



What makes
a good
photograph?



Exposure
Focus
Composition
Communication/
Expressiveness



"There is nothing worse
than a sharp image of a fuzzy concept."

- Ansel Adams

What makes
an image
expressive?

What makes an image expressive?

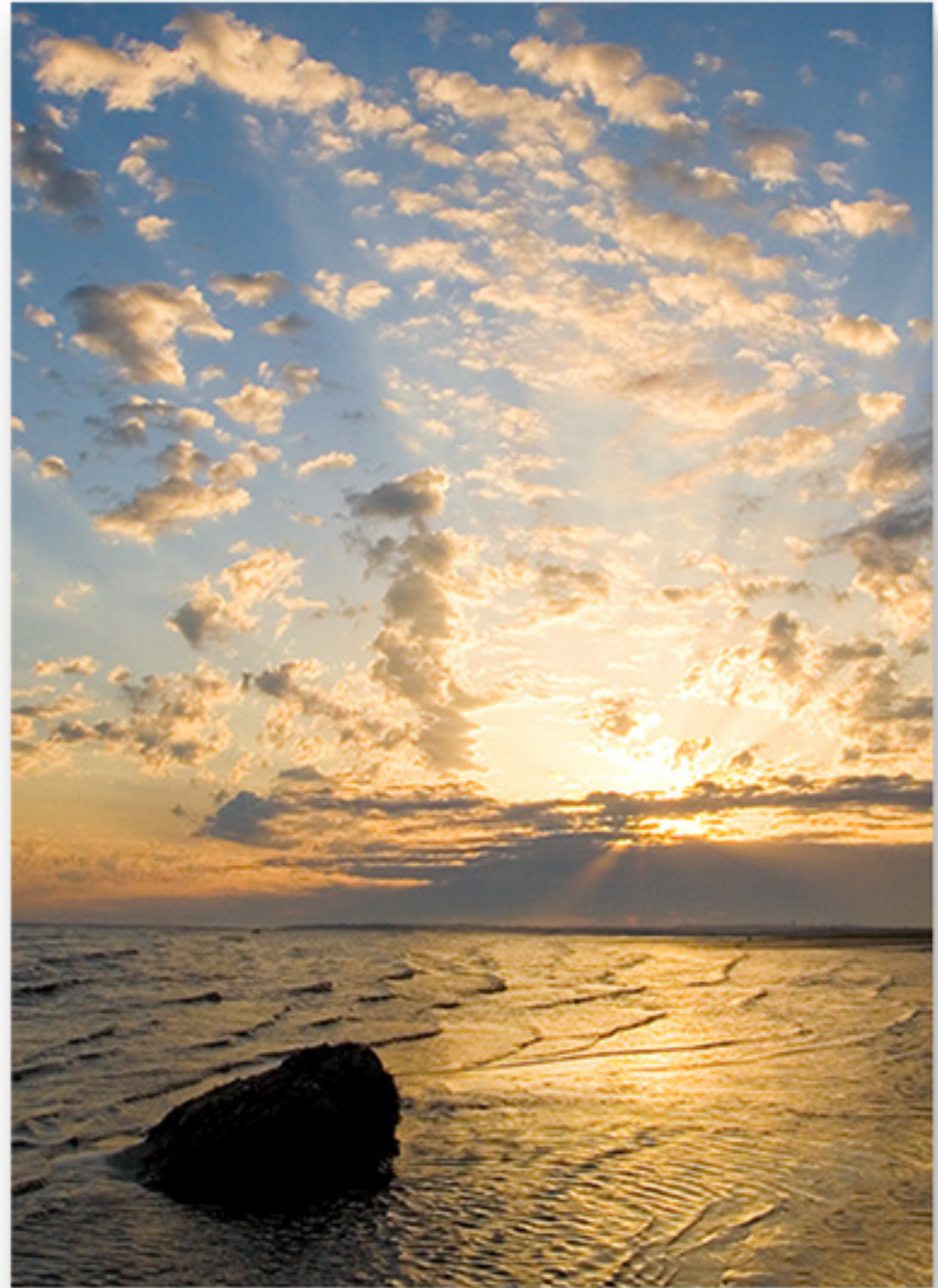
Light

Content

Design









THE GORDON FAMILY
JACK & ELIZABETH GORDON
EDWARD & EVELYN GORDON
PATRICIA & HARVEY GORDON
EDWARD & EVELYN GORDON
JACK & ELIZABETH GORDON
LEVIN'S FAMILY / EST. 1984
BLN & BETH-MUSE
