

VISUAL COMMUNICATION:

Practical tips and tricks for compelling visual content

Questions? tweet @ajlibunao

Learn how it feels

TO BE PHOTOGRAPHED

EXERCISE I

What's it like to get shot?

LEARN TO PHOTOGRAPH WITH YOUR EYES

not with your camera

FRAMING

making an impression on the viewer

BEFORE YOU TAKE THE
PHOTO...

MOVE TWO STEPS
CLOSER!



FILL THE FRAME
show what you want people to see

EXERCISE 2: GET CLOSER

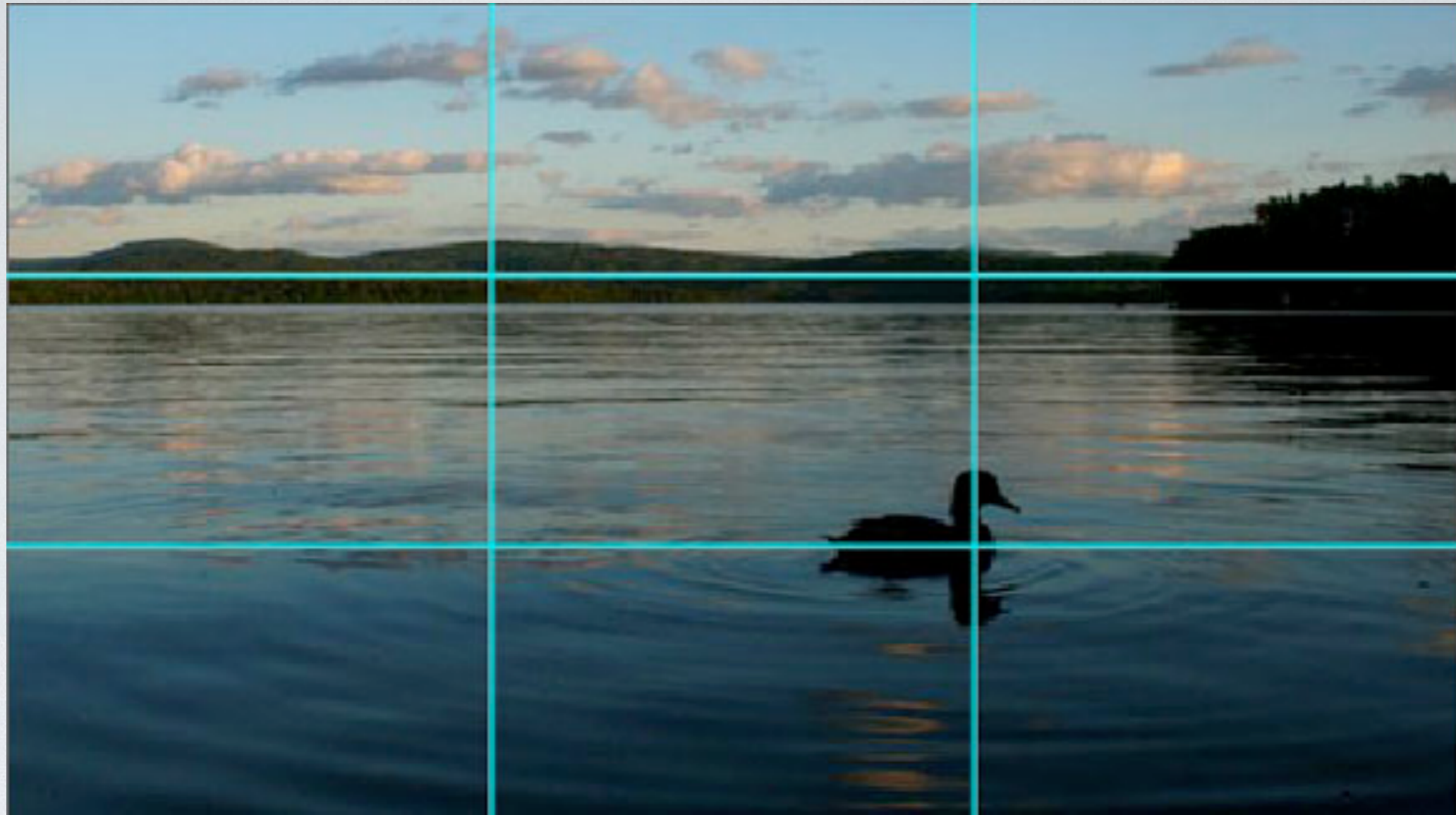
Take photos of 3 different objects. For each object, one photo how you would normally shoot it, one just a little bit closer.



