

Outcomes:

- 1 Understand different applications of photography
- 2 Be able to use photographic equipment and employ photographic techniques
- 3 Be able to plan and produce photographic images for a specified purpose
- 4 Be able to reflect upon photographic work

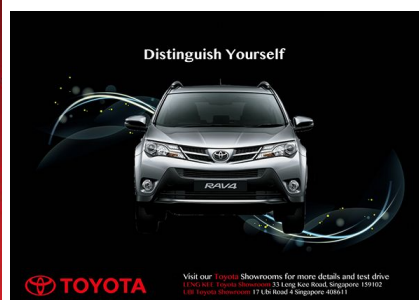
Indicative Content

- 1 Understand different applications of photography

Photographic applications:

There are many different types of photography from advertising to fine art. The advertising industry uses photography to help publish and sell products. Photography is a way of graphic communication without using any written text leaving it with no language barriers. Good examples of advertising photography include most alcoholic beverage companies. However photography is not always used to promote the positive side of things. The NHS campaigns to prevent smoking for example use negative images to enforce their message. When a photographer takes images for an advertisement they need to have a clear understanding of the message the company wants to put across to the public. In contrast to moving image advertisements for television, photography uses only one image to sell the product so it's important to make it count.

Some examples of images used which effectively promote products and deliver effective public safety messages:

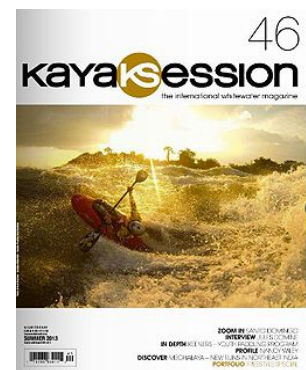


Photography is an important tool used liberally in the fashion industry. It is used to record fashion shows and advertise new products and/or trends and images are used to create promotional magazines, advertisements and accompany stories and articles. Shop windows displays are also designed to attract customers and draw them into the shops with aesthetically pleasing images of their new bright coloured clothing range. It is the photographer's job to ensure these photos are eye catching and illustrate the product in the best light possible. More than often clothing production companies use the role of celebrities to increase the appeal to the target audience and make their products more desirable.

An image used in a magazine to promote a designer brand of clothing:



Photography is also used in the sports industry to record and promote events and provide information. It is used in sport magazines and websites such as “kayak session” and “Mountain Biking UK” . Usually a photographer will attend a sporting event such as a mountain bike race or a kayaking competition and will take photographs of the competitors, competition action shots to document the event and sometimes winner presentation images. Sport photographers must be at the top of their game in order to be successful in this industry since some of these massive events have the potential to attract millions of viewers. Some events which take place regularly require the photographer to have quality knowledge of the sport so they can effectively record the most important moments. Their job is to capture important aspects of the competition with clear sharp photographs. Some of the best sports photographers are people that manage to capture the facial expressions, the emotions and feelings of the competitors during moments of pressure and demonstrate the intensity of the situation.



A photo journalist would usually work for a news company or as a freelance photographer. Their role is to look at current news stories and take photographs to be shown on the news, on the web and also to be used in newspapers. They investigate stories and collect information they then report back to the office and put together their story using the photographs. They may also work for a magazine or a website and would take different kinds of photographs for new stories relating to those magazines. The main skills involve being able to tell a news story through photographs rather than just taking meaningless photographs therefore photojournalist have to capture the whole story or parts of it through one photograph.



Fine art photography works on the basis of photographers taking pictures purely for the way they naturally see something. For example they would travel to scenic places with wonderful views and set up a photo shoot and use the camera to create real life images. Different to other styles of photography, fine art photography doesn't have to sell a product/service or tell a story the only thing it has to achieve is to look visually attractive. Photographers may go to different types of places to take photographs and also use a variety of techniques to the rules of photography such as the rule of thirds and depth of field allow fine art photographers to take very effective and attractive photographs. Fine art photographers are usually self employed and attempt to sell their images to make a living.