GORDON & YVONNE ABBOTT
GEN & ROSE STUBBS
ROLAND & EVELYN SUTHERLAND
♥ KLINE COHEN FAMILY ♥
HAPPY 80TH SEAN WOODLEY
CAL JOEY SHANNON JACK MEG
LIZ ♥ MARGO'S AL MANN
♥ THE TREMBLAYS





High Key



Low Key

Is Content King?



Iowa Caucus: Getty Images

Is Content King?



Is Content King?





iPhone Photo by Charlotte S., Age 16

Chiaroscuro (Rembrandt Lighting)



The Matchmaker by Gerrit van Honthorst

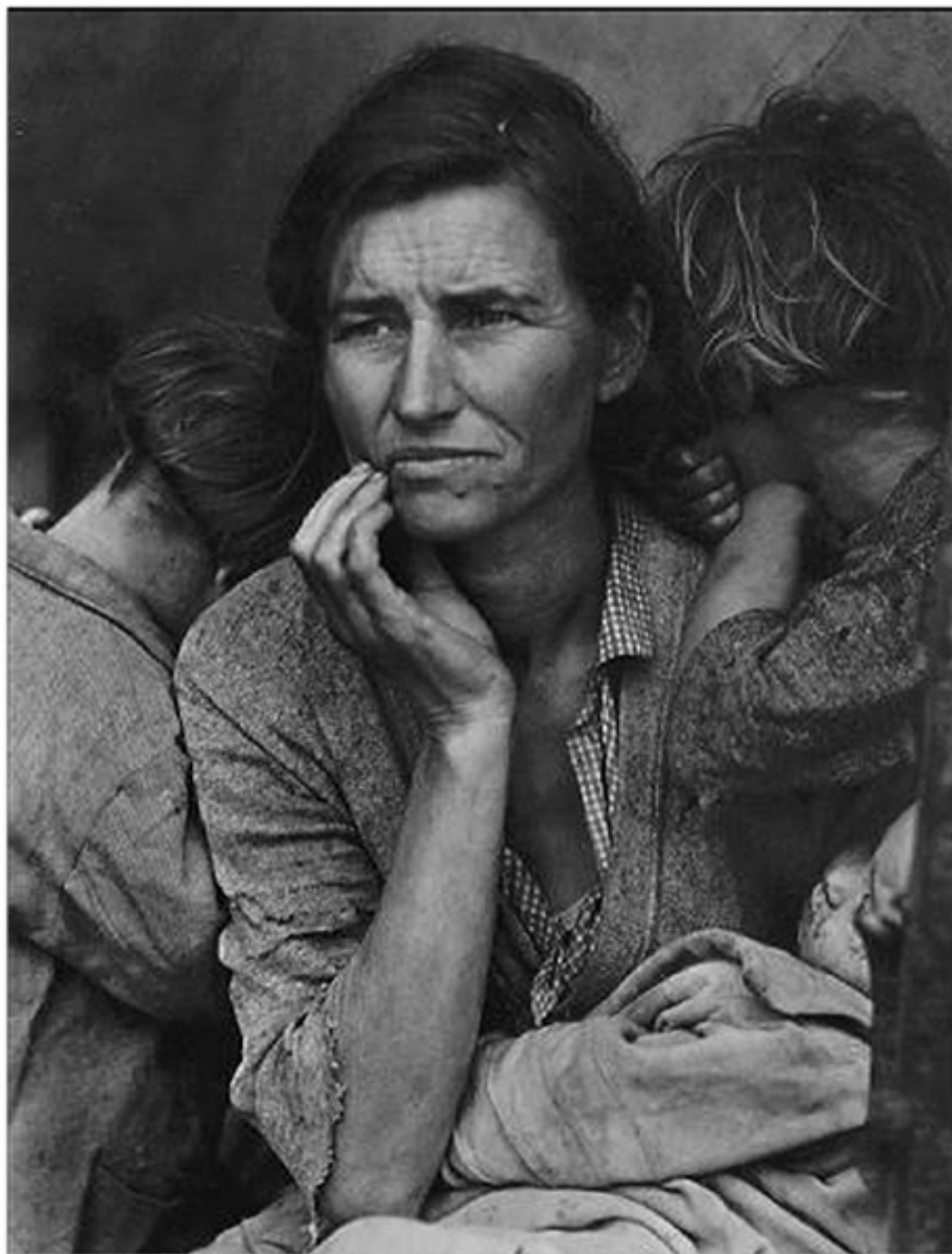
Chiaroscuro (Rembrandt Lighting)

