

Investigating

Defining a clear goal

What do I want to create for my Personal Project?

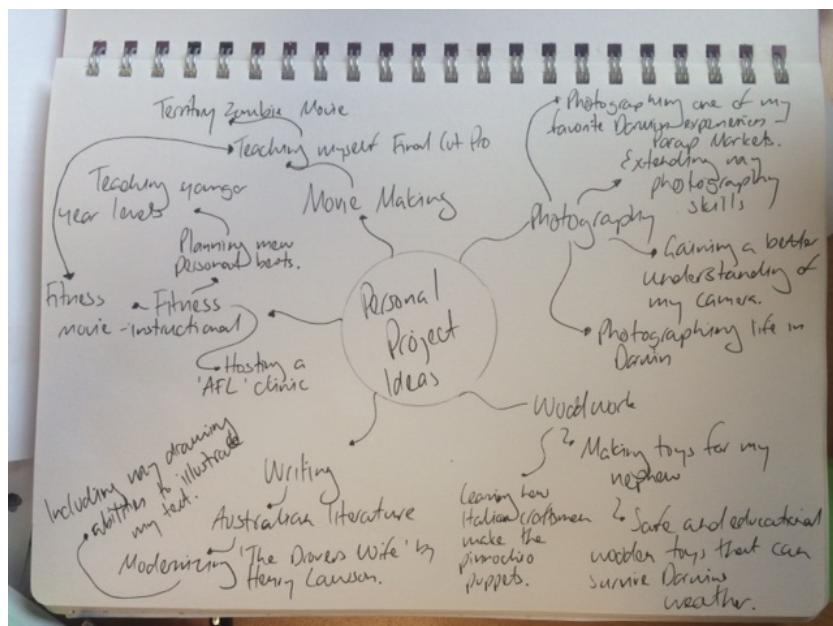
March 24th 2015

My Pastoral Care class had our first session with Ms Kaoustos today and she introduced the Personal Project to us. I have some ideas of what I'd like to create for my product/outcome that I have put into a mind map. I've decided to think about this for a week until our next Personal Project workshop where we actually have to develop our goal statements and choose a global context.

March 29th 2015

After thinking about what it is I'd like to spend the next 8 months working on for my Personal Project I've decided to develop my photography skills. Last year I completed an Adult Night Class on the Introduction to photography and have completed a Year 8 Arts – Photography class with Ms Galletly that I really enjoyed. Ms Kaoustos recommended we choose an area of interest we have minimal foundational understanding of so we can expand on this knowledge and develop our understanding through our research.

As my Personal Project is an independent project and I will not have my teachers constantly reminding me of what need I need to achieve, I need to make sure what I choose to create can keep my attention for eight months. Current Year 10 and Year 11 students have told me that I need to make sure I stick with my initial idea and just develop this, as some of them choose to change their idea half way through and this caused a lot of extra work – some even had to cancel holidays interstate so they could finish their Personal Project – not something I want to do.



After completing my mind-map of Personal Project ideas, I have decided to develop my photography skills and create a photo book that captures images of one of my favourite things to do in Darwin – go to the Parap Markets on Saturday mornings. I enjoy going to the Parap Markets because I feel like I have been transported back to the markets in Vietnam and Bali that my family and I travelled to for Christmas holidays two years ago. The Parap Markets has the best variety of food and shopping bits and pieces and it is all made by local vendors so when I visit and spend my money I am putting back into Darwin, not a large corporation.

From a photography point of view, the Parap Markets will be a great place to spend time developing my photography skills as there is so much colour and varying lights that change from the opening time of 7am until the closing time of 2pm. This means I can practice taking photos at different times of the day and extend my understanding of how to use my camera effectively in a variety of lighting situations. All the shapes, movement and colours of the Parap Markets will also give me an opportunity to focus on four key photography elements that I wish to focus on:

- **composition** (composition is about putting together objects in the frame of the photograph in such a way that parts I want to emphasize can stand out in the way I want them to)
- **perspective** (perspective is about choosing the angle of my photograph so I can create an impact)
- **lighting** (light is the fundamental element of all photographs because it illuminates the scene or subject)
- **colour balance** (colour helps to set the mood of a photograph and can create an emotional level of connection with the person who looks at the photograph)

I already have a very limited knowledge of these four elements, so there is a lot I need to research and find more information on about here to create my photo-book.

This project – creating a photo-book of images from the Parap Markets – is based on a personal interest because I am very interested in photography and when I finish school would like to go to university and complete an Arts Degree with a major in photography and a minor in communication that will hopefully open doors for a future career in photo journalism. This Personal Project will only focus on the photography aspect of this goal, as I want to be able to fully develop these skills and at a later date in my Stage 1 and Stage 2 classes I can begin to develop the skills needed to communicate as a photo journalist.

On Instagram I follow lots of world famous photojournalists such as Steve McCurry, Ira Block, Nick Knight, Ami Vitale and Hank Willis Thomas. These photographers are able to effectively apply all the elements of

photography to create really powerful images that make me as the viewer feel an emotional response to their images.

I am also interested in photography because it is such an easy to access art form. With iPhones and Instagram today anyone can develop their simple photography skills, I want to develop these skills using my Nikon D30 SLR camera, to show that although photography is a very accessible art form, there is a lot more involved in taking a good photo than capturing a photo with my iPhone and using an Instagram filter to enhance the image.

Defining a global context

What global context will provide a context that extends my Personal Project?

The global context I have chosen for my Personal Project is 'Personal and Cultural Expression.' The global context of 'Personal and cultural expression' allows me to explore the following question: what is the nature and purpose of creative expression? The area of exploration within this global context is 'our appreciation of the aesthetic.' I want my photography to be aesthetically pleasing and show others how I appreciate a well-constructed and aesthetic image.

What do I want to achieve through my project?

Through my personal project I want to develop my photography skills and explore ways in which I can improve as an amateur photographer. I want to show viewers of my photo-book how a photograph that has excellent composition, perspective, lighting and colour balance can effectively capture a scene from the Parap Markets. This will hopefully encourage people to visit the Parap Markets and support local Darwin businesses.

What do I want others to understand through my work?

Through my Personal Project I want others to appreciate the aesthetic appeal of the lights, shapes and colours of the Parap Markets. I also want viewers of my photo-book to appreciate the aesthetic appeal of photography as well as promote the Parap Markets.

How can a specific context give greater purpose to my project?

The specific context of personal and cultural expression and the area of exploration of our appreciation of the aesthetic gives greater purpose to my project as it enables me to focus on developing the four elements of photography to create a series of aesthetically pleasing images.

Clarifying my Personal Project goal

S (Specific) What? Where? How?	<p>My goal is to create a photo-book of scenes from the Parap Markets in Darwin. My plan is to visit the markets with my camera several times and capture photographs that incorporate the four elements of photography that I want to improve on.</p>
M (Measureable) From – To	<p>I have very basic DSLR photography skills and want to develop these through research, practice and seeking feedback from professional photographers.</p>
A (Assignable) Who?	<p>As this is a Personal Project that requires an independent research focus, it will primarily be my research that informs my final product. The professional photographers that I will interview for my project will be Kirran Shah and Kate Freestone.</p>
R (Realistic) Feasible?	<p>My plan is practical and possible as I own the DSLR camera already and have all the other resources that I need in order to complete my project. A more realistic method of presenting my photos will be via a blogspot as this will be a more financially sensible way to ensure my images are viewed by as many people as possible and also more environmentally friendly as I wont be printing mass copies of a book.</p>
T (Time-based) When?	<p>My project is due in 8 months time; in that timeframe I have a six-week holiday in Melbourne and Sydney with my family so I only have 6.5 months. I need to juggle other assessments and the first term of Year 10 so I will need to manage my time effectively so I can complete my project on time.</p>

Identification of prior-learning and subject-specific knowledge

Prior-learning

The prior-learning I have that will help me create a blog-spot of photographs taken at the Parap Markets is a Casuarina Senior College Night Class on the basics of Digital Photography. This class was a 10-week course that was held for 2-hours every Wednesday night. At this night class I learnt the 7 basic elements of photography:

Composition - (composition is about putting together objects in the frame of the photograph in such a way that parts I want to emphasize can stand out in the way I want them to)

Lighting - (light is the fundamental element of all photographs because it illuminates the scene or subject)

Colour balance - (colour helps to set the mood of a photograph and can create an emotional level of connection with the person who looks at the photograph)

Impact – (using composition to create an impact that leaves the viewer with an emotional connection with the image)

Technique – (skilfully using the aperture and shutter speed to create movement is the technique that I learnt)

Centre of interest – (how the central image is framed and placed in the centre of the image creates a centre of interest)

Perspective - (perspective is about choosing the angle of my photograph so I can create an impact)

This class gave me the prior-learning of composition, lighting, colour balance and perspective that I can build on through research to create my project.

At this night class I learnt the basic functions of a DSLR camera, such as:

- ISO functions
- aperture
- depth of field
- shutter-speed
- use of flash

Subject-specific knowledge

The two subjects that I have studied over the past three years at Good Shepherd Lutheran College that have helped me establish prior knowledge for my project are Arts – Photography and Language and literature.

In Arts – Photography we inquired into how to develop our technical skills to create a series of images that capture what it means to be human. In this subject I was able to develop the skills I had learnt in the adult night class and I also learnt new skills such as the ‘rule of thirds’, using a light box and redirecting light to create a softer image. We also learnt the ethical decisions behind taking a photograph.

In Language and literature the concept we have just finished exploring is Perspective in our visual literacy unit. Our statement of inquiry has been ‘Seeing is all a matter of perspective.’ In this unit we explored the features of advertisements and the thought process that goes into creating an image with a message. We covered visual literacy features such as salience, vector, reading path, modality and the features of an image.