2 Be able to use photographic equipment and employ photographic techniques

Photographic equipment:

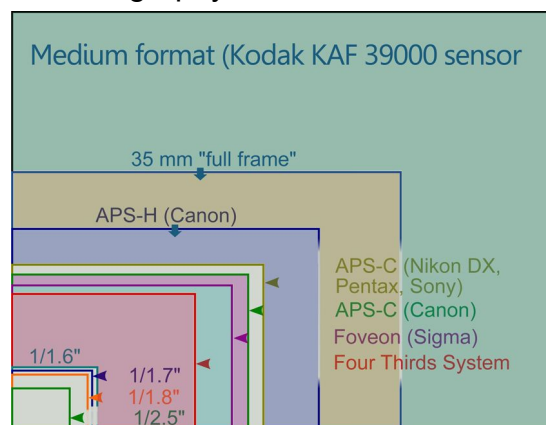
Digital camera:

There is three main types of digital cameras point and shoot, Bridge and DSLR.

The point and shoot digital cameras represent probably 90% of all digital cameras on the market today they are typically small, compact and lightweight and are targeted at the broader majority. They are typically very User-Friendly as they are for beginners for taking photos on their holiday or a day trip or something like that. the Image Quality on these camera has improved drastically over the last few years or so.

The bridge cameras commonly used to describe the more advanced point and shoot cameras. These cameras feature more advanced component like an extended zoom range and a big sensor to the basic point and shoot cameras and are still user friendly. They cameras are used a lot by sports people and bloggers because of some of the more advanced manual features but not as advanced as the DSLR.

The DSLR camera are some of the most advanced cameras on the market as you can use the camera as fully manual and they have interchangeable lens meaning that you are not stuck using the same lens all the time so you can get any focal length in telephoto lens and prime lens but these all come at a cost. The DSLR's body themselves come in different speaks for beginners and advanced the difference between these camera are the quality and some of the camera are more focused on photography and others on videography.



Most of the beginner cameras and the older advance cameras would come with a small sensor were as the new advance cameras come with the new 35mm sensor which is the same size as a 35mm film slide/frame that the old film slr's used. The quality of the new sensors is a lot better for professional photography taking photos for things like front page magazines and billboards.

Lenses



There is lots of different types of lens from prime to telephone there are ones for taking macro shots and ones that would be used for portraits and wide angle, fisheye and etc. Why is there so many? it's because every lens will give you a different result if I was to use a 300mm prime lens at 2.8f it would give me a photo with a very small depth of field which means that the subject would be in focus but the background would be blurred out this is what you call the bokeh effect. But if I were to use the same lens and an f stop of f 16 then that bokeh effect in the background may not appear and it may be in focus just like the subject itself this is called a large depth of field. If I were to use a 28mm wide angle lens instead of the 300mm prime I would be given a large view of the background behind the subject but this would make the subject smaller meaning I would have to move closer to the subject if possible.

Memory Cards

A memory card is an electronic data storage unit used for storing digital information from photos to music and files. These are used in all cameras, phones and computers. The memory cards come in all different speeds this because a phone's camera will only need a lower speed memory card as the sensor in the phone is very small to a dslr camera sensor which means the dslr will need a faster card so it can store the footage to the card. If the card is not fast enough filming in hd or shooting continuously the footage may back up on the processor make the camera buffer till the footage gets on the card. This is why the phone can use such small cards like the micro sd card and the beginner dslr's will use the sdxc card and the Advanced Dslr cameras will most like use the flash because of the high speed.

