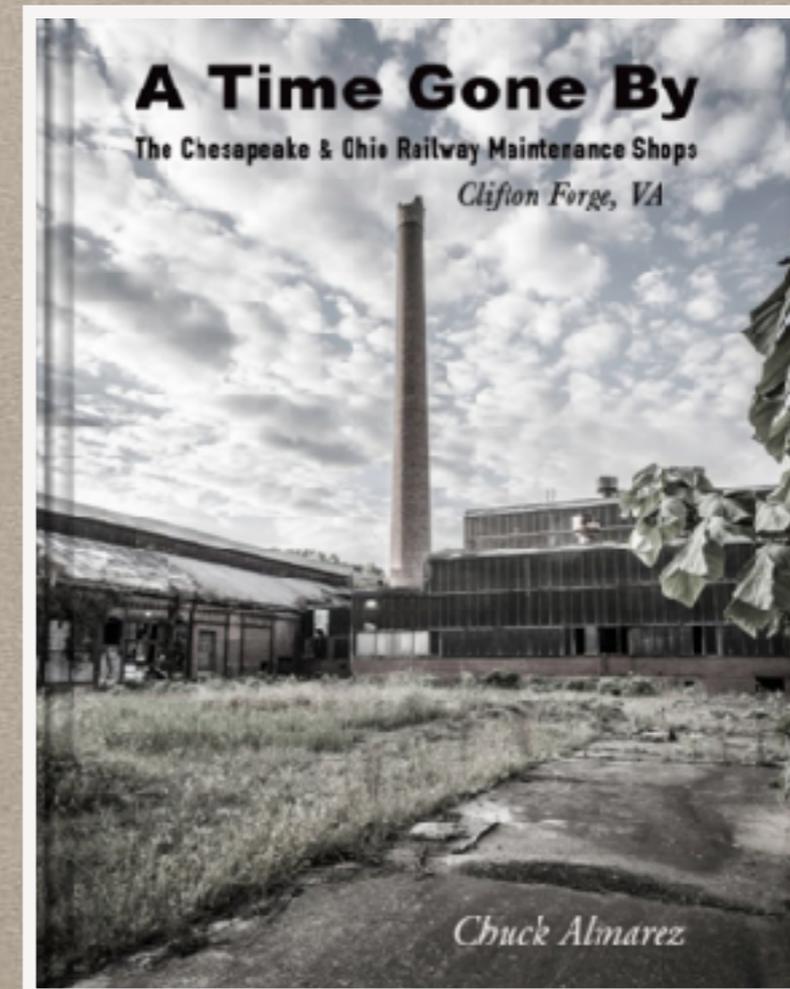


STILL PHOTOGRAPHY VS PROJECT PHOTOGRAPHY

TWO APPROACHES, TWO MINDSETS



Chuck Almarez, Rockbridge Camera Club

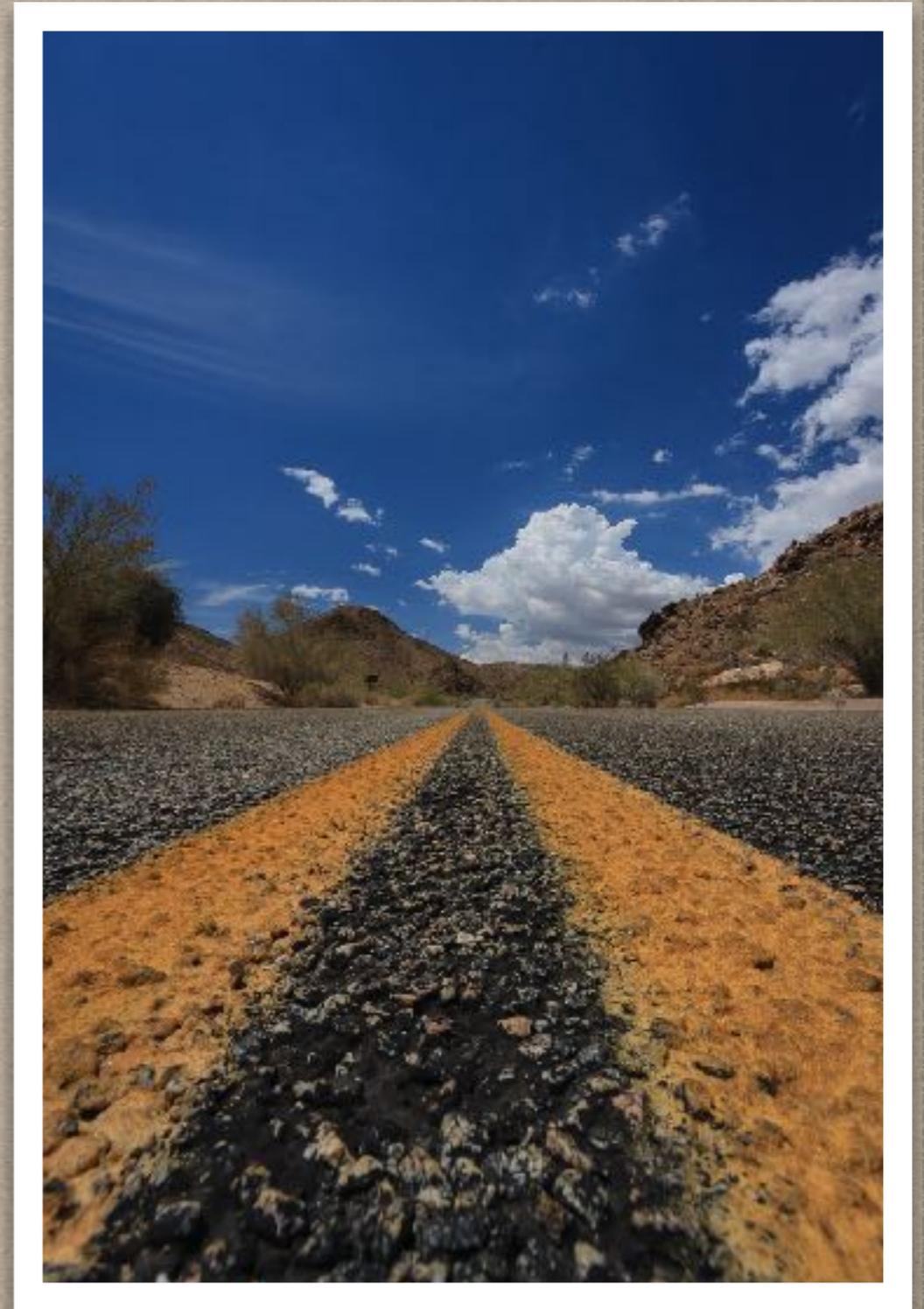
WHY THIS MATTERS



- Most photographers start with single images
- Many eventually gravitate toward deeper stories or themes
- Understanding both helps you choose intent

WHAT IS STILL PHOTOGRAPHY

- Single, standalone images
- Each photo stands on its own
- Often based on moments, beauty, or technical challenges: e.g. motion, or DoF



CHARACTERISTICS OF STILL PHOTOGRAPHY



- One decisive moment • Strong Composition
- Immediate Impact • Quick Feedback Loop

STRENGTHS OF STILL PHOTOGRAPHY



- Great for learning fundamentals
- Flexible and spontaneous
- Easy to share and exhibit
- Excellent for portfolio building

LIMITATIONS OF STILL PHOTOGRAPHY

- Lacks a deeper narrative than a series of related images
- Harder to explore complex ideas or themes with a single image
- These trucks have a much deeper and richer story to tell than what can be captured by a single image

