

## Assignment: The Photo Essay

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The Photo essay, or photo story is always a narrative. They may be either chronological or thematic in nature. The photo essay tends to be more encompassing than a singular image and can also be thought of as extended feature photography stories. The photo story should be able to stand alone – it should convey the story without the use of text.

Usually the photo story evolves over time and indicates a purposeful decision by the photographer to create a visual narrative. Generally, more than one shooting occasion is used to create the group of images. Photo essays tend to be published in books, magazines, and now on the web. They are often considered as one of the best ways for a photojournalist to showcase their skills.

## Objectives

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- To produce a series of 4-6 images that tells a story in a truthful fashion – OR explore a concept thematically through the photographic medium. Also to convey your story or concept in a cohesive fashion while showcasing your skills as a photographer and a storyteller.

'How-to' or 'Step-by Step' instruction style photographic series are not allowed.  
(ie: How to Bake a Cake)

## Specifications

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- A minimum of 4 & a maximum of 6 images are due for your photo essay
- Final images need to be in the '.dng' format for each image (no PSD files required).
- BEFORE YOU GET STARTED, IN BRIDGE: Adjust Preferences. Bridge → Camera Raw Preferences → General → Save Image Settings in: Camera Raw Database
- Follow the instructions below for EACH image
- In Bridge, Caption Info should be placed into the "Metadata" section  
(Tools→Metadata, if not visible)  
Include your name with each image (IPTC Core: Creator)  
Include the title for your essay, 1 title for the group (IPTC Core: Headline)  
(*Include the sequence order: #1, #2, etc...*)  
First Image Only: A 5-7 sentence statement describing your essay (IPTC Core: Description)
- In Adobe Camera Raw (ACR) – If you want B/W images choose :  
Treatment: Black & White (Basic Tab, first option). Imagery may be either B/W or Color.
- Adjust in the Adobe Camera Raw (ACR) Basic Tab for:
  - Temperature
  - Tint *if necessary*
  - Exposure *if necessary*
  - Contrast *if necessary*

- Whites and Highlights
- Blacks and Shadows
- Clarity
  
- Also in ACR - Enable Lens Corrections (6<sup>th</sup> tab)
  - Check 'Remove Chromatic Aberration' & 'Enable Profile Corrections'
  - Select your Camera in the Lens Profile Section
  
- Also in ACR - If you'd like to crop, the Crop Tool (Keyboard Shortcut=C) is the 6<sup>th</sup> tool from the left on the top tool bar. You must keep @70% of the original image.
  
- When Finished- Save your Image in the Digital Negative Format (Bottom Right Hand Corner of ACR Dialog Box)  
Save Image... → File Naming section  
Put in the document title (below) and make sure the File Extension is .dng
  
- File name assignment abbreviation: PE (ex: johnDoePE1.dng, johnDoePE2.dng, etc)

## **Journal Proponent**

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Find a photographic essay.

Write at least 1 paragraph evaluating the story-telling aspects of the essay and the flow of imagery.

Consider whether there are any missing images or any images that should be eliminated.  
(If you choose a large essay - you can just show 6-10 representative examples)

**Due – April 22, 11:59 on, Central Time** (*Journal Proponent Due with the Journal Assignment*)

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