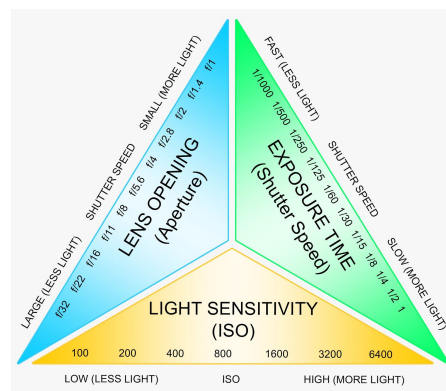


Lighting

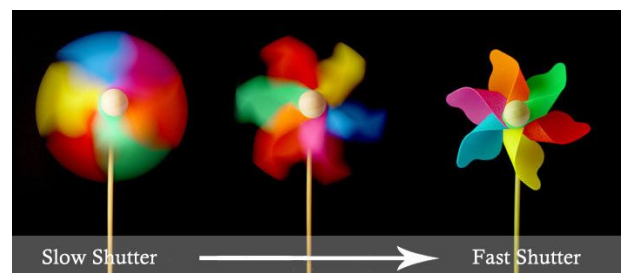
Lighting is one of the most important elements of photography it determines everything about the photo like the mood that the photo gives the viewer if you learn how to control the light that enters your camera, you'll be well on your way to taking the kinds of pictures you want. There is lots of different lighting techniques like soft light and hard light. Soft light would be performed with a light cover called a softbox by a light shining through a white surface giving a nice soft even light on the subject. Where the hard light would be done by using a direct light which would increase the sharp line between the light surfaces and shadows giving the photo a more harsh look.

Camera Techniques:

There are three main elements in using a DSLR camera which determine everything about your shoot. One is the ISO setting in the camera the ISO is how sensitive your sensor is to light. For example if i adjusting the ISO up to 3200 with a shutter speed of 500 this makes the sensor more sensitive meaning that it can now shoot in lower light conditions to if i was using 200 ISO with a 500 shutter speed. But a problem that will occur by using a high ISO is something called grain that will form in the darker spots of the photo but it's not a bad thing if that's what you want in the shoot. One of the best things about using a DSLR and not the old film slr is that you can change your ISO with just a touch of a button but if i were using a film slr i would have to finish the roll of film that i'm using and then go and change the roll of film with a different ISO and by that time the shoot could be gone.

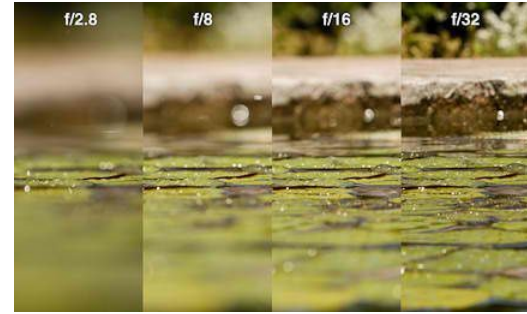


The next element to the camera is the shutter speed it's the amount of time that the shutter is open exposing the sensor to light. The shutter speed ranges from 4000th of a sec to 30sec on the Nikon D5200 and the bulb mode which allows the shutter to stay



open as long as you want. The shutter speed can control the way you see the shoot if a runner was going passed and I were to use a speed of 4000th of a second I would be able to freeze motion like everything in the shoot had just stop. But if I were to use a slower speed of about 80th of a second you would be able to see the motion of the runner going by as there would be a more blurred figure in the shot rather than a still shot.

The third element is the aperture this determines the amount of light that is let through the lens of the camera to the to the sensor. The aperture also controls the depth of field in the shoot making the background look focused or more blurred. When the aperture is set at an f-stop of f16 the subject and the background behind the subject is sharper than if the f-stop was at f2. Not only does the aperture impacted the depth of field but so does the focal length of the lens. The focal length affects it by making the background look a lot closer than it is with the higher focal length.



Camera lens filters still have many uses in digital photography, and should be an important part of any photographer's camera bag. These can include polarizing filters to reduce glare and improve saturation, or simple UV/haze filters to provide extra protection for the front of your lens.

Photoshop Techniques

Photoshop is image editing software widely used by professional photographers. I used Photoshop CS6 when I was making my David Hockney photo montage in our class tasks. This was a pretty interesting project because I had not used Photoshop much before so I had to learn a lot along the way. I had to take a minimum of 25 photos and put them together to make the montage then I had to import the photos from the camera's SD card on to the PC and available for use by the Photoshop CS6 programme all at the one time. There are two ways of making the montage in Photoshop you can bring them all across by clicking on file then go down the list to Automate and then to Photomerge... after that a screen will pop up and there will be a list of options on the left of the screen they are all different ways of doing it the best one to me seems to be the Collage option click on that and then at the bottom of the same screen it says "Blend Images Together" which blends the images together but if you unclick it and click browse and bring the images across you will then be able to manually adjust the images to make the picture look even better. The second option is the one I used but I think I'll make sure to do it the first way that was exemplified as it is much easier and faster I only found out how to do this after I had used the second method. But anyhow you can bring them all across and then open on to the one image and manually move and fit them all together like a jigsaw and you can adjust everything to the way you want it but it takes a long time but it usually turns out well in the end. After that I got the photo printed on A3 photopaper and stuck it to the wall.