Through inquiring into the visual literacy features we were able to identify how the artists choices sent a message to viewer and images are made of meaningful components. This subject-specific knowledge will help me develop the element of perspective in my photography and give me the guidance to make effective choices when composing my photographs.

March 27th 2015

Now that I have established my goal, global context and identification of prior learning and subject-specific knowledge I now need to begin my research so I can use this to information to take my photographs and create my Photography BlogSpot. Research has never been my strength, as I get quite impatient with the formal process of defining my research and evaluating my sources, so I need to ensure I practice being mindful and focussing for a long period of time on something that I struggle with.

Demonstrating research skills

Primary Source #1 – Australian Photographer Kirran Shah

Defining: what do I need to research?	<p>I need to ask photographer Kirran Shah questions about how to take photographs that effectively use:</p> <ul style="list-style-type: none">- composition- lighting- perspective- colour balance <p>(The questions I have asked him and the responses are attached on the next page)</p>
Identifying: how will I find these sources?	<p>Kirran has a website: kirranchah.com that contains a series of photo essays and on this website is his email address: kirranchah@hotmail.com</p> <p>I have chosen Kirran Shah as a primary source because he creates very powerful images that effectively use the four elements I am researching and wanting to apply to my project. Kirran Shah has been published on the front cover of ProPhoto and has a feature article here.</p>
Locating and accessing:	<p>Kirran is a part-time photographer who has settled in Lismore, NSW with his family so I will need to email him early in this project so I give him enough time to respond to my email. I will attempt to organise a Skype catch-up with him over the next few weeks as I continue to research.</p>
Extracting relevant information:	<p>I will only ask Kirran questions that are specific to the four elements of photography that I want to develop so the information will be easy to extract just relevant information.</p>
Collating and synthesizing information:	<p>Once I have read the responses from Kirran I will use this information as a guide to when I head to the Parap Markets and take my own images.</p>

Correspondence with Kirran Shah.

Hi Kirran,

My name is Tate Zanner and I am a Year 9 student at Good Shepherd Lutheran College just about to embark on creating a photo blogspot for my IB MYP Personal Project. My goal is to create a blogspot of images from the Parap Markets that gives viewers an opportunity to appreciate the aesthetic nature of creativity.

As part of my project I need to research professionals in the field and transfer this knowledge to my own project. I greatly admire your work and have read your article in the ProPhoto magazine and am seeking some further advice. If you have time can you possibly answer the questions below.

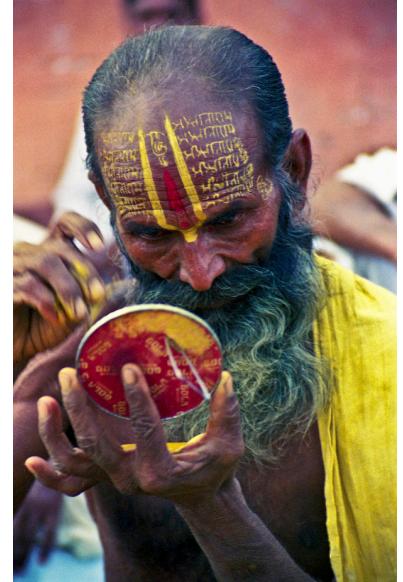
Thank you in advance,

Tate Zanner

Questions for Kirran:

1. When you are taking photographs, what composition choices do you make?

The composition choices I make when taking a photograph is that of framing. A well-framed image is aesthetically pleasing (your goal) and provides the viewer with a frame for viewing. For e.g., my image of the Indian guru at the markets in Delhi, India I placed the main object in the centre of the frame. Although the eye is drawn to the background (a orange-washed wall), I have made the depth of field to only focus on the guru applying his ceremonial paint, to create a frame for this image – thus composing the objects in an aesthetically pleasing way.



2. As most of your photos are taken in natural light, what technical decisions do you make to illuminate the main object?

I choose to use an ISO setting of 200 as this allows the majority of light to seep into the image. Photography is basically about capturing light – a very poetic art form – so you need to ensure the time of day is correct. I find the light from 7am until 9am is effective and the light from 3pm until 5.30pm is good light for

photographs. Balance is an importance principle in capturing light, ensure you have a 50/50 balance of light and shadows to create an effective image.

3. Your photographs have great perspective, the viewer actually feels like they are behind the lens of your camera, what angles do you feel is best for photographing a market scene?

Exactly that, photograph what you see from a variety of perspectives as you walk through the markets. A trick here is the rule of physical thirds as I like to call it. This means, take a shot crouched down from a low angle, a mid-angle shot and a high angle shot. Depending on the subject matter, with these three photographs you can make an artistic choice in editing as to which photograph you feel gives the best perspective for this image. The beauty of digital photography is the ability to take multiple shots and then in the editing process choose the most aesthetically pleasing images.

4. How do you make choices surrounding colour balance?

Colourful objects always catch the eye of a viewer, however, too much colour can often make an image quite unaesthetically pleasing. The secret to a photo with a good photo balance is to ensure you have warm and cool tones in the image, as well as a balance of the neutral tones of black, white and grey. When photographing a market scene this can be difficult as there is often an explosion of colour from all sides, this is where you need to take time to decide which angle you wish to take the image from and search for neutral backdrops.

August 2006 \$7.9

NZ \$9.

(Prices include GS)

ProPhoto

The Magazine For Imaging Professionals



Kirran Shah's photograph on
the front page of ProPhoto
magazine.

SHOW AND SELL

Presentation Products
For Making Profits

DYE OR PIGMENTS?

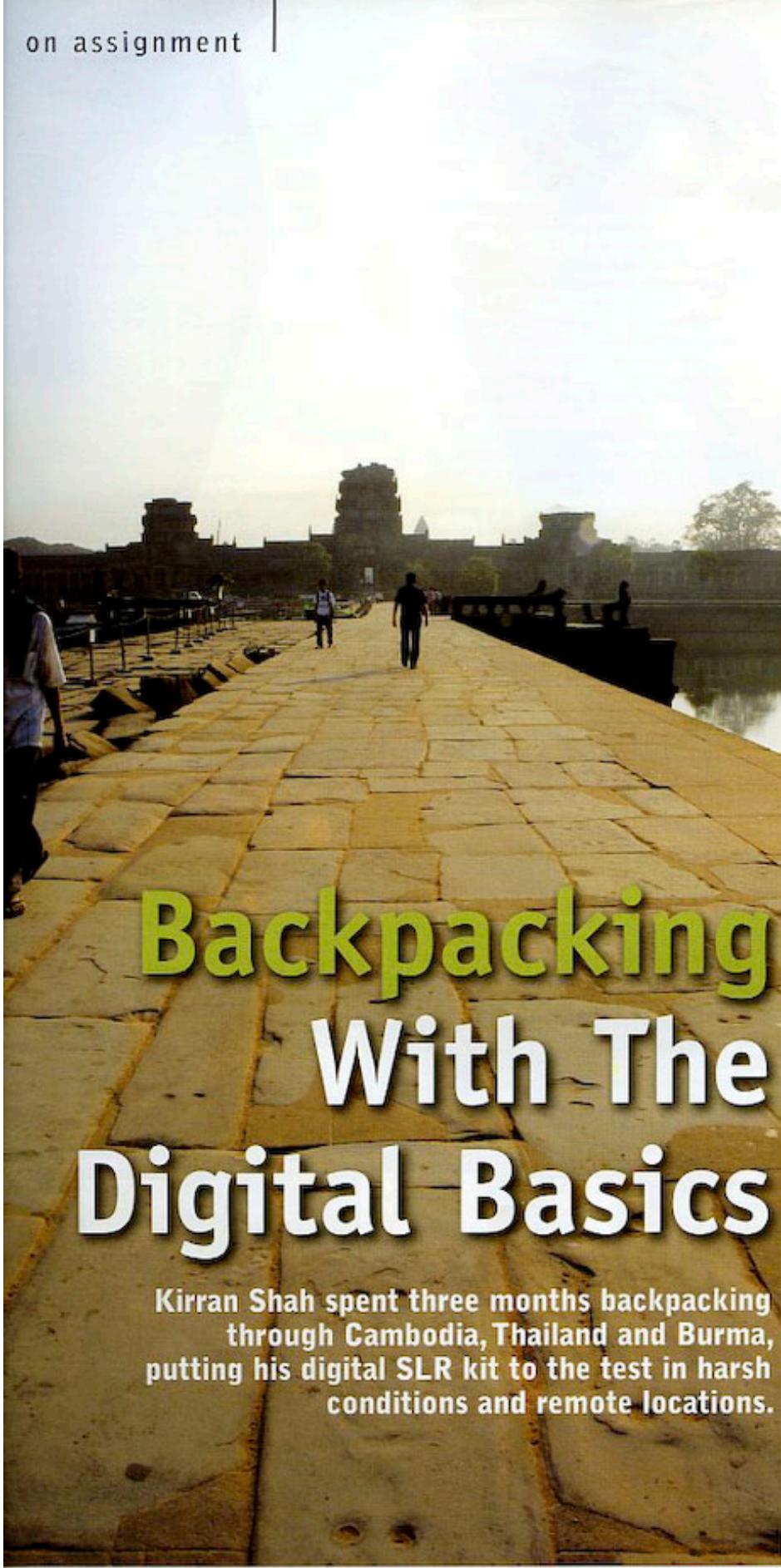
The Great Inkjet Debate

PREVIEW

Panasonic's Debut D-SLR

Print Post Approved PP255003/00922





Backpacking With The Digital Basics

Kirran Shah spent three months backpacking through Cambodia, Thailand and Burma, putting his digital SLR kit to the test in harsh conditions and remote locations.