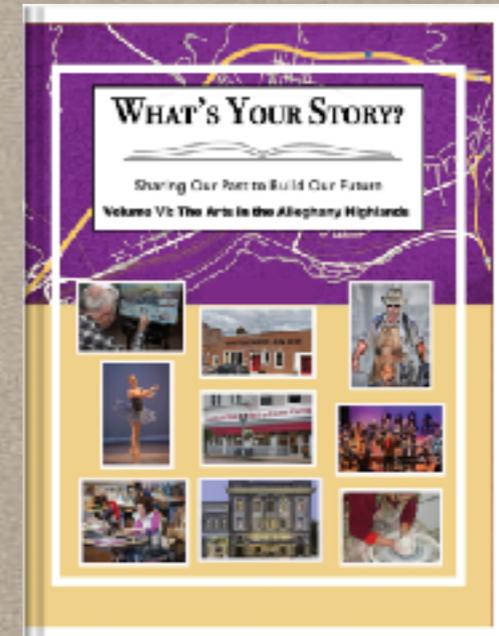
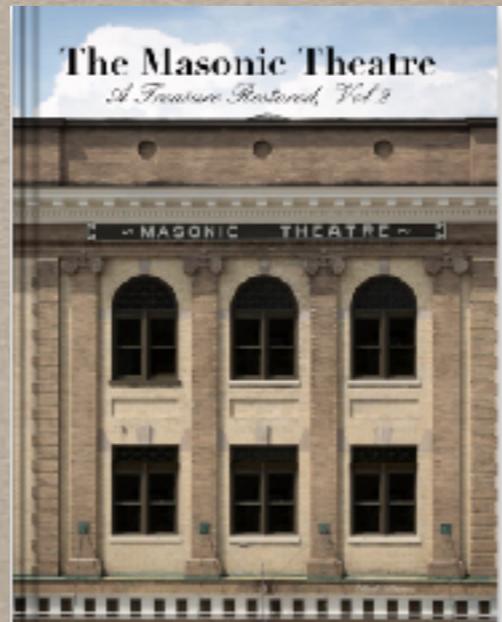


- Imagine this image as a Project joined by the same or similar subjects made over the years .

WHAT IS PROJECT BASED PHOTOGRAPHY

- A Body of Work with a single Theme or Purpose
- Multiple Images Together: Exhibit, Book, or Presentation
- Projects Built Over Time: Days, Weeks, or Years
- Less About a Single Image and More About Recognizing and Building Meaning Across Many Images
- Seeing and Making a Thematic Connection

Book or Slideshow

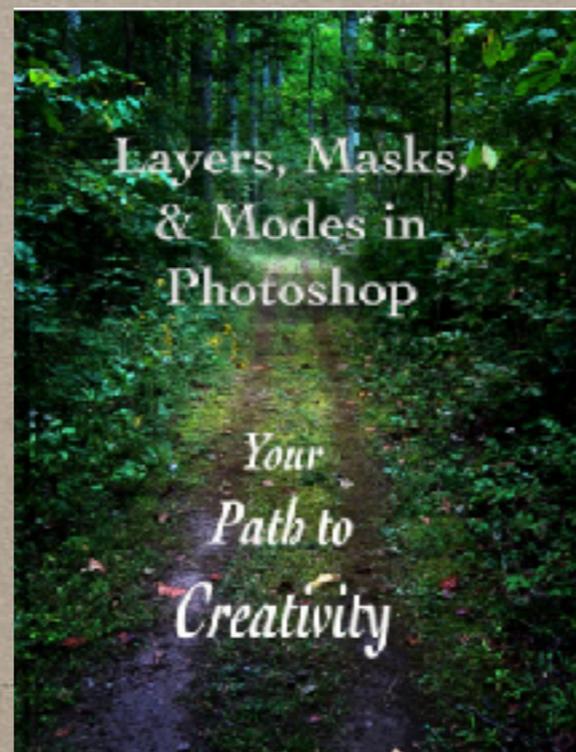
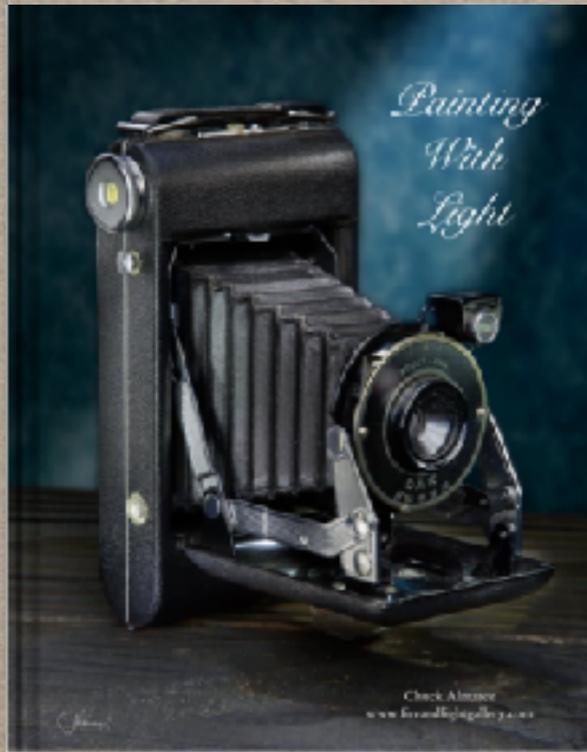