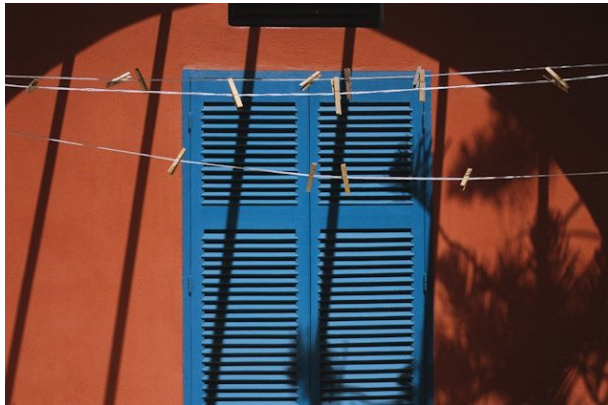
Film Photography:

What is used in film photography so there are lots of different film types there is coloured film and black and white film. These two types of film come with all different ISO's and qualities there is always a premium and a basic film this is usually for retail purposes for both ends of the market.



Why do some films produce color pictures?

Instead of just one layer of emulsion, as in black-and-white, color film has several layers, each emulsion recording a different color. Between the emulsions are protective interlayers and all of these layers together aren't as thick as a human hair. That gives you an idea of the care needed to make color film and the delicate handling needed to process it properly.



Negative film - Reversal film

How do they differ?

Negative color film, like black-and-white film, is used to print the finished picture on photographic paper. When you send negative color film you get back color prints.

With reversal film, your photofinisher makes a full-color transparent image on your original film (KODACHROME or EKTACHROME) Slides and Movies.

Reversal films contain three separate color pictures in three layers on one base. After processing, the top layer has a positive yellow image of everything in your picture that is yellow or needs yellow in its finished color. The middle layer is a magenta (purple-red) image, and the bottom is cyan (blue-green). The three layers, when viewed together, form a complete color transparency with infinitely varied and delicate shades.



As for negative film

The top emulsion layer of negative film is sensitive to blue light. Beneath this layer is a filter coating which stops the blue light from penetrating deeper. Lower layers are green-sensitive and red-sensitive.

A color negative will be dark where the subject was light, just like a black-and-white negative. Moreover, a negative's color will be opposite that of the subject. For example, if the subject is red, the negative will be greenish-blue.

Some of these relationships are difficult to see behind the characteristic dull-orange tint that cover KODAK ROYAL GOLD Film negatives. But don't worry, these color relationships get straightened out when the image from the color negative is printed on the color photographic paper.



3 Plan and produce photographic images for a specified purpose

Planning:

I decide to create a portfolio of outdoor images especially seascapes and the interaction between sea sport and wildlife in the north west of Ireland. Outdoor sports is a rapidly growing market in this area and participants are attracted by our wild and varying coastal regions. I wanted to show that although these areas are untamed, they can be accessed for watersports and human activities seem to blend in with those of the wildlife in these areas. I wanted to show a contract between dramatic seas and harmonious habitation.

A first point of reference was a group discussion with my tutor and peers. We talked about the types of sports taking place in the area and techniques to capture shots taking into account lighting, framing the shot, how to use an image to tell a story and identifying the impression the shot will give the viewers

Research

I used the internet search for images used to promote these types of sports and researched different photograph styles used. I also looked in outdoor sports magazines as well as the photographic magazines and read some of the editorials in the photographic magazines which provided good advice on how to capture images of seascapes. I also looked at advice about photographing birds since the sea areas I have selected are home to many seabirds and any portfolio would not provide a fair representation of the Irish seascape without containing some reference to these creatures.

