image tell?

The image of three Arab men in drag went viral after the shooting in a gay nightclub in Orlando 2016. It stands as a strong response to homophobia and islamophobia.

Eman A



Which story does this image tell?

A brave lone woman defying a march of 300 uniformed neo-Nazis in Sweden became an iconic image symbolizing the courage to stand up for one's beliefs

David Lagerlöf/Expo/TT News Agency/Press Association Images



Which story do these images tell?

Joe Rosenthal



Warren Richardson



Alberto Korda



AP Photo/Jeff Widener



Alfred Eisenstaed



Pete Souza



Recognising and making strong images

Module 3



Francesco Zizola

Canon
Worldwide Partner

Point of view (bottom-up)

Adam Pretty

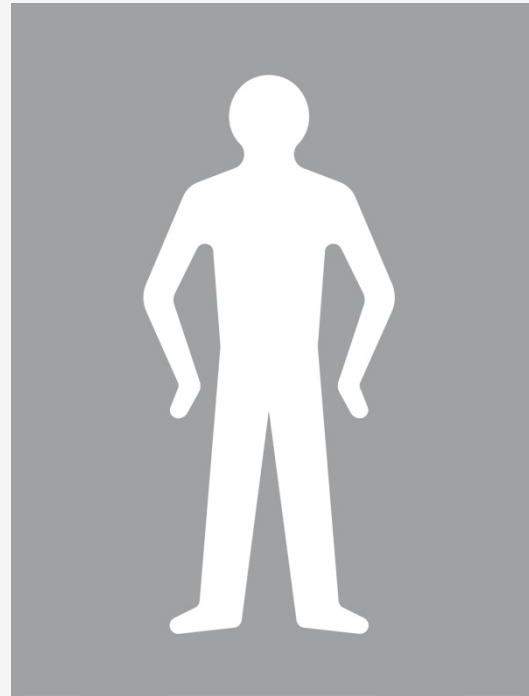
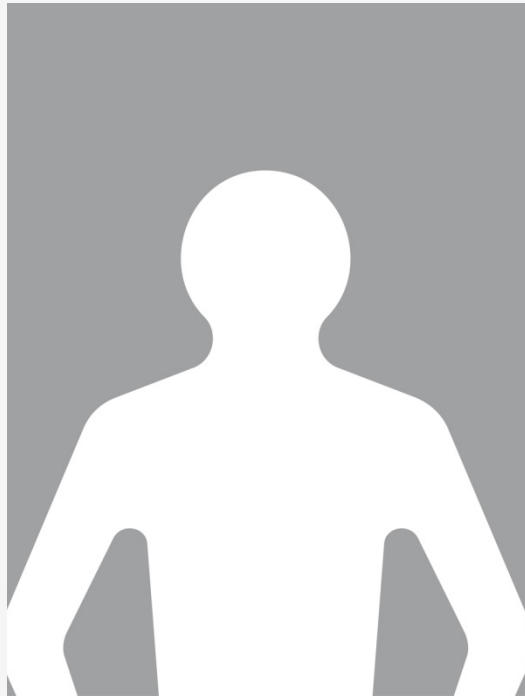


Point of view (top-down)