Time Lapse Photography: A Project?



CHARACTERISTICS OF PROJECT BASED PHOTOGRAPHY

- Intentional Concept
- Consistent Visual Approach
- Editing and Sequence Matter
- Usually Evolve Over Time



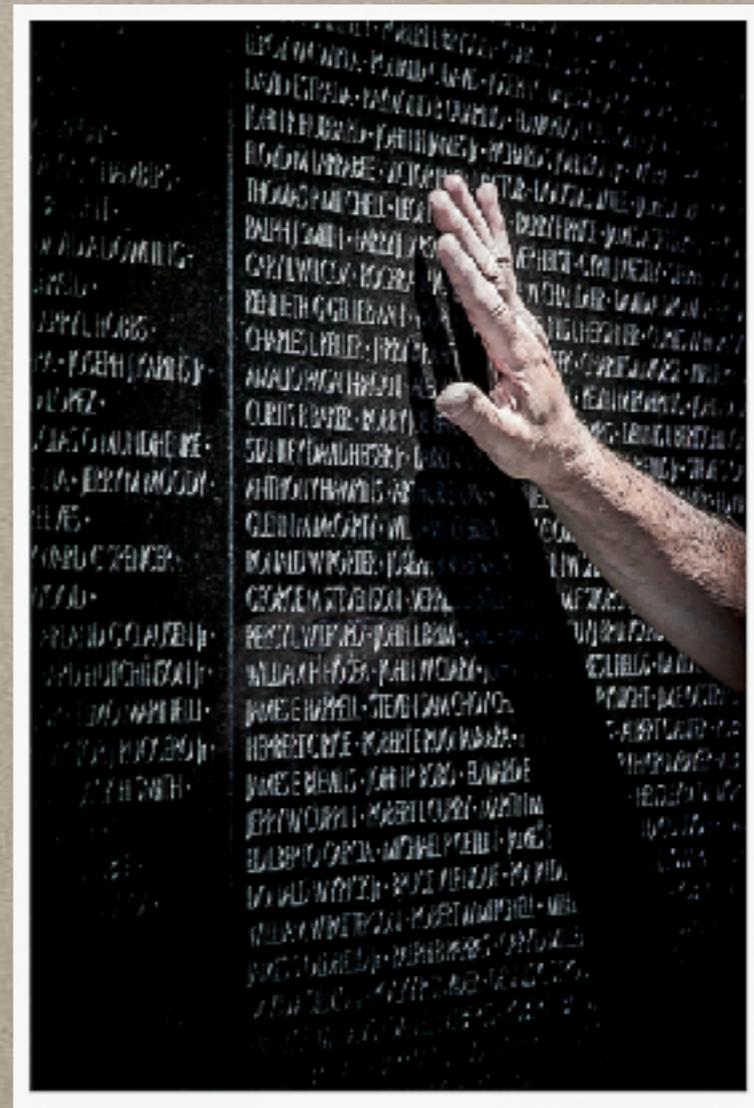
CHALLENGES OF PROJECT BASED PHOTOGRAPHY

- Require Patience & Planning
- Can Feel Messy or Uncertain
- Needs Self-Direction
- Harder to Know When Finished



MINDSET COMPARISON

- Still Photo
 - "Is it a good photo?"
- Project-Based
 - "Does it fit?"