Is Content King?



Is Content King?





Dorothea Lange

Elements of Design



Focal Point

Line/Shape/Form

Pattern

Texture

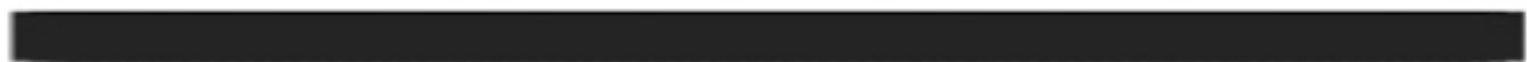
Flow/Movement/Rhythm

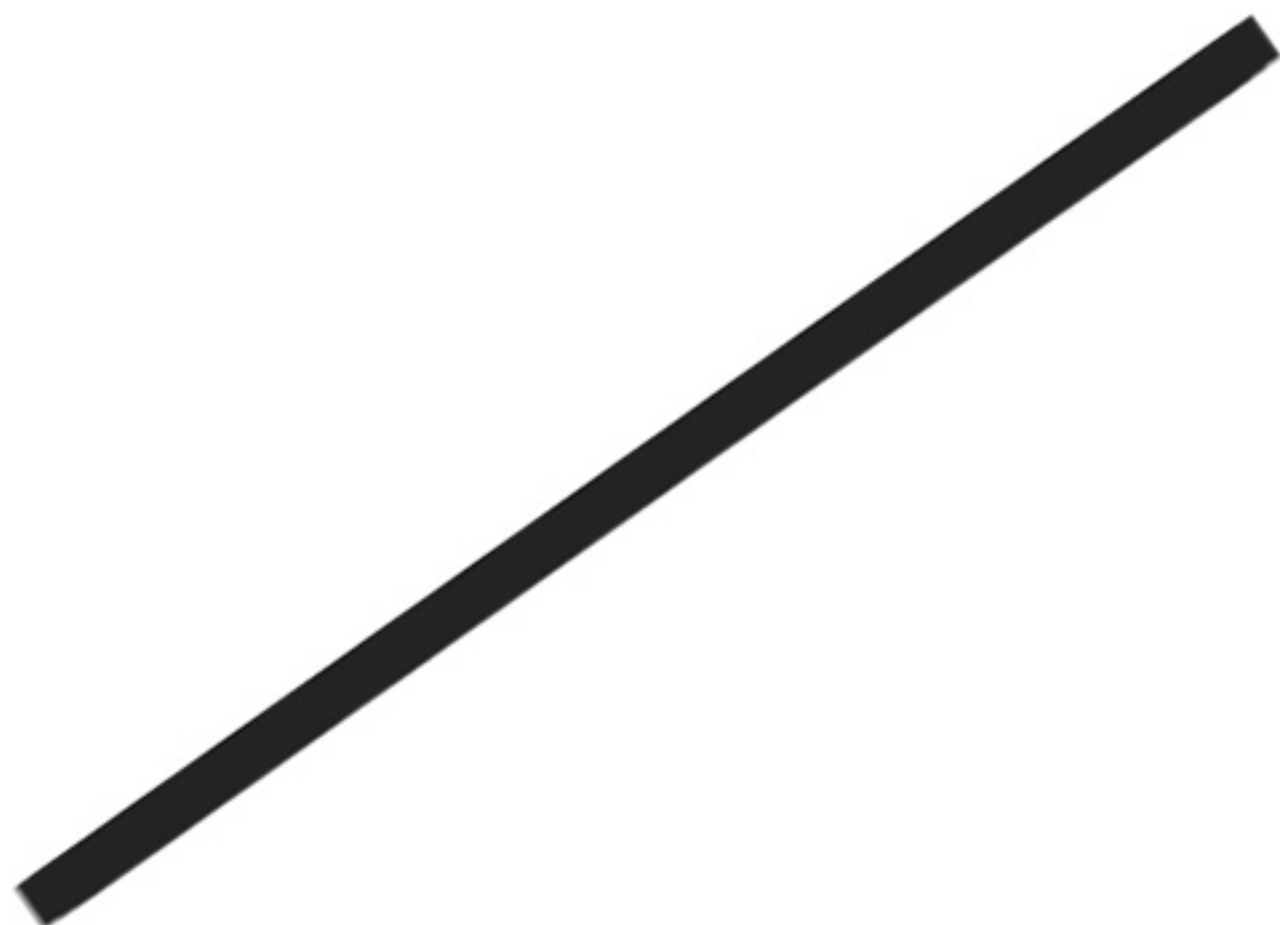
Balance

(Rule of thirds, framing, space)