RULE OF THIRDS

more like a suggestion actually...

<http://www.journographica.com/wp-content/uploads/2011/05/photo-rule-of-thirds1.png>



Rule of thirds and Landscapes

<http://www.gringosabroad.com/wp-content/uploads/2011/11/rule-of-thirds-photo-tip.jpg>

EXERCISE 3: RULE OF THIRDS

Same 3 objects, but follow the rule of thirds.

EXERCISE 4

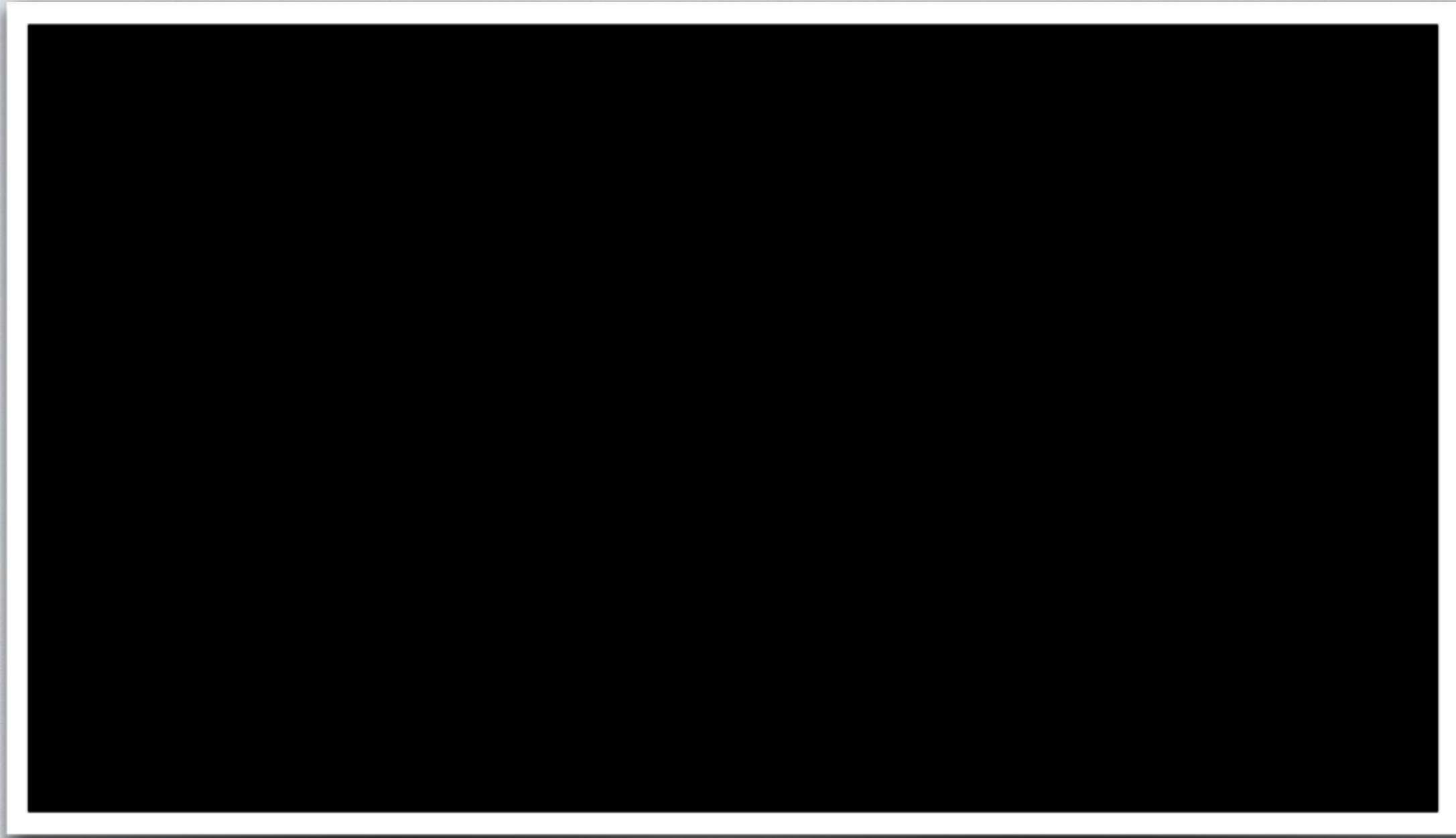