During 2005 I spent three months travelling from the jungles and temples of Cambodia to the north of Thailand and into Karen state Burma. Actually plumber by trade, I worked in remote North Cambodia with a group of volunteers building a training centre where Outward Bound style camps are now conducted for street kids and troubled young people.

The majority of lives in Cambodia today are problematic. This is society hugely damaged only as recently as the late 1980s by the Pol Pot regime which killed over 1/8th of the population in less than four years. Not a person in Cambodia hasn't been affected in some way by this terrorising regime, and the society is now struggling to regain a sense of normality with the aid of numerous international non government organisations (NGOs).

As I was backpacking, often on the move and wanting to remain as inconspicuous to my subjects as possible, I took the bare minimum of camera equipment — a Nikon D70 digital SLR with two rechargeable batteries, the 18-70mm f4.5-5.6 DX digital lens and the 80-200mm f2.8 telezoom, two 1.0 GB CompactFlash memory cards, a SanDisk card reader, an iRiver H300 40 GB portable storage device and a Sony Mini-Disc digital recorder.

All up, this kit weighed about five kilograms and fitted inside my Lowepro Nova 3 camera bag which, in turn, I stuffed inside a beat-up shoulder bag to reduce my visibility. Experience has taught me that being over-equipped with valuable gear not only weighs you down, but attracts too much attention.

Intrusive

When my subjects saw the camera, I asked for permission by holding it out to them near my chest. Most would smile and go about their business. At a sprawling rubbish dump in Phnom Penh I shot grandmothers, breast-feeding mothers and young children in thongs working like ants using their hands and a piece of hooked wire to sift through rubbish for plastic and metals for recycling. The work is filthy and the pay, even on a good day, is around 70 US cents which is just enough to buy rice and basic food to supplement the scraps picked from the rubbish. Their homes surround the edges of the dump and are constructed from the refuse found within.

I felt quite intrusive shooting here as the poverty is so confronting. And yet, as so often happens, those with the least offer the most and I was invited to share a meal by the occupants of a humpy living among the squalor.

These people are aware of the filth they work in, but are unable to stop work for too long, intent on their survival. Moving quickly among the subjects was important so as to not attract attention or be an obtrusive distraction. I found the standard zoom wasn't quite fast enough for hand-held shooting at night and so I compensated for this by either kneeling in a tripod stance or leaning against something solid.

Stolen

Dirt getting on the digital sensor when changing lenses was a particular difficulty in Cambodia as the country was incredibly dusty throughout. A colleague, who was using two Contax NX 35mm SLRs, had the lens mount locks seize on both cameras. Fortunately, the D70 didn't have any of these problems and I reduced the risk of dust getting in the camera body by always storing it in



"Experience has taught me that being over-equipped with valuable gear not only weighs you down, but attracts too much attention."



the bag when not in use and changing lenses beneath my shirt.

Each evening I cleaned the sensor with lens cleaning tissue and fluid held by a pair of tweezers. I was able to have the 18–70mm zoom cleaned in Phnom Penh as a film of dust had begun to coat inside the front element.

At night I ran the files from the CompactFlash memory cards onto my iRiver H300 data storage unit. In remote areas I took a supply of AA-size batteries and connected the iRiver to an external battery pack (that was provided with the unit). The iRiver was quite power hungry and exhausted four AA alkaline batteries writing the files from a 1.0 GB card. Whenever the opportunity arose, I always recharged my camera's battery packs.

When a pillion passenger on a passing motorcycle snatched the pack containing my Mini-Disc recorder from beside me while I sat in a tuk-tuk in Phnom Penh, my small kit of equipment was further reduced. This setback forced me to use the iRiver more productively and I soon learned to also use it as my voice recording device for keeping notes.

I got about 1000 shots per charge from the D70's

battery pack, and was able to store up to about 350 shots per 1.0 GB memory card when the files saved as JPEG/large/fine.

Confronting

In the Karen state of Burma (the name Myanmar has not been adopted by the Karen people), I visited an army camp and a village.

The Karen are an ethnic minority in Burma who are oppressed by Burma's military dictatorship. The Myanmar government has an extremely poor — and worsening — human rights record, and continues to commit numerous serious abuses against its people. The Karen are fighting for freedom and democracy in their country.

As photographic subjects, their soldiers are confronting — many have missing limbs as a result of stepping on landmines. Their battle has continued since WWII when the Burmese sided with the Japanese and the Karen (with other ethnic minority hill tribes) sided with the British. They live in inadequate conditions. Shared meals consisted of a coagulated mix of garlic, noodles and peanuts. Medical supplies for the entire

camp of 2000 soldiers and 500 villagers filled half a milk crate. Their weaponry consists of M1 carbines, M16s and AK 47s, all left over from the Vietnam War era or earlier. The rocket propelled grenades (RPGs) appeared to be left over from WWII. Some of the weapons have been repaired with either tape or twine, and most are in need of constant maintenance, often jamming during skirmishes. One soldier told me that, on occasions, he bashed his action against a tree in order to get it working again. On the other side, the Myanmar government forces use modern weaponry.

I took plenty of spare batteries so I could always download my memory cards onto the iRiver, but I only used the LCD monitor when it was absolutely necessary to minimise power usage. After three months of shooting I had 22 GB of data stored on my 40 GB iRiver unit. From this experience, I'm convinced that digital capture is very much workable for the photographer shooting in remote locations and carrying only a backpack. □

All photographs by Kirran Shah, copyright 2006.

Phnom Penh Confidential

Kirran Shah searched out the seedy side of Cambodia's capital, Phnom Penh, and discovered many opportunities for a photo-journalistic approach.

On the first day of an intended three-day stay in Cambodia's capital, Phnom Penh, I sat in a café enjoying a coffee for breakfast, waiting as my wife. I was approached by hawkers who sold books to tourists. The Planet and now... The girls, about 10... what I was writing with their... the next... came again with three of them. Within a week I was teaching English to keen students, all street hawkers between five and 14 years old.

My original plan was to fly to India and shoot a photo essay on the Gypsies of Rajasthan, but I was told by my students that if I left, they would have nobody to teach them English. I found myself stuck

in Phnom Penh! Spending time there I began to gain an insight. Prostitution, violence and corruption are all rampant. Many people, men and children, sell shoes, sharpening tools, whatever wage is

I brothels to take care of the... I poverty. I was taking at five hours a day to prepare lessons and teach, which left my nights free. I began walking the streets carrying a Nikon D70 with an 18-70mm f/3.5-4.5 lens. But I found it difficult to take photos. Even shooting in ISO 1600 at f/3.5, in most situations there wasn't enough available light to avoid camera shake.

This article has some good tips on aperture and shutter speed.

At ISO 1600, noise levels were high and for me, unacceptable.

On Phnom Penh's busy Monivong Boulevard I bought a Nikon FM3A and a second-hand Nikkor 50mm f/1.4 lens, in mint condition for US\$650 along with some rolls of Kodak black and white film for two dollars a roll.

With my new kit I walked the streets most nights taking photos. I used TMax 400, pushed two stops to 1600. With this combination of camera, lens and film I was able to take photos using available light in many situations without getting camera shake. Mostly I ran the camera on aperture priority and used the AE lock with the aperture set between f/1.4 and 2.8.

The 50mm lens was excellent for documentary photography. It forced me to keep a reasonable distance from my subjects, which meant I was out of their personal space and less of a distraction. Having a maximum aperture of f/1.4 makes the lens very versatile in low-light situations.

Crazy things happen after dark in Phnom Penh. While wandering the streets I come across a police officer who let a whole round of bullets off from his pistol at a man who had attacked a woman. I don't know if the man was wounded, but he didn't stop running.

At a night market I saw a police truck with two young officers walking either side. Armed with AK47 assault rifles and pistols, they marched three teenagers in front of the truck to a brightly lit area where the public could best see them. The boys were made to take their shirts off. They sat on the ground and were given a bashing. I took several images until the police became agitated. I bowed and faded back into the crowd, narrowly avoiding disaster! Unfortunately I later discovered every shot was underexposed!

Eventually I found an NGO to take over my English lessons, and I left Phnom Penh, three weeks later than originally planned. *



LEFT Kirran Shah extended a stay in Phnom Penh to document a colourful and disturbing cityscape.

Source Evaluation

Primary Source #1: Kirran Shah

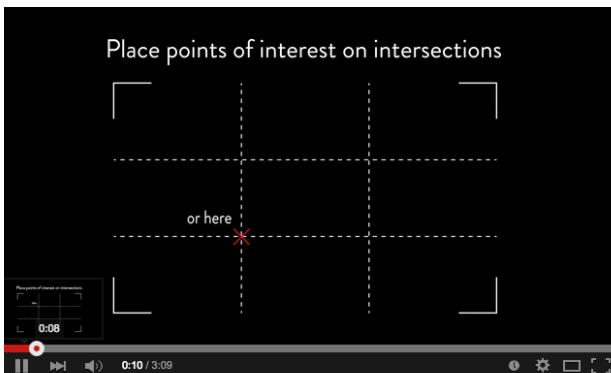
Authority:	Kirran Shah is a professional photographer with a Bachelors degree in Arts and Communication with a major in photography and a minor in journalism. Kirran is an expert in his field as he has been published in ProPhoto as well as Amnesty International.
Accuracy:	Kirran's advice has been reinforced as accurate from research I conducted from secondary sources, for e.g. the National Geographers website has a section called Photography tips and I could verify the accuracy of Kirran's advice on this reputable website.
Objectivity:	The information Kirran has given me is not objective as Kirran is simply passing on knowledge from his experience. He is not working for a company that promotes a particular product, but rather he is simply sharing his personal experience.
Currency:	As the camera Kirran uses is a Nikon D3 camera, the camera just one increment more advanced than mine this information is current. If Kirran used analog, this information would not be as current, however he is using DSLR so this information is current.