Light

Simplicity



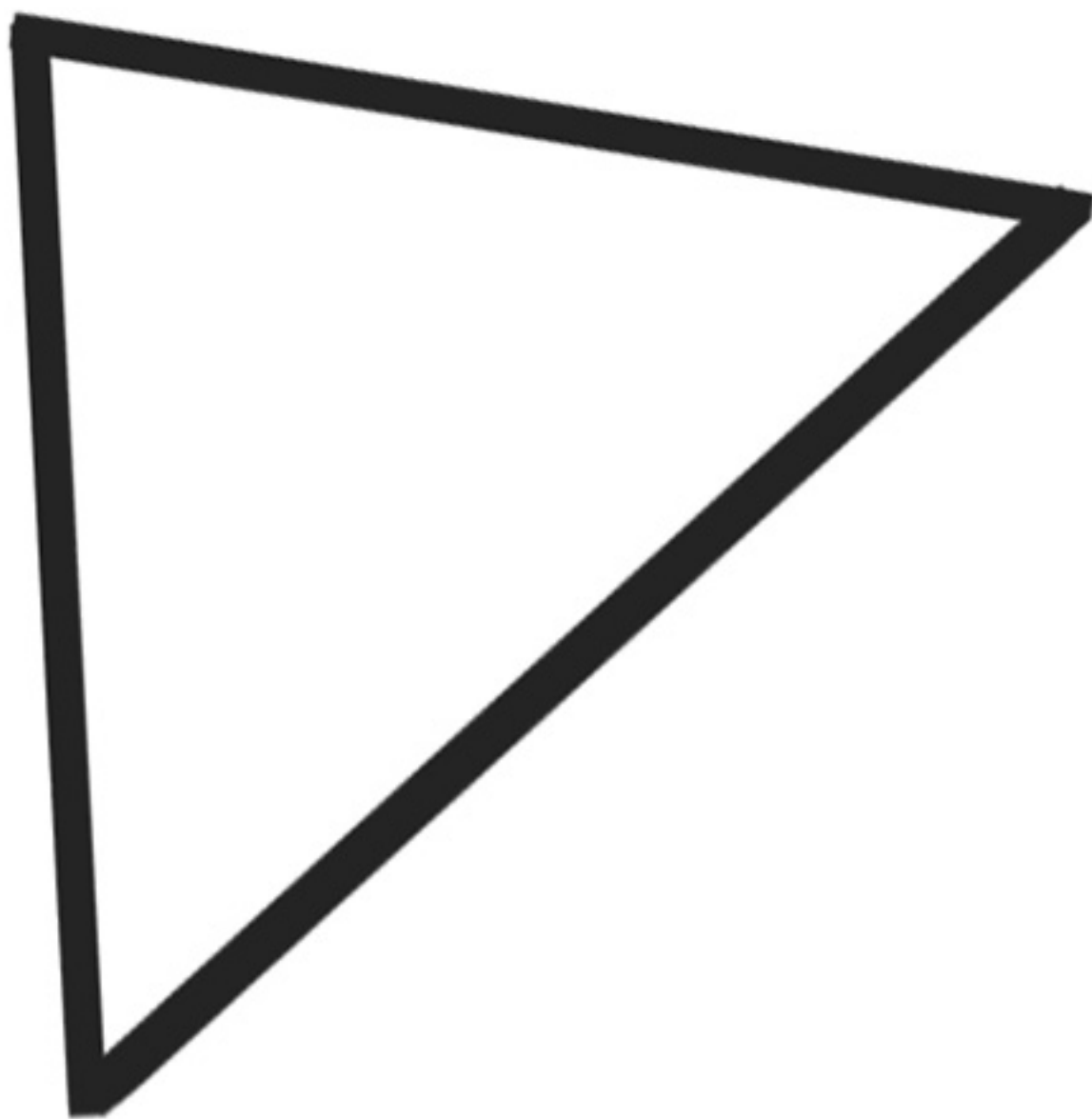














It's up to the viewer to respond.



Alfred Steiglitz and the “Equivalents”



Alfred Steiglitz, *Georgia O'Keeffe Hands*, 1919

What is being expressed?



Lois Greenfield



*If I could tell you what it meant,
I wouldn't have to dance it!*
- Isadora Duncan



*I only know what I told you.
You'll have to go and do the work yourself
to find out what it's about.*

- Bob Dylan



We like...

- beauty
- emotion/mood
- patterns, relationships, textures, rhythms
- stories/moments



David Burnett

What's the emotion?



Alfred Eisenstadt - VJ-Day

What's the emotion?



Ansel Adams



Ansel Adams



Ansel Adams



Paul Strand, *Wall Street*



Paul Strand, *Untitled*



Photo by Charles C. Ebbets

What's the story?



What makes them feel different?



Garry Winogrand

*Photography is not about the thing photographed.
It is about how that thing looks photographed.*



Cherl Kim

What's the story?

A picture may tell 1000 words,
but sometimes the message is ambiguous.



Art Wolfe



Art Wolfe



Art Wolfe

William Eggleston



Memphis (Tricycle)
1969-70 photograph printed in 1980
11.75" x 17.38"
Dye Transfer Print
Edition of 20

William Eggleston



Memphis (Tricycle)

1969-70 photograph printed in 2012

44" x 60"

Inkjet print from digital scan of original negative

Edition of 2

Sold at auction for \$578,500

William Eggleston



Why so much?

William Eggleston



Why so much?
Established color photography as art medium

William Eggleston



Why so much?

Established color photography as art medium

Strange angles and framing

William Eggleston



Why so much?

Established color photography as art medium

Strange angles and framing

Made the ordinary extraordinary

William Eggleston



Why so much?

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Strange angles and framing

Made the ordinary extraordinary

Unsettling effect

William Eggleston



Why so much?

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Strange angles and framing

Made the ordinary extraordinary

Unsettling effect

He was among the first

William Eggleston



Why so much?

Established color photography as art medium

Strange angles and framing

Made the ordinary extraordinary

Unsettling effect

He was among the first

Someone was willing to pay

William Eggleston



Untitled
c 1971-74

William Eggleston



Untitled
c 1968

William Eggleston



Untitled
1976

William Eggleston



"[Eggleston's] subjects are, on the surface, the ordinary inhabitants and environs of suburban Memphis and Mississippi--friends, family, barbecues, back yards, a tricycle and the clutter of the mundane. The normality of these subjects is deceptive, for behind the images there is a sense of lurking danger."

Mark Holborn, from the introduction to *Ancient & Modern*.



