

# Photography 40 / Project 1

## Editing for content and appeal – Due

Picture editing, like cropping, is a process of elimination. Though you may have many photographs in front of you from any given assignment. Whether it's an afternoon in a National Park or your child's soccer game, you need to look at these images objectively to determine their value.

In a group of images there are probably five or six good ones, maybe one REALLY good one. You however, as the photographer, have an emotional bond with each image. You were there, you experienced them and therefore may think they are all great. However, in the real world of image decision-making, some will rise to the top and others will fall by the way side.

Using the elements of judgment as a guideline, you must carefully determine which image passes the test of being a truly good photograph. Your taste, how compelling the image is, and its suitable audience are all areas you'll need to consider before picking an image. Remember you are looking for content and appeal.

### The Purpose:

This assignment is designed for you to grow as a picture editor of your own work. You'll need a set of files from which to draw from on **A SINGLE SUBJECT**. The idea is to form a progression of thought through your editing process. Work the idea to a point where a deliberate point of view regarding the subject comes across. You may take something new for this, but if you have something from the past, (trip, event, wedding, etc in the not too distant past) and you want to use that. Just make sure there are at least **100 images** to choose from.

### What you need to do

From this group of images you need to form a point of view from what you have taken and express it visually by carefully selecting your best pictures. You don't need to develop a full-blown story, but you need to come up with a set of images that reveal your visual and emotional frame of mind you wanted to convey.

Then you need to find two images that fulfill the next two categories.

1. You'll need a **stopper** – where the visual or graphic appeal of the image is the strongest.
2. You'll need an **intangible** – where the emotional appeal of the image is the strongest.
3. **A separate image where both** come together to form a statement.

### When completed:

Upload to my server:

- The three images – one labeled as the stopper, the other as the intangible, the third where you believe you have both.
  - These are to worked digital files, whether using traditional or digital methods.
  - As digital files, turn in 3 individual jpeg files, 7 inches wide on the longest dimension at 200 dpi, no larger. **(NO PHOTOSHOP, TIFF OR RAW FILES!)**
- In also turn in 10 of your best outtakes from the other 97. (same file requirements)
  - If using film, you will need to scan your negatives. Then turn the negatives into me in sleeved pages totaling 97 negatives with contacts.
  - Upload these at [www.thomhalls.com](http://www.thomhalls.com) as per class instructions.