Christian Bobst



Framing

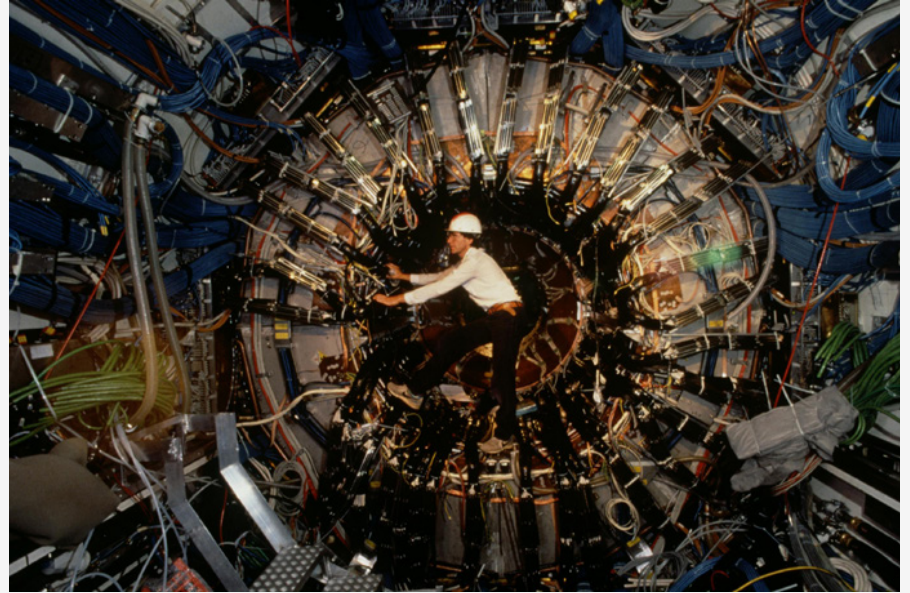


Framing

Daniel Ochoa de Olza



Patrick Landmann



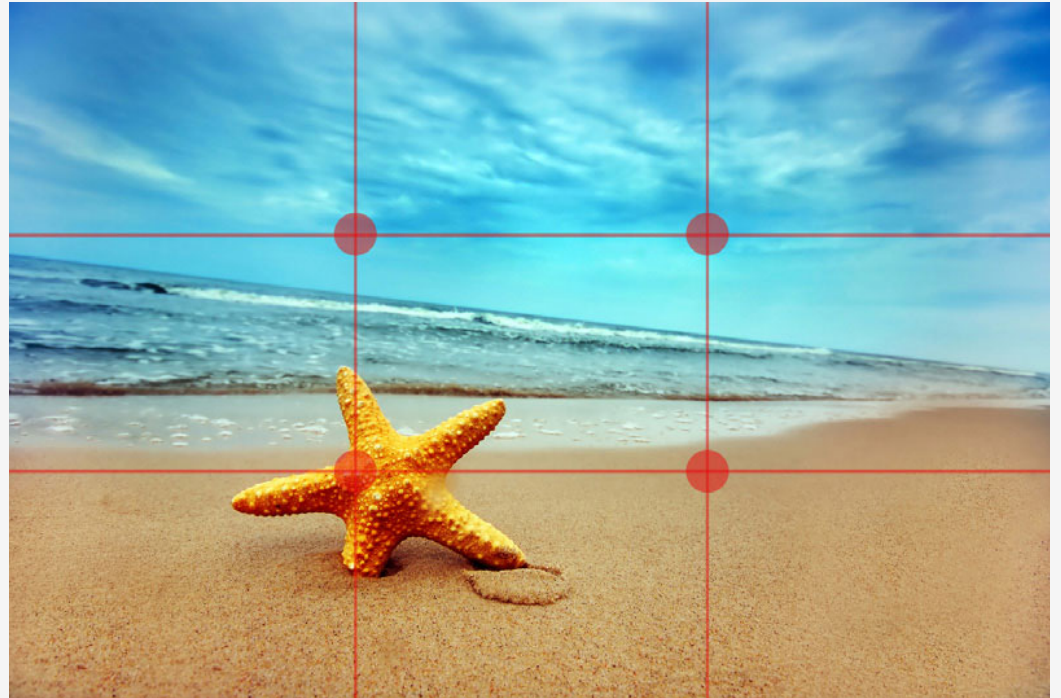
Framing

Dario Mitidieri



Rule of thirds

N/A



Rule of thirds

Vladimir Pesnya



Rule of thirds

Vladimir Pesnya



●
Focus

Kevin Frayer



Depth of field

N/A



Depth of field

Brent Stirton, Getty Images for National Geographic



Exercise: explore some of these visual rules

Rule of thirds



Point of view



Depth of field



Framing



Focus



Visual literacy

Module 4



Corentin Fohlen

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The source of images



The source of images

Adnan Hajj



The source of images

Julia Roberts banned Landor advert



Before and after Photoshop

<http://makeup.vidalondon.net/before-and-after-makeup-photoshop/>



Filters

<http://www.beertjevanbeers.nl/three-ways-to-give-your-skin-an-insta-make-over/>



Photoshop mistakes

<https://www.wittyfeed.com/story/16567/15-hilarious-examples-of-photoshop-fails-you-will-have-to-look-twice->



Remember

- 1 What am I looking at?
- 2 What's the source?
- 3 How is this image effective?

Warren Richardson



 Thank you