Stephen Shore



Stephen Shore



George Tice



George Tice



Gregory Crewdson



Gregory Crewdson



Gail Albert Halaban, *Paris Views*



Gail Albert Halaban, *Paris Views*



Gail Albert Halaban, *Paris Views*



Andreas Gursky, *Rhein II*, 1999



Andreas Gursky, *Rhein II*, 1999

\$4,338,500

Christie's NY 2011

73" x 95"

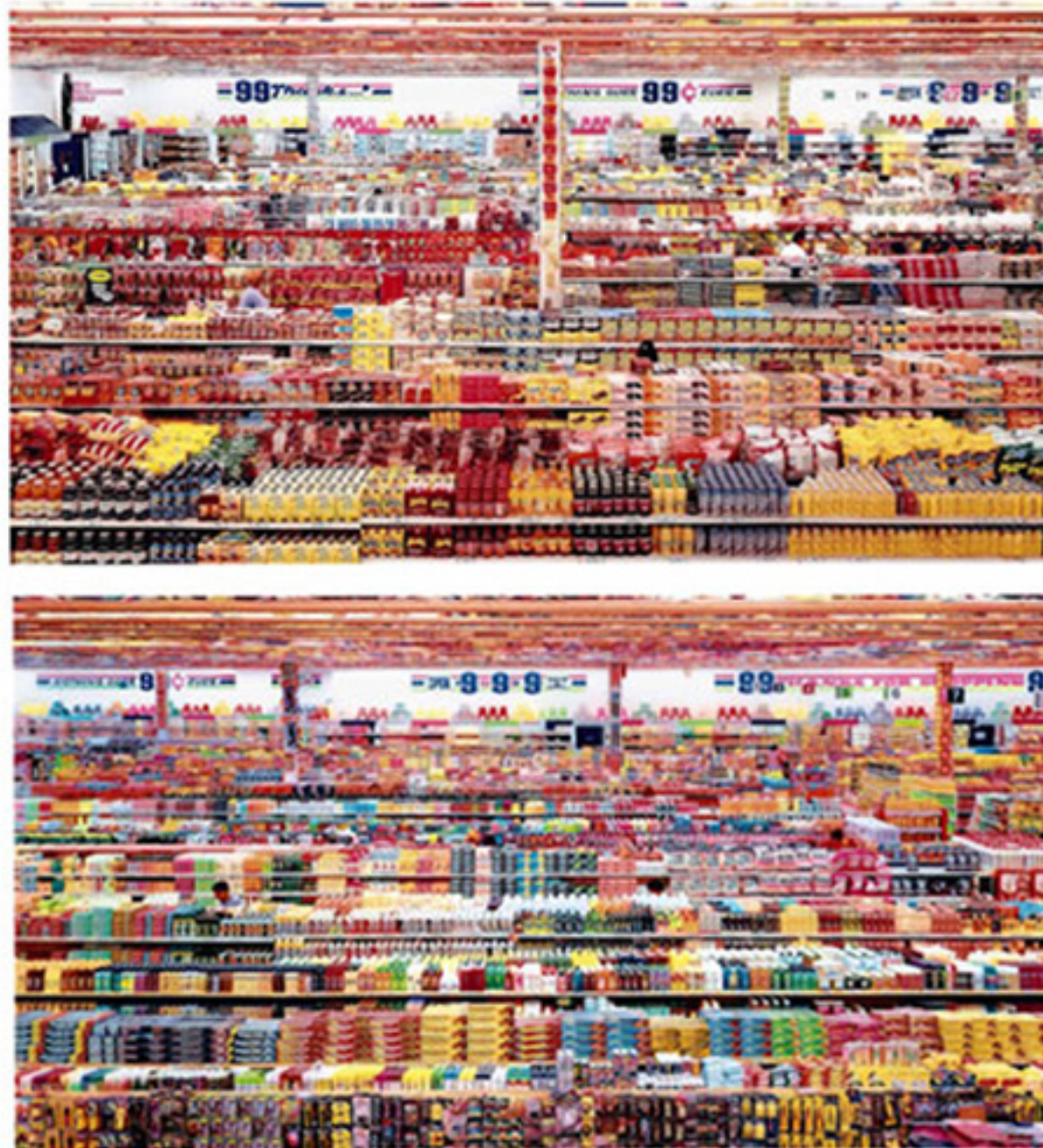
Gursky's work is characterized by the tension between the clarity and formal nature of his photographs and the ambiguous intent and meaning they present, occasioned by their insertion into a 'high-art' environment. - MOMA catalog.