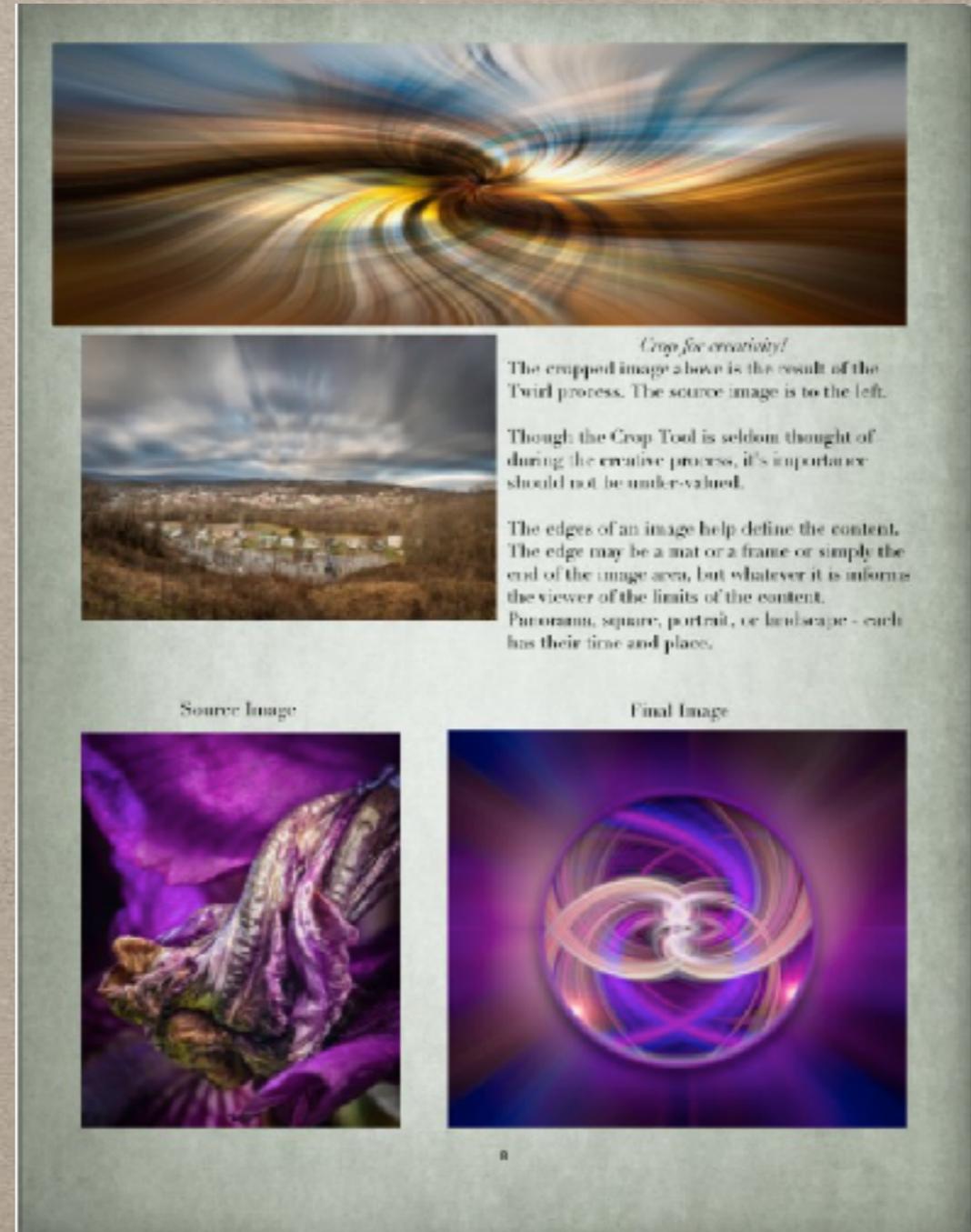
TIME-SCALE COMPARISON

- Still Photo: Minutes to Hours
 - Shoot, Edit, Revise, Display/Share
- Project Photos: Week to Years
 - Shoot, Edit, Revise
 - Consider Many Still Images for an On-Going or Future Project
- Still images can get a new life when considered for a project
- The Project concept is a Simple but Powerful way to Think About Your Images