Primary Source #2 – Steve McCurry Vlog

Defining: what do I need to research?	I need to research National Geographic Photographer Steve McCurry as my primary source. As Steve is a world renowned photographer I will not be able to personally access him or request an interview, however, he has published some YouTube vlogs on how to capture the best images in busy market scenes through composition.
Identifying: how will I find these sources?	I will find these sources through google searches. The internet has so much information on photography; I just need to ensure that I find the correct information.
Locating and accessing:	As YouTube is blocked at the College, I will need to access this from my home computer.
Extracting relevant information:	From previous research from Steve McCurry I have found that he is very direct, so the information is short and to the point. I simply watched this video and took screen shots of the important information and the examples shown. When I take my photographs I will bring these examples with me so I can use this to inform the decisions I make when I am putting my research into action.
Collating and synthesizing information:	I will use this information from the YouTube clip – 9 Composition Tips featuring Steve McCurry to inform my own photographs. The example provided in this clip is very clear and are easy to follow.

Place points of interest on intersections

Rule #1: Rule of thirds



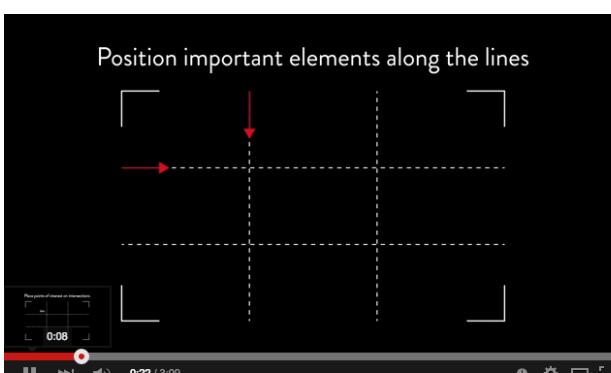
9 Photo Composition Tips (feat. Steve McCurry)



Example of rule of thirds (Steve McCurry)

Position important elements along the lines

Rule #1: Rule of thirds



9 Photo Composition Tips (feat. Steve McCurry)



Example of rule of thirds (Steve McCurry)

9 Photo Composition Tips (feat. Steve McCurry)

Rule #2: Leading lines



9 Photo Composition Tips (feat. Steve McCurry)

Example of leading lines (Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Rule #3: Diagonal lines

Diagonal lines create great movement



9 Photo Composition Tips (feat. Steve McCurry)

Example of diagonal lines (Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Rule #4: Framing



9 Photo Composition Tips (feat. Steve McCurry)

Example of framing (Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Rule #5: Figure to ground



9 Photo Composition Tips (feat. Steve McCurry)

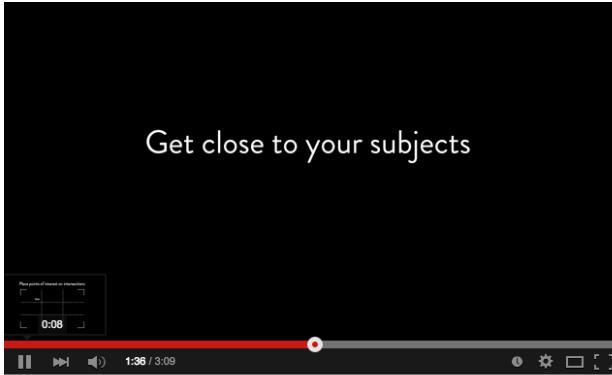
Example of figure to ground (Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Rule #6: Fill the frame

Get close to your subjects



9 Photo Composition Tips (feat. Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Example of fill the frame (Steve McCurry)

Rule #7: Center dominant eye

Place the dominant eye
in the center of the photo



9 Photo Composition Tips (feat. Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Examples of center dominant eye (Steve McCurry)

Rule #8: Patterns and repetition



9 Photo Composition Tips (feat. Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Example of patterns and repetition (Steve McCurry)



9 Photo Composition Tips (feat. Steve McCurry)

Rule #9: Symmetry



9 Photo Composition Tips (feat. Steve McCurry)

Example of symmetry (Steve McCurry)

“Remember, composition is important, but also rules are made to be broken.” – Steve McCurry

Source Evaluation

Primary Source #2: Steve McCurry Vlog

Authority:	Steve McCurry is an internationally renowned photographer with more than 20 years experience as a photojournalist. He works for the top photography companies in the world such as Getty Images and National Geographic.
Accuracy:	<p>Steve McCurry's advice has been reinforced as accurate from research I conducted from secondary sources, for e.g. the Photo Life website has a section called Photographers Help and I could verify the accuracy of Steve McCurry's advice on composition as this reputable website.</p> <p>Steve McCurry's advice is accurate, because he also creates many of the photographer's tips and tricks through experience.</p>
Objectivity:	The information Steven has given the global photographers community is not objective as Steve McCurry is simply passing on knowledge from his experience. He is not working for a company that promotes a particular product, but rather he is simply sharing his personal experience.
Currency:	As one of the cameras Steve McCurry uses is a Nikon D30 camera, the same camera as mine this information is current. If Steve McCurry was using attachments on his camera, this information would not be as current, however he is using a standard Nikon DSLR so this information is current.

Secondary Source #1 – 10 Rules for Photo Composition

Defining: what do I need to research?	I need to research how to expand on my prior learning on the photography element of composition.
Identifying: how will I find these sources?	I will find these sources through google searches: photography + composition. The internet has so much information on photography; I just need to ensure that I find the correct information.
Locating and accessing:	I have found a website called: Digital Camera World that has an entire chapter of the website dedicated to Composition. The webpage is called: '10 rules of photo composition.'
Extracting relevant information:	I chose to copy and paste the information to a pages document and print this off. I then highlighted the key information from this source that I can use to inform my photography blogspot.
Collating and synthesizing information:	I will use Tip 1, Tip 2, Tip 5 and Tip 9 when photographing photos for my photo blogspot as the information is clear and will help me photograph the busy Parap Markets scene.

Photo Composition Tip 1: Simplify the scene

When you look at a scene with your naked eye, your brain quickly picks out subjects of interest. But the camera doesn't discriminate – it captures everything in front of it, which can lead to a cluttered, messy picture with no clear focal point. What you need to do is choose your subject, then select a focal length or camera viewpoint that makes it the centre of attention in the frame. You can't always keep other objects out of the picture, so try to keep them in the background or make them part of the story. Silhouettes, textures and patterns are all devices that work quite well in simple compositions.

Photo Composition Tip 2: Fill the frame

When you're shooting a large-scale scene it can be hard to know how big your subject should be in the frame, and how much you should zoom in by. In fact, leaving too much empty space in a scene is the most widespread compositional mistake. It makes your subject smaller than it needs to be and can also leave viewers confused about what they're supposed to be looking at. To avoid these problems you should zoom in to fill the frame, or get closer to the subject in question. The first approach flattens the perspective of the shot and makes it easier to control or exclude what's shown in the background, but physically moving closer can give you a more interesting take on things.

Photo Composition Tip 3: Aspect ratio

It's easy to get stuck in a rut and take every picture with the camera held horizontally. Try turning it to get a vertical shot instead, adjusting your position or the zoom setting as you experiment with the new style. You can often improve on both horizontal and vertical shots by cropping the photo later. After all, it would be too much of a coincidence if all your real-life subjects happened to fit the proportions of your camera sensor. Try cropping to a 16:9 ratio for a widescreen effect, or to the square shape used by [medium-format cameras](#).

Photo Composition Tip 4: Avoid the middle

When you're just starting out, it's tempting to put whatever you're shooting right in the centre of the frame. However, this produces rather static, boring pictures. One of the ways to counteract this is to use the Rule of Thirds, where you split the image up into thirds, both horizontally and vertically, and try to place your subject on one of these imaginary lines or intersections. This is an overrated approach, though. Instead, move your subject away from the centre and get a feel for how it can be balanced with everything else in the scene, including any areas of contrasting colour or light. There are no hard and fast rules about achieving this kind of visual balance, but you'll quickly learn to rely on your instincts – trust that you'll know when something just looks right.

Photo Composition Tip 5: Leading lines

A poorly composed photograph will leave your viewers unsure about where to look, and their attention might drift aimlessly around the scene without finding a clear focal point. However, you can use lines to control the way people's eyes move around the picture. Converging lines give a strong sense of perspective and three-dimensional depth, drawing you into an image. Curved lines can lead you on a journey around the frame, leading you towards the main subject. Lines exist everywhere, in the form of walls, fences, roads, buildings and telephone wires. They can also be implied, perhaps by the direction in which an off-centre subject is looking.

Photo Composition Tip 6: Use diagonals

Horizontal lines lend a static, calm feel to a picture, while vertical ones often suggest permanence and stability. To introduce a feeling of drama, movement or uncertainty, look for diagonal lines instead. You can need nothing more than a shift in position or focal length to get them – wider angles of view tend to introduce diagonal lines because of the increased perspective; with wide-angle lenses you're more likely to tilt the camera up or down to get more of a scene in. You can also introduce diagonal lines artificially, using the 'Dutch Tilt' technique. You simply tilt the camera as you take the shot. This can be very effective, though it doesn't suit every shot and is best used sparingly.

Photo Composition Tip 7: Space to move

Even though photographs themselves are static, they can still convey a strong sense of movement. When we look at pictures, we see what's happening and tend to look ahead – this creates a feeling of imbalance or unease if your subject has nowhere to move except out of the frame. You don't just get this effect with moving subjects, either. For example, when you look at a portrait you tend to follow someone's gaze, and they need an area to look into. For both types of shot, then, there should always be a little more space ahead of the subject than behind it.

