

# Visual Storytelling Creative Tool Box

## VISUAL STORYTELLING

The art of communicating a series of messages through visual media

## COMMONLY USED TERMS IN PHOTOGRAPHY

Exposure: **exposure** determines how light or dark an image will appear when it's been captured by your camera. This is determined by just three camera settings: aperture, ISO and shutter speed

Focal Point: Also called principal **focus, focus**. The **point** on the axis of a lens or mirror to which parallel rays of light converge or from which they appear to diverge after refraction or reflection. a central **point** of attention or interest.

Shutter: **shutter speed** is the length of time when the film or digital sensor inside the camera is exposed to light, also when a camera's **shutter** is open when taking a **photograph**. The amount of light that reaches the film or image sensor is proportional to the exposure time.

Aperture (f-stop): The f-stop is the measurement used for the size of the lens opening – with a larger **aperture** or opening, more light passes through to the image sensor; with a smaller **aperture**, less light passes through

Depth of Field: **depth of field (DOF)** is the distance between the nearest and farthest objects in a scene that appear acceptably sharp in an image.

- How do you control the depth of field?

1. The f/stop. The smaller the f/stop (the larger the number, the smaller the diameter of the aperture), the more depth of field there is.
2. The focal length of the lens. The shorter your focal length, the more depth of field you will have.
3. The distance to the subject.

## LIGHT

“Magic Hour” - the period just before sunrise and just after sunset when light is diffuse and even.

Look for light to help you get the mood you desire. Examples: open shade, backlighting, sun flare, harsh contrast of shadow and light, diffusion.

## COMPOSITION

Foreground / Background: The space in your frame can be divided into three sections: background, middle ground, and **foreground**. Artists use this technique, or their awareness of these sections, to give their work depth. The **foreground** of a composition is the visual plane that appears closest to the viewer, while the **background** is the plane in a composition perceived furthest from the viewer.

Rule of thirds: create a “grid” inside camera (a tic tac toe grid) and put the subject in the junction of the top right, top left, bottom right, bottom left corners to create a more interesting image.

Shadows, lines + angles, movement

How do you fill your frame?

### **PERSPECTIVE**

A way of portraying three dimensions on a flat, two-dimensional surface by suggesting depth or distance.

Change your height/point of view, shoot from different angles, walk around your subject to see all points of view

Think about color and size

### **Portrait Tips**

Off center the subject – avoid putting the subject in the center of each frame

Crop tight when doing portraits

Keep head above the horizon line when photographing people in a landscape

Avoid dark hair blending into a dark background or distracting/busy backgrounds

Use soft lights or natural lighting near a window