PHOTO 101

PHOTOGRAPHY & STORYTELLING
LIFE THROUGH
A VIEWFINDER

Instagram @eyeseethings
CASEYMADISON.COM
STORYTELLING STEPS

• SAY SOMETHING (THINK)
• CAPTURE A MOMENT (FEEL)
• CREATE (EXECUTE)
• CURATE (REFINE, EDIT)
PHOTOGRAPHIC FUNDAMENTALS

THE RULE OF THIRDS
PHOTOGRAPHIC FUNDAMENTALS

LIGHT IS THE FOUNDATION
LINE

Line is the path of a point moving through space.
SHAPE

Shape implies spatial form
COLOR

Three properties – hue, value, and intensity.
VALUE

Relative lightness and darkness and is perceived in terms of varying levels of contrast.
TEXTURE

Tactile qualities of a surface (actual) or to the visual representation of such surface qualities (implied).
SPACE

Refers to the area in which art is organized.
The repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.
RHYTHM

Refers to the suggestion of motion through the use of various elements.
PROPORTION

Size relationship of parts to a whole and to one another.
The impression of equilibrium in a pictorial or sculptural composition.
EMPHASIS
Created center of interest, the place where your eye first lands.
PHOTO ASSIGNMENT

TEN MINUTES
TWO IMAGES

Use your newfound knowledge to make images representing the elements and principles of design.
ELEMENTS

- Line
- Shape
- Color
- Value
- Texture
- Space

PRINCIPLES

- Pattern
- Rhythm
- Proportion
- Balance
- Emphasis
“If you're like me, you'll think a lot about what telling the story means. Remember that the key is to convey the meaning to viewers, to help them understand what you understand about the subject.”

—CHARLOTTE LOWRIE
WORDSANDPHOTOS.ORG
To understand the story, whether it's small, large, humorous, or profound, you have to contemplate, research, and talk - but mostly observe.
The first step is to photograph all aspects of the story. Get to know the subject until you can decide what visual elements help tell the tale of that place or person.
Photograph your subject from near, far away, back, front. Explore the space – a sketchbook approach.

TIPS FOR CREATING STORYTELLING IMAGES
Think of adjectives that can describe a place and then figure out ways you can get them into a photograph.
INSPIRATION

Sabastiao Salgado

GENESIS
“In GENESIS, my camera allowed nature to speak to me. And it was my privilege to listen.”

– SABASTIAO SALGADO
"So many times I've photographed stories that show the degradation of the planet. I had one idea to go and photograph the factories that were polluting, and to see all the deposits of garbage. But, in the end, I thought the only way to give us an incentive, to bring hope, is to show the pictures of the pristine planet - to see the innocence."

Sebastião Salgado
Contact:
CaseyMadison@me.com