Photo Composition Tip 8: Backgrounds

Don't just concentrate on your subject – look at what's happening in the background, too. This ties in with simplifying the scene and filling the frame. You can't usually exclude the background completely, of course, but you can control it. You'll often find that changing your position is enough to replace a cluttered background with one that complements your subject nicely. Or you can use a wide lens aperture and a longer focal length to throw the background out of focus. It all depends on whether the background is part of the story you're trying to tell with the photo. In the shot above, the background is something that needs to be suppressed.

Photo Composition Tip 9: Creative with colours

Bright primary colours really attract the eye, especially when they're contrasted with a complementary hue. But there are other ways of creating colour contrasts – by including a bright splash of colour against a monochromatic background, for example. You don't need strong colour contrasts to create striking pictures though. Scenes consisting almost entirely of a single hue can be very effective. And those with a limited palette of harmonious shades, such as softly lit landscapes, often make great pictures. The key is to be really selective about how you isolate and frame your subjects to exclude unwanted colours.

Photo Composition Tip 10: Breaking the rules

Photo composition is a little like a visual language – you can use it to make your pictures pass on a specific message. However, just as we sometimes use the written word to create a deliberately jarring effect, we can do the same with photos by breaking with standard composition conventions. Doing it by accident doesn't count, though! It's when you understand the rules of composition and then break them on purpose that things start to get interesting. It's often best to break one rule at a time, as John Powell does in the image above. Just remember: for every rule we suggest, somewhere out there is a great picture that proves you can disregard it and still produce a fantastic image!

Digital Camera World, author: Jeff Meyer, April 12, 2012

url: <http://www.digitalcameraworld.com/2012/04/12/10-rules-of-photo-composition-and-why-they-work/>

Date accessed: 31/3/2015

Source Evaluation

Secondary Source #1: 10 Rules for Photo Composition

Authority:	Jeff Meyer is the author of this article 10 Rules for Photo Composition. From looking through the website it is obvious he has contributed many articles that are very good sources of information. Although I cannot find his qualifications, his collection of articles shows he has much experience.
Accuracy:	The information given in this source is accurate as it can be reinforced by what Steve McCurry states in his vlog about composition. For example, Steve McCurry states “get close to your subjects” and Jeff Meyer also states “zoom in to fill the frame, or get closer to the subject in question.” The information in this source can be reinforced elsewhere.
Objectivity:	The information Jeff provides does not have any personal bias as he is simply relating experience and does not refer to any particular brand of camera, but rather the features that all cameras have.
Currency:	This article was written in 2012, so the information is timely and the information about the technical elements of a camera is accurate and up to date with modern camera equipment.

Secondary Source #2 – 5 Tips for Creating Excellent Forced Perspective Photographs

Defining: what do I need to research?	I need to research how to expand on my prior learning on the photography element of perspective.
Identifying: how will I find these sources?	I will find these sources through google searches: photography + perspective. Many photographers create online blogs as an avenue to share their professional tips.
Locating and accessing:	I have found a photographers instructional site called The Photo Argus titled 5 Tips for Creating Excellent Forced Perspective Photographs that gives very clear instructions on how to force perspective using camera angle and lighting.
Extracting relevant information:	Tip #3 examines Framing and Composition that examines how to create perspective by composing images within a frame with varying sizes. Tip #4 examines how context is king – everything in the frame must force forced perspective.
Collating and synthesizing information:	From this information on composition and context I can apply this to my photography blogspot as I can create perspective for 2 of my images for my photography blogspot.

5 Tips for creating excellent forced perspective photographs

Framing and Composition

Framing and composition are critical for making forced perspective images work. A common mistake, however, is to allow one of the subjects to extend beyond the frame. When looking to create an image in which the subject is bigger than the object, use framing to compare the objects with false perspectives. For example: if a person is to be bigger than a building, make sure the building is far enough away so that it doesn't take over the frame, but also not so large that it's outside of the frame. This may take some experimentation and possibly even some post-shoot photograph editing to get the frame just right.

Context is King

Leave objects out of the frame that will break the false perspective. This simply means don't give viewers a visual excuse to believe the perspective is forced. In the image above, if we could see more flowers that weren't covering the dancer, it would give us a broader context and weaken the impact of the original image. For best results, be sure that everything within the frame speaks to the forced perspective.

Adding objects into the frame can also be beneficial. By adding selected objects and framing them in different ways, the context of the image can change due to symbolism. Always be aware of what is and is not being communicated in your photographs.

5 Tips for creating excellent forced perspective photographs, Tara Hornor

Url: <http://www.thephotoargus.com/tips/5-tips-for-creating-excellent-forced-perspective-photographs/> (Date accessed: 31/3/2015)

Source Evaluation

Secondary Source #2: 5 Tips for Creating Excellent Forced Perspective Photographs

Authority:	Tara Hornor is the senior editor for Creative Content Experts, she has published 2000+ photograph and graphic design articles for a variety of photography blogs. From examining several of Tara's articles for a variety of websites she has a lot amount of influence and presence in the online photography and design community.
Accuracy:	The information given in this source is accurate as it has provided examples of the advice to prove that this is accurate information.
Objectivity:	The information Tara provides does not have any personal bias as she is simply relating experience and does not refer to any particular brand of camera, but rather the features that all cameras have. She is primarily referring to camera angles that can be transferred to any camera.
Currency:	This article was written in 2013, so the information is current. However, as the information is primarily about camera angles the currency of the site is not as relevant as camera angles can be also applied to analogue photography.

Secondary Source #3 – Introduction to White Balance

Defining: what do I need to research?	I need to research how to expand on my prior learning on the photography element of colour balance by gaining more knowledge about white balance – the art of getting the right balance of colours.
Identifying: how will I find these sources?	I will find these sources through digital photography school, a site that I was introduced to during my Adult Night Class course.
Locating and accessing:	Digital Photography School is a free online photography site that has a variety of tutorials and articles by accomplished photographers making accessing this information easy.
Extracting relevant information:	This article clearly explains how to adjust the settings of a digital camera to capture the best light and colour in outdoor settings. Highlighted section shows the information that will be transferred to my project.
Collating and synthesizing information:	As the Parap Markets is a colourful and bright outdoors location I will need to adjust the white balance settings of my camera to 'normal' so I can use the manual depth of field and aperture to capture my photographs.

Introduction to White Balance

White Balance is an aspect of photography that many digital camera owners don't understand or use – but it's something well worth learning about as it can have a real impact upon the shots you take.

So for those of you who have been avoiding White Balance – let me introduce you to it. I promise to keep it as simple as possible and keep what follows as useable as I can:

At its simplest – the reason we adjust white balance is to get the colors in your images as accurate as possible.

Why would you need to get the color right in your shots?

You might have noticed when examining shots after taking them that at times images can come out with an orange, blue, yellow etc look to them – despite the fact that to the naked eye the scene looked quite normal. The reason for this is that images different sources of light have a different 'color' (or temperature) to them. Fluorescent lighting adds a bluish cast to photos whereas tungsten (incandescent/bulbs) lights add a yellowish tinge to photos.

The range in different temperatures ranges from the very cool light of blue sky through to the very warm light of a candle.

We don't generally notice this difference in temperature because our eyes adjust automatically for it. So unless the temperature of the light is very extreme a white sheet of paper will generally look white to us. However a digital camera doesn't have the smarts to make these adjustments automatically and sometimes will need us to tell it how to treat different light.

So for cooler (blue or green) light you'll tell the camera to warm things up and in warm light you'll tell it to cool down.

Adjusting White Balance

Different digital cameras have different ways of adjusting white balance so ultimately you'll need to get out your camera's manual out to work out the specifics of how to make changes. Having said this – many digital cameras have automatic and semi-automatic modes to help you make the adjustments.

Preset White Balance Settings

Here are some of the basic White Balance settings you'll find on cameras:

Auto – this is where the camera makes a best guess on a shot by shot basis. You'll find it works in many situations but it's worth venturing out of it for trickier lighting.

Tungsten – this mode is usually symbolized with a little bulb and is for shooting indoors, especially under tungsten (incandescent) lighting (such as bulb lighting). It generally cools down the colors in photos.

Fluorescent – this compensates for the 'cool' light of fluorescent light and will warm up your shots.

Daylight/Sunny – not all cameras have this setting because it sets things as fairly 'normal' white balance settings.

Cloudy – this setting generally warms things up a touch more than 'daylight' mode.

Flash – the flash of a camera can be quite a cool light so in Flash WB mode you'll find it warms up your shots a touch.

Shade – the light in shade is generally cooler (bluer) than shooting in direct sunlight so this mode will warm things up a little.

Manual White Balance Adjustments

In most cases you can get a pretty accurate result using the above preset white balance modes – but some digital cameras (most DSLRs and higher end point and shoots) allow for manual white balance adjustments also.

The way this is used varies a little between models but in essence what you do is to tell your camera what white looks like in a shot so that it has something as a reference point for deciding how other colors should look. You can do this by buying yourself a white (or grey) card which is specifically designed for this task – or you can find some other appropriately colored object around you to do the job.

I've done this with the following two shots.

The first shot is one of some books on my wife's bookshelf taken in Auto White Balance mode. The light in my room is from three standard light bulbs and as a result the image is quite warm or yellow.

After taking this picture I then held up a piece of white paper to my camera to tell it what color white is. Then I took a second shot with this setting and got the following result – which you'll see is a much truer color cast than the first image.

This manual adjustment is not difficult to do once you find where to do it in the menu on your camera and it's well worth learning how to do it.

Darren Rowse, Introduction to White Balance

Url: <http://digital-photography-school.com/introduction-to-white-balance/>

Date accessed: 31/3/2015

Source Evaluation

Secondary Source #3: Introduction to White Balance

Authority:	Darren Rowse is the editor and founder of Digital Photography Schools and is also the editor of ProBlogger Blog Tips. Darren has published many articles on multiple online photographers community websites. From examining several of Darren's articles for a variety of websites he has a large amount of influence and presence in the online photography and design community.
Accuracy:	The information given in this source is accurate as it has provided examples of the advice to prove that this is accurate information.
Objectivity:	The information Darren provides does not have any personal bias as he provides a range of information for multiple types of digital and analogue cameras. Although, he primarily focuses on later models of digital cameras, he also provides information for later models too.
Currency:	This article was written in 2013, so the information is current. Darren focuses on newer digital camera models making the information current.

