STORYTELLING IN PHOTOGRAPHY

Lessons learned:
Forty years in forty minutes.
Question: What is the first characteristic you look for when you are judging an image?
Drama?
Drama?
Geometry?
Geometry?
Leading lines?
Light and shadow?
Light and shadow?
Light and shadow?
Fire?
It makes me react?
Makes me turn the car around?
I have done this as well?
Peak action?
Peak action?

Did he catch the ball?
Decisive moment?
Decisive moment?

Was the runner out?
Does the photo “take you back?”
Does the photo “take you back?”
Does the photo “take you back?”
The Answer?
Does the photo tell a story!
What story is this photo telling?
What story is this photo telling?
What story is this photo telling?
“So, how can I make photos like this one?”
Maybe I was born with “film in my blood?”
“I wish I had your camera!”
OLYMPUS OM-10
film camera
circa 1981
35 millimeter film

1981
Cost $5 per roll of 36 exposures.
What ever happened to these?
What ever happened to these?
What ever happened to these?
What ever happened to these?
What ever happened to these?
What ever happened to these?
“The only camera I have is my phone.”
“The only camera I have is my phone.”
1. Read the instruction manual.
1. Read the instruction manual.
a. Target your shooting mode around your end result or your audience.
1. Target your shooting mode around your end result.
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1. Target your shooting mode around your end result.
a. Location, location, location.
a. Where is the best location for photos here?
a. Where is the best location for photos here?
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a. Where is the best location for photos here?
a. Where is the best location for photos here?
a. Where is the best location for photos here?
b.

Follow
b.

Follow the
b. Follow the rule
b. Follow the rule of
b. Follow the rule of thirds.
b. Follow the rule of thirds.
b.
c. Turn off your phone’s flash.
c. Turn on your phone’s flash.
c. Turn on your phone’s flash.
d. Use “Burst” mode for action shots.
e. Turn on “HDR” auto.
f. Lock your focus
g. Slide the exposure meter to lighten/darken images.
h. Use the volume button as your shutter release.
Lessons learned:
Watch your background.
Lessons learned:
Watch for bright objects behind point of interest.
Lessons learned:

Zoom with your feet.
Lessons learned:

Zoom with your feet.
Lessons learned:

Zoom with your feet.
Lessons learned:

Give it some depth.
Lessons learned:

Give it some depth.
Lessons learned:

Look for “Built in locators.”
Lessons learned:

Look for “Built in locators.”
Lessons learned:

Look for “Built in locators.”
Lessons learned:

Look for “Built in locators.”
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:

Group photos
Lessons learned:
Lessons learned:

Lighting
Lessons learned:

Lighting

“Magic hour”
Lessons learned:

Lighting

“Magic hour”
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s direction
Lessons learned:

Lighting

The light’s diffusion

Hard Light

Soft Light
Lessons learned:
Lighting
The light's diffusion
Lessons learned:

Lighting

The light’s diffusion
Lessons learned:

S&T’s branding
Lessons learned:

S&T’s branding

Our message is....
Lessons learned:
S&T’s branding

Our message is:

1. Welcoming
Lessons learned:

S&T’s branding

Our message is:

1. Welcoming
2. Inspiring
Lessons learned:

S&T’s branding

Our message is:

1. Welcoming
2. Inspiring
3. Connecting
So, what story is this photo telling?
Lloyd Cornell
Lloyd Cornell

My grandfather
My grand challenge:

Tell your own story...
My grand challenge:

Tell your own story...

at work.
My grand challenge: Part Two
My grand challenge: Part Two

Record a second of your life each day.
My grand challenge: Part Two
My grand challenge: Part Two
My grand challenge: Part Two

“The Snapchat generation has scrapped the idea of a scrapbook.”
My grand challenge: Part Two

1 SECOND EVERYDAY
My grand challenge: Part Two
My grand challenge: Part Two
QUESTIONS?