I needed to identify the equipment I needed. I started by selecting my camera, I choose the Nikon DSLR as it is the best camera I own and a 70-300mm lens with a 14-55 lens for some of the shots and a selection of basic filters. I intended to spend a full day collecting images so had to make sure I have a fully charged battery, a backup battery and enough data storage on my SD card for the shoot.

Any outdoor shoot in Ireland means you have to come prepared for all types of weather and especially around coastal areas where you expect to get wet and there are also the hazards of rocky and slippery coastal paths and platforms. A good waterproof outdoor coat and strong boots are essential. Letting someone know where you are going and when to expect you back is necessary. Mobile telephone network coverage can be unreliable and you cannot just depend on being able to use your phone if you find yourself in trouble. Once you select your location, it is important to take in your surroundings. Identify any hazards and plan the shoot to minimise potential risks.

Now it's time to take into account the subject of interest, the surroundings, were the subject might be, what can add detail to the images and the direction of the light and the impact of clouds or direct sunlight. I considered a number of possible angles and direction of shots, do I want images from left/right or high or low. Is there potential in the surrounding landscape to be able to take images looking down on the subject or from an elevated angle. This sometimes requires a walk around the area to consider the options, take some trial shots, assess the shots and then consider what shutter speeds and depth of field I require to achieve a quality shot.

When shooting and outdoor activity it's important that you take note of the timescales, many of these activities take place in a short space of time and are usually predicted by nature for example during a sudden sea swell, a daybreak or sunset. The photographer

must be prepared to shot as soon as the right environment presents itself or miss the opportunity altogether.

Purpose: The images I plan to take will be used in my portfolio of seascapes and I would like them to of a quality that they could be used in printed magazines or websites to promote tourism and outdoor sports or depict landscapes and wildlife.

Presentation: I have added the images to my online portfolio for this assignment. They have been added in pdf format. I have also printed the images and they have been displayed on our inclass gallery.

4 Be able to reflect upon photographic work

Visual language:

When i look over my shots i will compose them in the way that i want them to get through to the viewer so i may have to photoshop the image if needed maybe because i want to sharpen the images up or make the image have a more textured finish or a more flat look. I may also want the image to appear black and white instead of colour so the outer lines of features in the image will stand out maybe giving a surreal effect to the viewer. This may make it stand out to the crowd if had to make it for a promotional advert or a fashion show or live event. I may want to draw the viewer's attention to certain areas of the image of I might highlight that area in some way and by blurring the area I don't want attention drawn to then I can control the viewer in some ways. It is important to me to use my images to tell a story and convey a message to the viewer. I enjoy observing how others use visual language and marketing images use visual language extensively.

The audience is an essential consideration when finalising how an image will look. I need to consider what aspects different viewers may use when observing my image. My peer group may see humor in something that would be completely lost on others. Control of colour may be important to older viewers and I have used effect to make my images look like they were taken in the 1970s and the different saturation effects are quite remarkable. Playing about the an image using photoshop is a great way of experimenting with it and you can sometimes come across something unexpected.

Just as important when creating a final image is ensuring there is nothing in your image which may be unwanted. Sometimes landscape shots can contain items that do not fit in well with the natural surroundings you were hoping to capture, things like telegraph poles/lines or more recently wind turbines might ruin an otherwise beautiful image. Being able to eliminate unwanted objects is a great feature of the editing software. I've also taken some images for my photo montage piece of a street mural and I was able to eliminate some litter which was in the shot and not adding anything positive to my shots.

Finished products:

It is always rewarding to get positive feedback from my tutors and peers regarding my work but just as important is to get constructive opinions too. Constructive opinions help me to improve my work and give me a fuller understanding of my images and sometimes others see in them something that I completely missed. I love how an image can mean something completely different to so many people and stir memories and emotions which are unexpected.

Improving my ability to use my cameras and editing equipment is an essential part of developing my photographic skills and something I know can take a long time to master. As a professional photographer is important that projects are clearly defined. I need to understand what the customer is looking for, be able to produce images to meet and exceed their needs and/or expectations. It's very important to be able to work within timescales so that the work is completed on time and to an acceptable level of quality.

I want to be able to display my work for others to see and hopefully appreciate. I hope that one day my work will be displayed in a professional exhibition in a respected gallery as well in our class gallery.