Secondary Source #4 – The Secrets of Successful Photography Blogging

Defining: what do I need to research?	I need to research how to create a photography blogspot that is aesthetically pleasing and easy to use. I like the look of sites with lots of white space and a simple font, as this draws the attention to the images.
Identifying: how will I find these sources?	As I enjoy surfing the internet and looking at a variety of photography blogs, I already have an idea of who to research for good tips. The blog titled 'Photography Concentrate' by Robert and Lauren Lim is an effective site.
Locating and accessing:	Photography Concentrate is an excellent blogspot that covers a variety of tips and tricks for budding photography bloggers. I first accessed this through Pinterest and was able to syphon through my pins and find the site again.
Extracting relevant information:	This article gives an overview of tips for creating an effective photography blog. Highlighted section shows the information that will be transferred to my project.
Collating and synthesizing information:	The highlighted sections that include 'Learning how to write for the web', and 'Create meaningful descriptive titles' I will transfer to my actual blogspot. I do still however need information on the technical aspects of creating a blogspot using WordPress.

The Secrets of Successful Photography Blogging: How To Make It Worth Your Time

You've heard that you should be blogging if you're a photographer. You've seen more and more shooters with blogs. Heck, you've probably even started one yourself! **But do you know why that blog is so critical, and the most important things you need to do to make sure it's worth the time?**

Well, let's figure it out!

Before we dive in, a quick shout out to our awesome reader Erin, who suggested this topic. Thanks Erin, hope this is helpful!

So, you might already have a blog, or you might be considering one. Either way, let's start off by talking about the reasons why blogging is so important for photographers.

The Reasons Why Blogging Is So Important For Photographers

Photography is a service, and a personal one at that. Your clients are letting you into their lives, and trusting you with some pretty big moments. The more you can give them reason to feel comfortable with hiring you, the better.

A blog is a perfect tool for doing just that. **It gives you the opportunity to show who you are, why you are a photographer, and what value you can provide to a prospective client.** It gives them a look into your motivations and how you treat your clients—info that will be important to their decision.

And, of course, **it lets them see your latest and greatest work!** When you are just getting started (as in, during your first 5 – 10 years as a shooter) you are probably going to be improving your work at a very rapid rate. Portfolio sites have a tendency to get stagnant, and many photographers neglect to update them regularly. A blog ensures that prospective clients are seeing your newest (and likely best) images. That ensures that they are familiar with your current shooting style, which also has a tendency to evolve!

Blogs are also better for SEO than portfolio sites, since they have frequent updates and lots of tasty content (Google loooooooves tasty content). A well-maintained and frequently updated blog can absolutely shoot up the search rankings!

Another benefit is that **blogs are a really great way for your clients to share the images you took of them!** People love seeing their own photos on their photographer's blog, and will share the link with all their family and friends. Um....hello awesome word-of-mouth marketing!! Your clients might even ask you if they'll make the blog, they're so excited to be featured. Take the time to make great posts for your clients, share why you enjoyed working with them, and they'll love the experience, and spread the word about you. Win-win!!

At the core, **a blog is going to let you start establishing your personal brand.** You can get your unique voice across thanks to the narrative style of a blog. This is different than a portfolio, photo-sharing sites like

Flickr, or social networking sites like Facebook. Your personal brand is what will make you unique. It's super valuable.

Best of all? **A blog is easy to start, easy to maintain, often cheaper than a dedicated website, and more effective in getting sales!**

Now, before you start racing off, we'll share a few mistakes we've made on our blogging journey.

A Few Mistakes We've Made On Our Blogging Journey

We met on blogs, and between the two of us have had about 10 in the past 5 years. We blog a LOT. And we've made some mistakes that we don't want you to make.

One of those was **having too many blogs**. We're always guilty of that, but are constantly trying to trim it down. See, when you have too many blogs, you don't have enough energy to put into each one, and they all end up being so-so. It's better to have one amazing blog, than three so-so blogs. Only take on as much as you can make awesome.

We've also been terrible about **starting a blog, getting it going, and then neglecting to keep up with posting**. That's an easy way to disappoint readers, as they get all excited about what you are doing, and then you leave them. We feel really bad about this mistake.

We've **created blogs without really knowing the reason for it**. When we do that, we end up having only a murky idea of who we're posting for, and wind up with incohesive content, and getting a totally different audience than we expected. This makes it confusing for the author, and the readers, and just difficult all around. Go into your blog with a clear purpose and outcome!

And finally, we've **forgotten the importance of creating value in our blogs**. We've just posted to show off what we're doing, instead of really trying to make it a valuable experience for our readers. It takes people time to read your blog, so you want to make sure that is time well spent for them. Try to give them value of some sort, whether it's through entertainment, education, or inspiration. You don't need to make all your posts like this, as likely a good portion of a photography blog is sharing your latest work, portfolio style, but make sure you're still taking care of your readers with useful content!

So now that you know which mistakes to avoid, let's discuss some super important things to keep in mind on your photography blogging journey.

Super Important Things To Keep In Mind On Your Photography Blogging Journey

KNOW YOUR WHY

Why are you starting a blog? What's the purpose? **What's the outcome you're hoping to achieve?** Without knowing this, you will be directionless and all the time you spend blogging can really amount to nothing.

Deciding on your purpose right off the bat will give you an incredible sense of control. Any time you need to make a decision about your blog, you'll simply think of your purpose and desired outcome, and you'll know what to do.

CHOOSE YOUR AUDIENCE

Once you've decided on your outcome, **you need to determine who you are blogging for**. This is a step that many photographers miss. It's easy to forget who you are writing for, and start blogging for other shooters, your friends and family, or wedding blogs.

So who are you really blogging for? Is it for your friends and family, to keep them updated with how your photography is going? Or is it for your clients, to keep them in the know with your business?

This matters a LOT, so do it now, even if you already have started a blog. If you're blogging for clients (which is generally the case if you are a professional business), then you will always need to keep that in mind, every single time you post anything on your blog.

MAKE IT EASY TO CONVERT

As a professional photographer, you're essentially blogging to get new clients. That's what will mean more money, and make the blog worth your precious time. **So you have to make sure you have all the information on your blog that will convert readers into clients.**

This is things like what city you are located in, details of what type of photography services you offer, prices or price ranges, clear contact information, testimonials of why you rock and a call to action (ie. Book Your Session) are super important to making this a worthwhile endeavour.

BE CONSISTENT

If you're going to start a blog, make sure you can commit to the time it will take. It is critical that you are consistent with your posts, but also one of the hardest things to do (we definitely have our share of difficulty with this one!).

Consistency shows readers that you are an active business/shooter. The worst thing you could do is start a blog, and have your most recent post be from months (or years!) ago. But it happens alllllll the time. That sends a very bad message to any prospective client that finds your blog!

Decide how often each week you are going to post. If you are a full time shooter, twice a week is a good amount. If you are part-time or a hobbyist shooter wanting to blog, one a week is probably very doable.

You can even decide which days of the week you'll post on, as that can really help keep you on track!

TIE IN SOCIAL MEDIA

A blog is different than a Twitter account or Facebook page. They all play different roles in your social media system for your business. **But they can definitely support each other!**

When you post a new blog post, make sure to Tweet about it. And on your Facebook page, set it up so your blog posts are automatically imported.

SHOW YOUR BEST, NOT YOUR ALL

Your blog is not a place to show every single photo you've ever taken. Instead, **it's a place to show your very best images from each session, or the very best of your portfolio.**

If you just blast your blog with bazillions of images, your audience will get overwhelmed and bored. The exact number of images is completely up to you, and what type of photography you do.

Go for quality over quantity. Remember, this is basically like a constantly updated portfolio, so treat it that way! Clients will be scrutinizing each of those images when they are deciding to book you or not!

BE PERSONAL, BUT NOT TOO PERSONAL

It's a fine line between what is personal, and what is too personal. It's great to be yourself, and share who you are as a person, but if you start over-sharing it can make your readers uncomfortable.

If this is a business blog, you'll have to think hard about how much of your personal life you want to share with your readers.

This is completely up to you, and definitely a grey area, but keep it in mind.

BE POSITIVE

No one wants to hear someone complaining on a business blog. It's a huge turn-off, and will straight up lose you clients.

Be positive, and you'll attract people to you. That's why you're blogging after all!

This all sounds great, and I know you're getting pumped, but you might be wondering, "Hey Rob & Lauren, can you share some things for photographers to blog about?"

Sure can, friend!

Things For Photographers To Blog About

There are so many things you can blog about, once you start getting in to it, you'll find yourself always coming up with new topics!

These are just a few ideas that we came up with, but the sky is the limit:

- **Recent work:** weddings, portrait sessions, travel images, landscape images, whatever you're shooting at the time
- **Your most interesting work:** you can pull images from your archives to share

- **Personal experiences:** check out [The Pioneer Woman](#) or [Tara Whitney](#) for great examples of personal blogging
- **Answers to FAQs:** help your readers get the information they need with some great FAQ posts! Create valuable content for them!
- **Adventures:** people love to live vicariously through their favourite bloggers, so take them on your adventures!
- **Why you love photography:** let them see your motivations, and they'll feel more connected to you
- **Promotions at your studio:** give your blog readers special discounts, and make sure they know about any promotions, so they feel like following your blog is valuable!
- **How you got started in photography:** your story can really help them understand who you are as a shooter
- **Behind the scenes:** everyone loves to see how the magic happens!