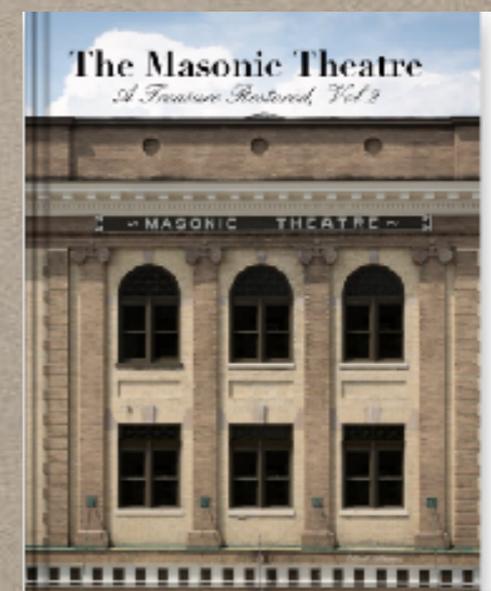
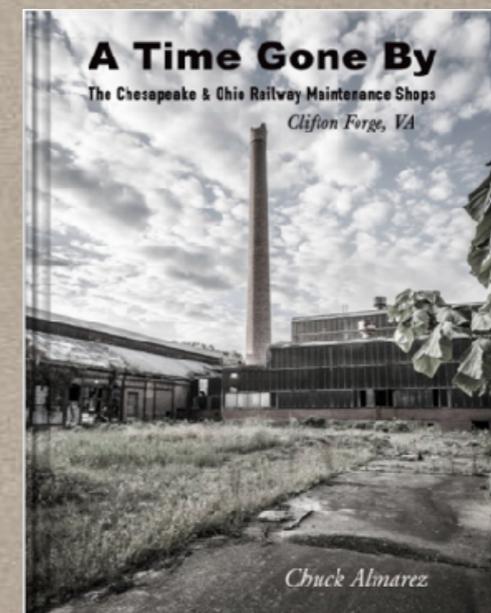
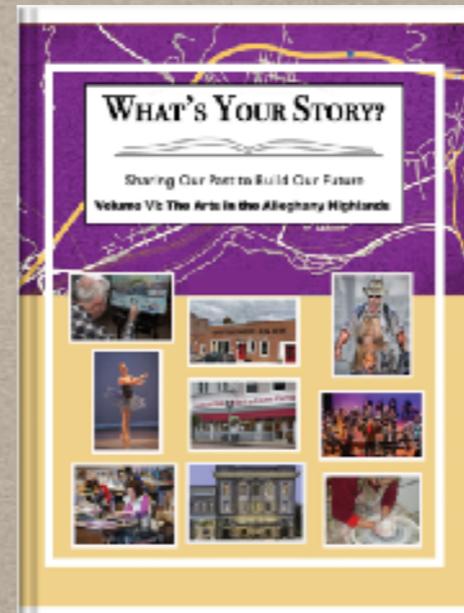
CREATIVE CONTROL

- Still Photos:
 - Composition
 - Light
 - The Perfect Moment
- Project Based Photos:
 - Theme
 - Visual Consistency
 - Sequence
 - Editing Choices



EXAMPLE THEMES FOR PROJECTS

- A Person or Community
- A Place Over Time
- Identity or Aging
- Routine or Daily Life
- Change or Loss
- Creative Techniques



FROM STILLS TO PROJECTS

- Start With Single Images
- Notice Recurring Subjects
- Develop a Concept
- Keyword Selected Images
- Begin Grouping Images