10 shots | spot

SHOOTING AND FRAMING

Exercises

VISUAL VARIETY

imagine different ways to showing something



“A Guide to Taking Better Pictures” ad by Samsung

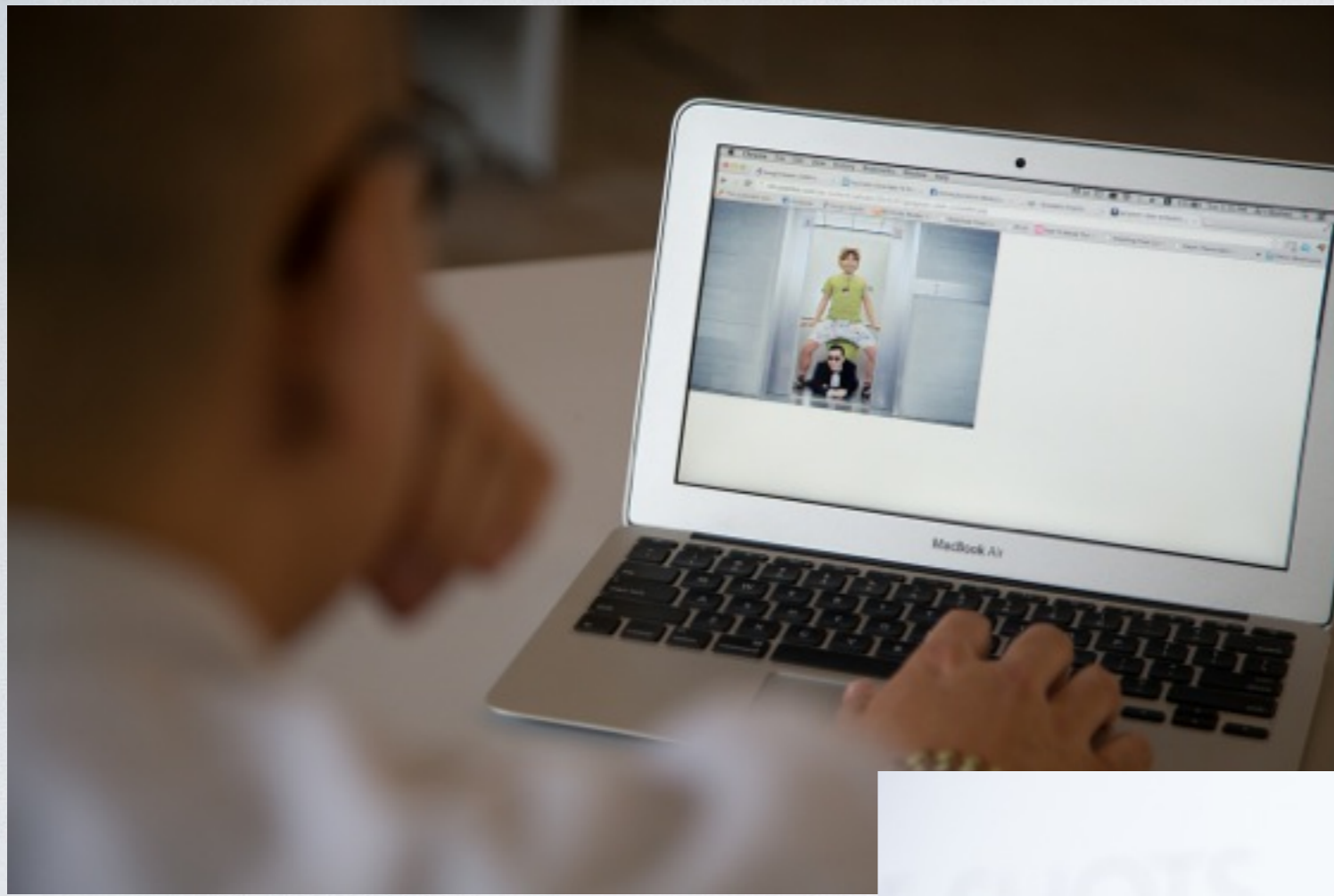
EXERCISE 5: SELFIES

High angle, low angle and a shot of you and your friend close to each other

SEQUENCES

Tell a story







EXERCISE 6

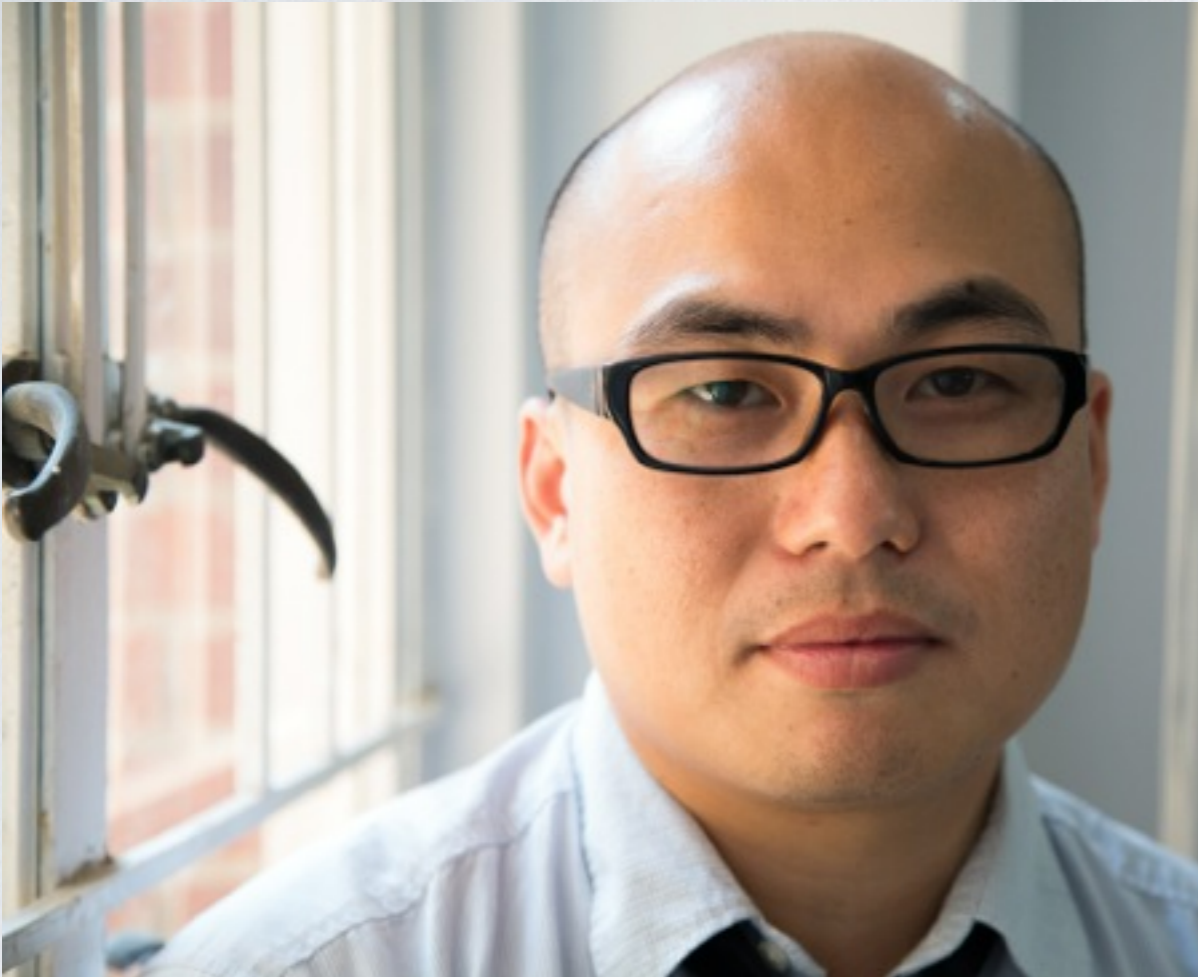
Take 5 photos of your friend reading, writing or using a computer

LIGHTING

TWO REASONS FOR LIGHTING

- Provide enough light so you can capture the image
- Reveal to the audience what you want them to see

PHOTOGRAPHY IS ABOUT
CAPTURING THE LIGHT



LIGHT CAN BE ANYWHERE!

ADDITIONAL TOPIC

Effective photo galleries

ADDITIONAL TOPIC

Soundslides



ADDITIONAL TOPIC

Photos and text

Q & A?