Now, take a moment to brainstorm (my favourite word, btw) some of your own topic ideas. Simply think of your audience, and what kind of content they would find interesting, relevant, and valuable, and go for it!

Let's finish this post off with a few more tips for successful photography blogging!

A Few More Tips For Successful Photography Blogging

- **Learn how to write for the web:** People skim, and you need to be conscious of that when you write! Check out [Copyblogger](#) for the best info on this topic
- **Link to relevant information:** Links are great ways to improve both the value of your content, and your SEO rank, so when you can, provide links for your readers
- **Don't blog other people's photos:** A very odd trend. If you're a photographer creating your own photography blog, focus on showing off *your* work to your clients!
- **Use descriptive, meaningful titles:** Trying to trick the Google robots never works, and the popular trend of using post titles like "London Wedding Photography – Kate and William's Wedding" won't help your SEO. All it will do is make your blog post titles look messy
- **Install Google Analytics:** Knowing where your visitors come from, and how they interact with your site is super valuable. And [Google Analytics](#) is super powerful and super free
- **Have an RSS feed:** An [RSS feed](#) lets your readers subscribe to your blog. Most blogs have one built in, but make sure your readers know to subscribe so they can stay on top of your content

So Should You Have A Blog?

Hopefully by now it's pretty clear that the answer is a resounding yes, but I'll sum it up here.

If you're a professional photographer, you should absolutely definitely have a blog. Business is getting personal again, and a blog lets you leverage that shift. It's also great for SEO, marketing, encouraging word of mouth, engaging your past, present and future clients, and sharing your work. No-brainer.

Even if you're just getting started on your way to becoming a professional photographer, creating a blog early will constantly improve your personal brand. You'll get into the habit of blogging consistently, and you'll be really awesome at it by the time you're a full-fledged pro!

And if you're a hobbyist? Well, there's nothing better than a blog to share your passion with your friends and family! They'll be your biggest source of support as you're learning. And who knows? Someone might come across your work, and want to hire you for your unique vision! Your hobbyist blog could be your ticket into the pros.

Blog Services

Don't have a blog, and need one? You have a bazillion options! Here are a few services to consider:

Error! Hyperlink reference not valid. Photography Concentrate and all our other blogs are powered by FotoJournal. It's a service that we're a small part of, and have been active in providing ideas and feedback on from the beginning. It's the first blog platform built specifically for photographers, and makes blogging lots of images mega quick and easy!

Tumblr: A multi-media blogging service, Tumblr is a bit more of a casual option, but if you just want to try out blogging, it has a ton of fun features.

WordPress: The grandfather of blogging platforms, WordPress is an open-source option with a ton of customizability, plugins, and themes. A great option if you really like to tinker.

The Secrets of Successful Photography Blogging, Lauren Lim

url: <http://photographyconcentrate.com/secrets-successful-photography-blogging-how-make-it-worth-your-time/>

Date accessed: 1/4/2015

Source Evaluation

Secondary Source #4: The Secrets of Successful Photography Blogging

Authority:	Lauren Lim, the author of this BlogSpot and a photography blogger has a very large online presence. Her information is very concise and from her experience as a successful photography blogger the information she conveys is accurate.
Accuracy:	The information given in this source is accurate as I have looked at a variety of photography BlogSpot's and what Lauren Lim states is supported. Effective photography BlogSpot's have taken this information on board and created appealing photography blogs.
Objectivity:	Lauren has a personal bias towards clean, neat and brief BlogSpot's, however, I have already decided that this is the aesthetic look that I am wanting to achieve so this has simply reinforced this. Lauren gives a variety of blog hosts for photographers to access, showing that her information is objective and not biased towards a particular host.
Currency:	This article was written in 2011. Although the information is nearly 4 years old, quite a long time in the digital world, as Lauren is simply explaining the aesthetics not the technicality of photography blogging, this information is current.

Secondary Source #5 – How to create a Photography Website with WordPress

Defining: what do I need to research?	I need to research how to create a photography BlogSpot using Wordpress and how to choose the best host to support my BlogSpot.
Identifying: how will I find these sources?	As I did not have any leads on this and it is the first time I have researched creating blogs, I simply google searched how to create a photography WordPress BlogSpot.
Locating and accessing:	Photography Tutsplus provides a very large article that covers the following: <ul style="list-style-type: none">• WordPress Facts• WordPress Themes• Installation• Downloading and Installing WordPress• Web Hosting
Extracting relevant information:	This article is very large and covers all the technical issues that I need to understand in order to create my Photography BlogSpot using WordPress. I have printed this out and highlighted and relevant information that I will use when I create my BlogSpot – I simply need to decide on a name for my blog.
Collating and synthesizing information:	This information will inform my decisions when setting up on my BlogSpot site from the setting up of an account, selecting a Web Host and to uploading my images.

How To Create a Photography Website With WordPress

While photo sharing websites like Flickr can be a fun way of putting photos online, I'm sure that most photographers would like to have their own personal website. But what if you don't know how to put a website together and get it online?

Well, the good news is that it's easier than you think. In this article I'm going to introduce you to [WordPress](#) – a popular and relatively easy way of building your own website. There isn't space in one article to cover WordPress in detail – so I'm going to give you an overview and direct you to websites where you can learn more (they are listed at the end).

The main function of WordPress is blogging software. Blogs have moved way beyond the online diaries they were originally intended to be. As well as blogs, WordPress is used as the platform for personal websites (such as [Jake Garn's website](#)), magazine style websites (including Phototuts+ itself) and photoblogs (such as the [Fine Art Photoblog](#)).

WordPress has developed beyond its original purpose of blogging software into an excellent content management system (CMS). What's a CMS? It lets you upload content to your website, where it's stored in a database. The CMS software, in this case WordPress, then displays that information in your browser according to the theme that you're using.

If you want to change the appearance or layout of your website, you just amend your theme or change to another one. A CMS separates the appearance of your website from its content, so that you can change the appearance without altering the content.

The main advantage of WordPress for photographers is that it lets you make updates and publish new photos or new blog posts whenever you like. If you had someone build a website for you that wasn't a CMS, you would have to go back to them every time you needed something added. This is time consuming and expensive – especially as photographers, we always have new stuff that we want to add to our websites.

Best of all, WordPress is free (you download it from the [WordPress.org](#) website). The only costs to you are buying a domain name and a hosting package. Depending on where you live, the outlay for the cheapest hosting packages is only a few dollars, pounds or euros a month.

Do I Need a Blog?

If you're looking for a website rather than a blog, then maybe WordPress isn't for you. But WordPress is still worth considering because it's very flexible. For instance, you can use it to build a website and use the blogging part of the

software as a 'news' section. Just because you use WordPress doesn't mean that you're committed to maintaining a blog or making regular updates.

Who Is WordPress For?

WordPress could be what you're looking for if you are one of the following:

- You have more time than money (WordPress isn't overly difficult to use but it still takes time to learn).
- You want to learn a new skill. If you work in media, publishing or for any employer who has a website, learning to use WordPress could be a very useful skill, especially if you are the only person in your organisation who knows how to use it.
- You know, or want to learn, how to use HTML (hypertext markup language – the building code of all websites) and CSS (cascading style sheets – the code that controls the appearance of web pages).
- You don't mind doing some of the work, but don't want to get involved in anything too complex. WordPress is easier to use than a lot of other content management systems.

However, WordPress is not for you if any of the following apply:

- You don't know how to use HTML or CSS and you have no desire to learn.
- You have money, but no time. If you have the money to pay for it, and need or want a professional website, then consider paying someone else to do it.
- If either of these apply to you, there are alternatives. One is to use [WordPress.com](#) – it's a blogging service hosted by WordPress. You don't need any programming knowledge but it's more restricted and less flexible than using the WordPress software to build your own website.
- The basic service is free, and may be all you need, and there are some extra features that incur a small charge. [Steve McCurry's blog](#) is a good example of what you can use WordPress.com for ([Blogger](#) and [Typepad](#) also offer similar services).
- If you're looking for a photography website rather than a blog, then gallery websites like [Clikpic](#) are a good option. For an annual fee you can build your own website using their online website creator – no programming knowledge is required and full details are on their website.

Web Hosting

Before you install WordPress you need to buy a domain name and a hosting package. There are lots of companies that offer both online – I use [Web Hosting UK](#) and they've done a good job for me so far. Whichever host you go with, there are a couple of terms you need to understand:

Shared hosting: This is where your website is stored on a server along with a lot of other websites. The least expensive hosting packages are always on shared servers. This is fine for most people.

Bandwidth: Your hosting package will come with a bandwidth restriction. Every time someone views your website they use bandwidth – and if you come to the end of your monthly allocation your website may go down until you buy more bandwidth. Only a concern if you start getting lots of traffic to your website.

Semi-dedicated server: Servers with only a limited number of websites stored on them. More expensive but will give you more storage space, bandwidth and a faster website.

Dedicated server: A server all to yourself. The most expensive hosting option, it's designed for high traffic commercial websites where website performance is a priority.

Whichever option you choose, you need to make sure that it has the features to support WordPress (most hosting packages do). You will need to be able to create a database, and it must support PHP version 4.3 or greater, and MySQL version 4.1.2 or greater.

That gives us a couple more terms to look at:

PHP: A scripting language used to create dynamic webpages. The PHP is embedded in the HTML code that makes up the webpage – every time that a PHP command is encountered the server accesses the database to check what content to display.

MySQL: The database management system. SQL stands for structured query language.

But don't worry, you don't need to know any PHP or MySQL to use WordPress.

How to Download and Install WordPress

Once your domain name and hosting package are in place, you can download WordPress and install it on your website. Start by going to the WordPress home page and clicking the orange Download tab in the top right corner.