Stairs



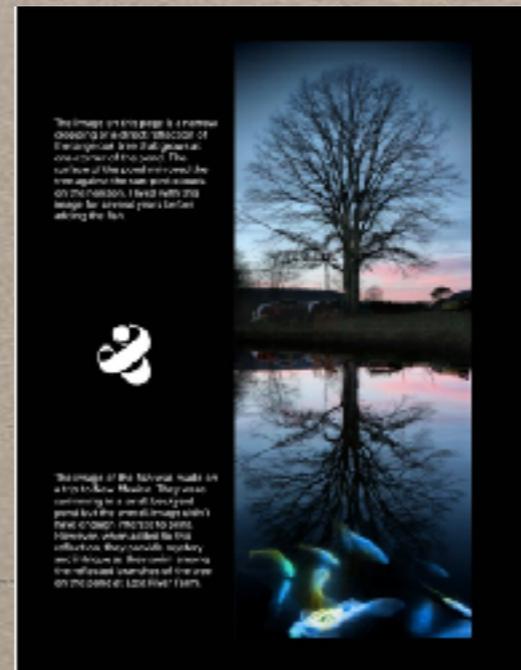
Reflections



Doorways

YOU CAN DO BOTH

- Single Images Feed Projects
- Projects Give More Depth and Context to Single Images
- Not an Either/Or Choice

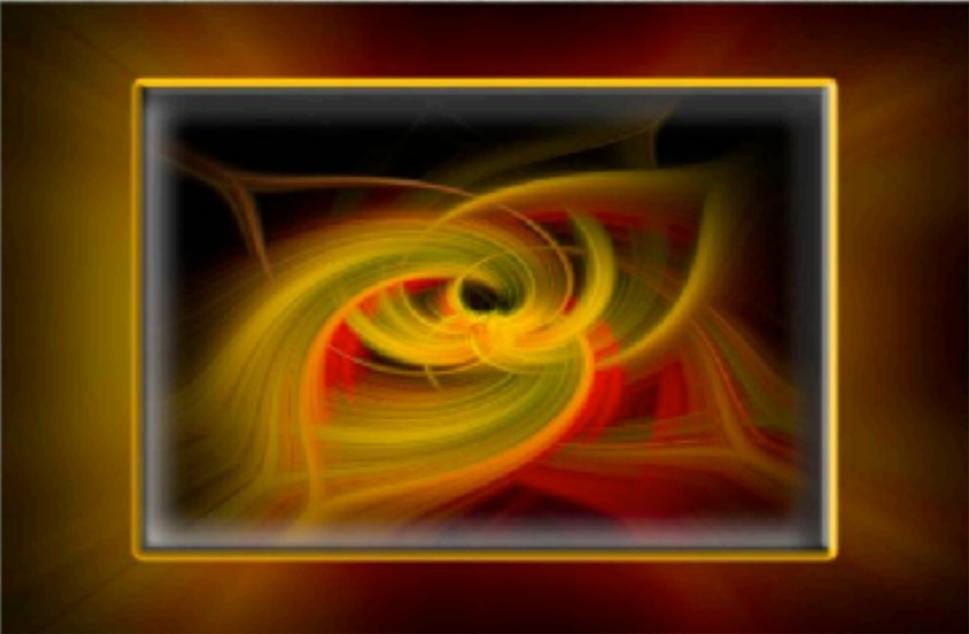


KEY TAKEAWAYS:

- Still Photography Captures Moments in Time and are used to make a Project
 - Still Photographs Make a Statement
 - One Subject
 - One Angle of View & Lighting
 - Editing & Processing Define the Image
 - Limited Context, ie, a Moment in Time
- Project Photography Creates Meaning Over Time
 - Makes a Story
 - Different Subjects With a Unique Connection
 - Provides Greater Context & Depth
- Both Are Valuable

HERE'S A SIMPLE ASSIGNMENT

- Over the Next Month Create a 10-20 page Project
 - Photograph a Subject With Variations in Lighting, Angle of View, Time Lapse, etc.
 - Review & Consider What Connects Them
 - Edit as Needed to Enhance Their Project Connection
- Add Text or Graphics As Desired
- Compile the Project As a Slideshow, Magazine, Video, etc. and bring it to the RCC April meeting.



The image above is a basic Twirl from the source image on the right. The background of the image was created by duplicating the twirled layers, extending their dimensions, and then applying the Filter-Blur-Radial Blur effect several more times. Layer Fx were then applied to the Twirled layer (Bevel, Stroke, and Outer Glow).



The actual steps are not that significant. What you should take from the description above is that you can (and should) continue to work with the various image components to create a look that pleases you. *No Rules!*

Sample of a page showing Before & After examples along with an explanation from a Project on Image Editing.