Once you've downloaded the software you need to unzip it and upload it to your website. But first you need to create a database on your server and decide which FTP client you're going to use to do it.

WordPress Themes

Once you've got WordPress installed and running, log into it to access the dashboard – this is the screen where you get to make posts and control every aspect of your WordPress website.

One of the first things you'll want to do is to change the theme. WordPress comes with a basic theme – it works but it's not very exciting. But how do find a theme to suit you? One way is by looking at other websites built with WordPress – there is usually a link to the website from where they obtained the theme at the bottom. There are also a number of themes on the [WordPress website](#).

Some themes are free, some you pay for. You may pay anything up to \$100 for a premium theme. These are aimed at commercial websites and often look more polished and have more functionality than free themes.

A good place to start looking for themes is Envato's [ThemeForest](#). You'll also find themes designed for photographers [here](#), [here](#) and [here](#).

You'll find instructions on choosing and installing new themes [in WordPress's support section](#).

Promoting Your New Website

Now that you're the proud owner of a WordPress website, you'll want to let the world know that it's there. Start by announcing it on social media sites like Facebook and Twitter, so that your friends and contacts get to see what you've done.

When it comes to website promotion, it's important to have a website that's worth visiting. This is a long term strategy – it takes time to upload a decent selection of photos and blog posts. But if you post stuff that is interesting and useful you will get traffic from search engines and social networks.

I've found [Networked Blogs](#) to be a good way of promoting my blog. All you do is register and it will post an update on your Facebook page whenever you make a new post. It also brings in traffic from people browsing for interesting stuff to read.

Another option is to ask other photographers if you can write a guest post on their blog. This can bring traffic if they have a popular blog – it's also a good way of reaching a new audience.

Source Evaluation

Secondary Source #5: How to create a Photography Website with WordPress

Authority:	Andrew Gibson is a freelance author who writes about the technical and creative aspects of photography for book publishers, magazines and websites. Darren has written an ebook titled The Creative Image. From browsing this ebook it is evident that Andrew has extensive knowledge on online publishing as well as over 20 years of experience as a photographer.
Accuracy:	The information given in this source is accurate as it has provided examples of the advice to prove that this is accurate information.
Objectivity:	The information Darren provides has a personal bias towards using WordPress as the host for a photography blog. However, this is acceptable for my project as I want to use WordPress as the host for my Photography BlogSpot.
Currency:	This article was written on 16 February 2014, so the information is current. This is important, as websites often change and web development is consistently updating and changing.

Secondary Source #6 – The Complete Beginners Guide to Natural Light

Defining: what do I need to research?	I need to research how to expand on my prior learning on the photography element of lighting. Our teachers Ms. Galletly covered this in Arts – Photography, so I have a clear understanding of lighting in photography, I just need to expand this to see how I can apply this to my project.
Identifying: how will I find these sources?	One of the websites I had recorded in my Arts Process Journal is Photography Tuts Plus, this is a very good website with lots of information that has been useful in the past.
Locating and accessing:	Photography Tutsplus provides a detailed article titled 'The Complete Beginners Guide to Natural Light.' This covers hard light, soft light, backlight, dramatic light and using the light.
Extracting relevant information:	This section from this article that I need to focus on is hard and soft light as I will be photography outdoors under the Top End's quite harsh sun. I have highlighted the sections that I will need to transfer to my project.
Collating and synthesizing information:	This information will inform my decisions when I am at the Parap Markets taking photographs for my photography BlogSpot.

The Complete Beginner's Guide to Natural Light

If you want to improve the quality of your photography, one thing you can do right away is learn to use natural light better. The good news is that unlike good quality lenses and camera bodies, natural light is free. The best photographers seek out the best quality light for their subject. Their quest for better photos is paralleled by a search for better light.

"Painting With Light"

The word photography is derived from the Greek for 'painting with light'. This is a good description - a photograph is made from the light that enters your camera's lens and hits the sensor (or film). Without light you would have nothing.

Broadly speaking, there are two types of light - natural and artificial. Natural light (the topic of this article) comes from the sun. The quality and quantity of the light depend on where you are, the weather conditions and time of day.

As photographers, we need to be students of light - observing the lighting conditions and learning why light behaves like it does. Then we can understand how light affects our photos and how to make the best use of it.

The more you understand light and how it affects your photos, the better a photographer you will be. To help you out, we've put together a brief guide to the main types of natural light and how to make the most of them.

Hard Light

The light from the sun on a sunny day is hard light. It's strong and direct and casts deep shadows with hard edges. In the middle of the day, especially in the summer, hard light can be very ugly. Avoid taking photos at this time if you can.

Hard light is best at either end of the day, shortly after the sun has risen and just before it sets. Photographers call this period the golden hour, because of the quality of the light. If the sky is clear, the light is still hard, but it's a great deal softer than in the middle of the day. It also comes at your subject from a low angle which reveals form and texture and is much more interesting than midday light.

Hard light is also good for architecture and bringing out colours. This photo was taken in La Boca in Buenos Aires. The sunlight brings out the strong colours (I used a polarising filter for both photos to deepen the colours and turn the sky deep blue).

Soft Light

Soft light describes the type of light that you find in the shade or on a cloudy day. Any shadows have soft edges. Soft light, especially on a cloudy winter's day, can seem grey and dull, without much potential for photography.

The key to using soft light is to understand that it has very little contrast. It's the opposite of hard light from the sun.

Soft light is great for taking photos of people, especially portraits. If you're outside on a sunny day, taking photos of people, find some shade and take photos of them there. The results will be much better.

Soft light is also suitable for taking photos in rainforest and woodland, and for still life and flowers. On a cloudy day, avoid including the sky in your photos - it usually just comes out white.

Backlight

This is my favourite type of light. Backlight is created when the light source is behind the subject. Backlight, like hard light, has lots of contrast. Also like hard light, it's normally best for photos at the end or the start of the day. Backlighting from the sun at any other time of the day has too much contrast.

Backlighting is good for landscapes, portraits and architecture. It's a powerful, moody, evocative type of lighting. It is very dramatic if combined with weather conditions like mist or fog.

You'll need to keep your lens scrupulously clean for shooting backlit subjects, as the light will shine right on the front element of your lens, causing flare. Sometimes flare is unavoidable - if this happens to you the best way to deal with it is to work the flare into your composition. Make it look like a deliberate part of the photo, rather than an unwanted side effect.

Dramatic Light

Dramatic light is created by dramatic weather such as a thunderstorm. It's the type of light that you see when the clouds clear after a rain storm, or if the sun breaks through the clouds on a rainy day near sunset.

Dramatic light is ideal for photographing landscapes, seascapes and architecture - almost anything outside. If you are confronted with a scene lit by dramatic light, treat it as a gift and take as many photos as you can while it lasts. Dramatic light normally doesn't last very long, and it may not return.

Using the Light

Next time you're out taking photos, think about the natural light. Does it suit your subject? Would the light be better at a different time of day, or in different weather conditions? It may be that to get the best out of a location, you have to return at another time when the light is better.

If you remember just one thing from this article, it should be this: that natural light is at its best at the beginning or end of the day. These are the best times to be out taking photos. If you haven't tried it before, do it soon. Nothing will improve your photography so fast.

Andrew Gibson, The Complete Beginners Guide to Natural Light

url: <http://photography.tutsplus.com/articles/the-complete-beginners-guide-to-natural-light--photo-2523>

Date accessed: 31/3/2015

Source Evaluation

Secondary Source #6: The Complete Beginners Guide to Natural Light

Authority:	Andrew Gibson is a freelance author who writes about the technical and creative aspects of photography for book publishers, magazines and websites. Darren has written an ebook titled The Creative Image. From browsing this ebook it is evident that Andrew has extensive knowledge on online publishing as well as over 20 years of experience as a photographer.
Accuracy:	The information given in this source is accurate as it has provided examples of the advice to prove that this is accurate information.
Objectivity:	The information Darren provides is not bias towards any particular one-way of “painting with light” but he simply draws together tired and tested methods.
Currency:	This article was written on 27 June 2012, so the information is current. The information is for the latest digital camera from 2012 and these are still considered new in 2015.

March 27th 2015

At the end of our Personal Project Immersion Day we were given our Personal Project supervisors – my supervisor is Ms Teunissen. During the workshop, Mr Enright reminded us to use a respectful and formal tone when writing an email to our supervisors. For each meeting we book with our supervisors, we need to ensure we send an email with a request and negotiate the time. It is my responsibility to organise the time, be prepared with my process journal and remember to document this meeting on Seqta so Ms Teunissen can sign off my Academic Honesty form the day before the Personal Project due date.

I have sent Ms Teunissen the following email and simply await her response for our first meeting.

Dear Ms Teunissen,

I am your Personal Project student for the next 8 months and I look forward to sharing my ideas and taking your feedback on board. I have decided to create a Photography BlogSpot of photos from the Parap Markets that allow me to develop my photography skills and show the multicultural nature of Darwin. My next step is to develop a Gantt Chart with deadlines that I will try to keep up to date with.

Are you available for 20-minutes during Monday lunchtime next week? I can meet you in your office at 1.10pm?

Thank you,

Tate Zanner

March 31st 2015

Ms Teunissen and I had our first Personal Project meeting at lunchtime today. Ms Teunissen is also my Physical and health education teacher so she is happy to have regular Personal Project check-ins during some of our practical lessons too.

Ms Teunissen's feedback for me was the following:

- I need to practice applying my research on composition, lighting, perspective and colour balance before heading to the Parap Markets to take my photos
- I need to allow more than 3 weekend to develop my Photography BlogSpot, she felt I may have been rushing to get the project finished rather than gaining from the process
- I need to make regular updates in my Process Journal and ensure I bring these to all of our meetings.

I've logged our meeting and saved this to my Personal Project folio on Coneqt.