Andreas Gursky, *99 Cent II Dyptichon*, 2001

\$3,346,456

Sotheby's, London, 2010

81"x133"



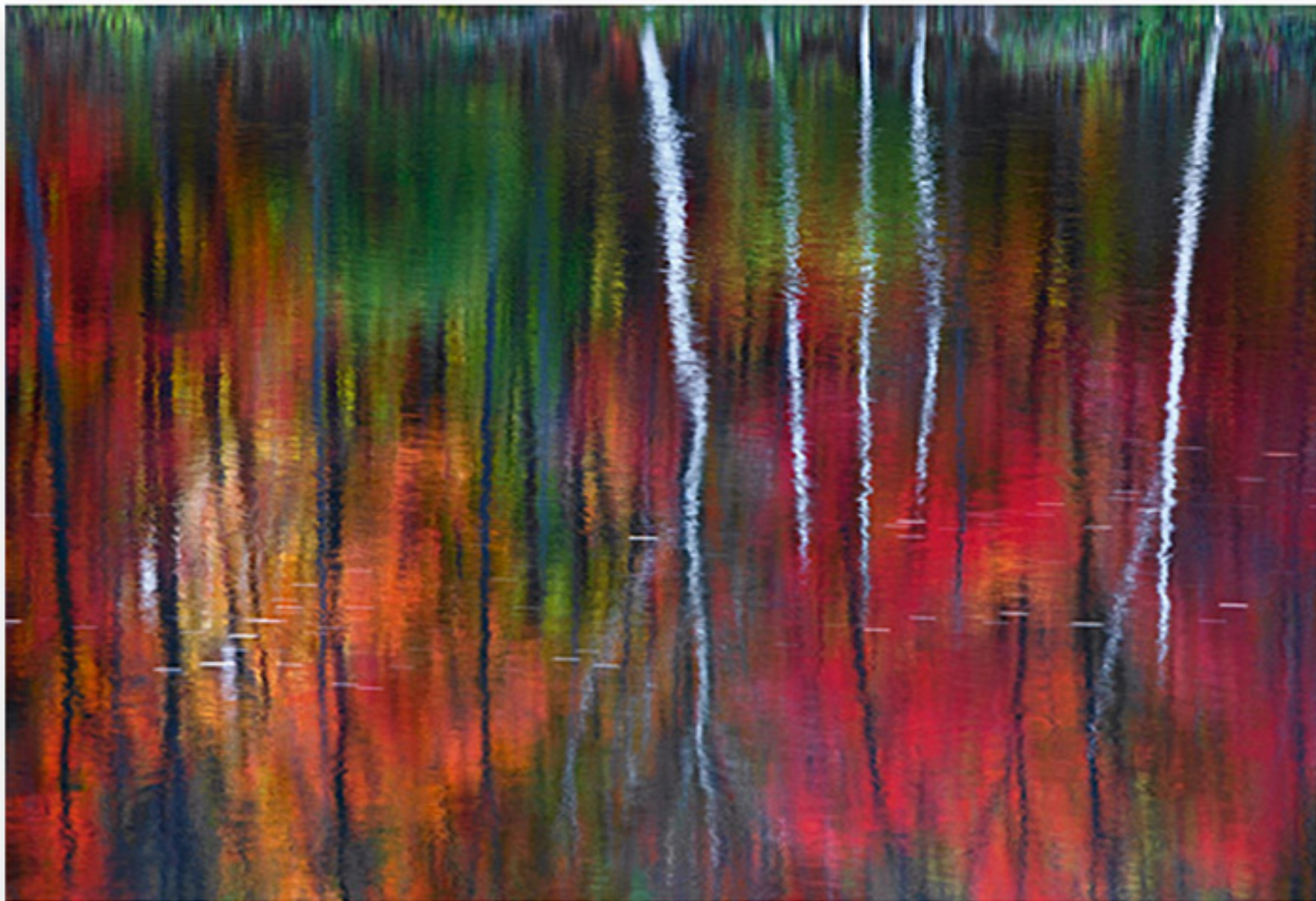


Andreas Gursky, *Chicago Board of Trade*



Andreas Gursky, *Montparnasse*





Peter Lik, *One*



Peter Lik, *One*



500px.com

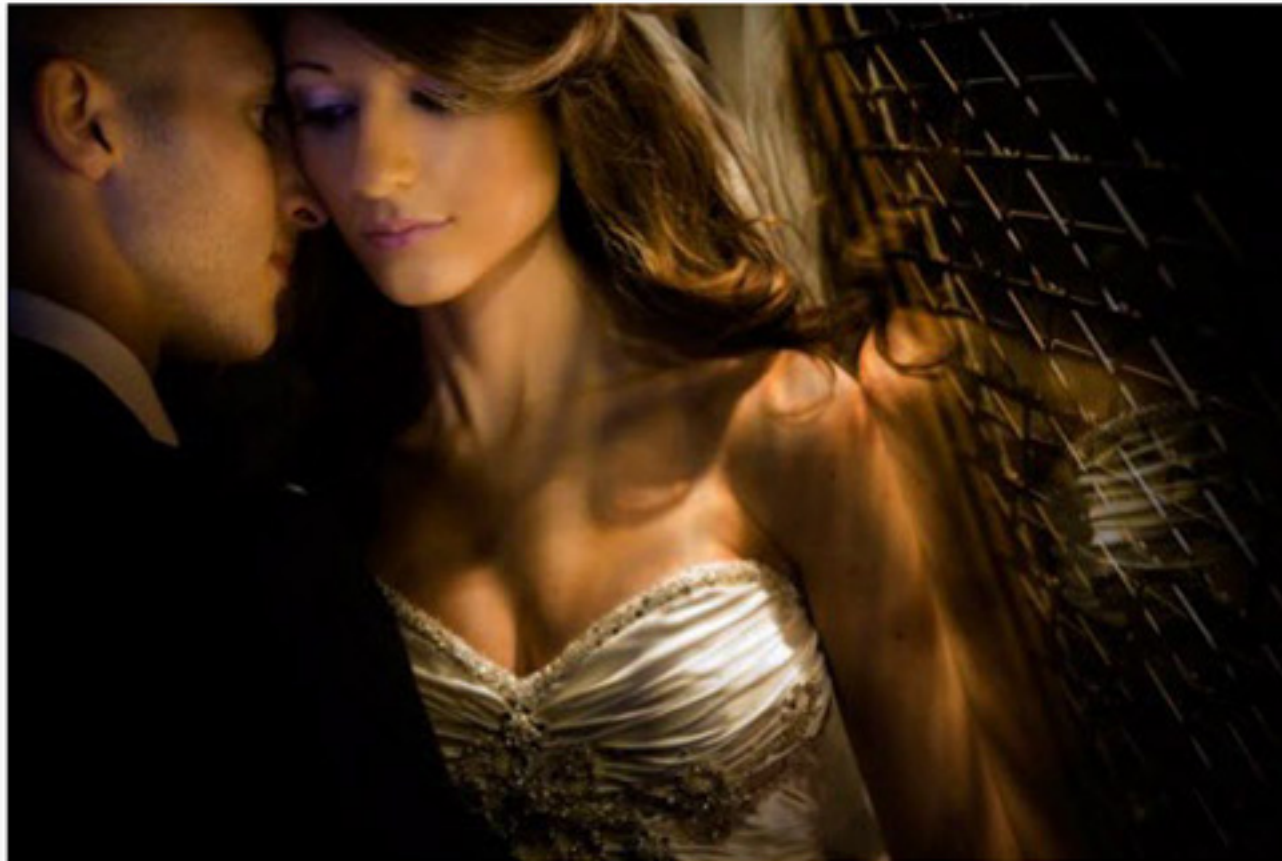
Does it work?



iStockphoto.com

What's the mood?

How does the lighting, colors and compositions affect the mood?



Ben Chrisman

What's the mood?

How does the lighting, colors and compositions affect the mood?



Ben Chrisman



Ben Chrisman



Adam Alex



Mark



Jonas Peterson



Mark



Chris+Lynn



John Michael Cooper



Cai Sheng Xiang, Chinese cattle and horse market

World Press Photo Awards



Bao Tailiang/Losing the world cup

World Press Photo Awards



Darcy Padilla/Family in crisis

World Press Photo Awards



You can't get any closer to the news.



Bells Neck, Harwich, October 24, 2015



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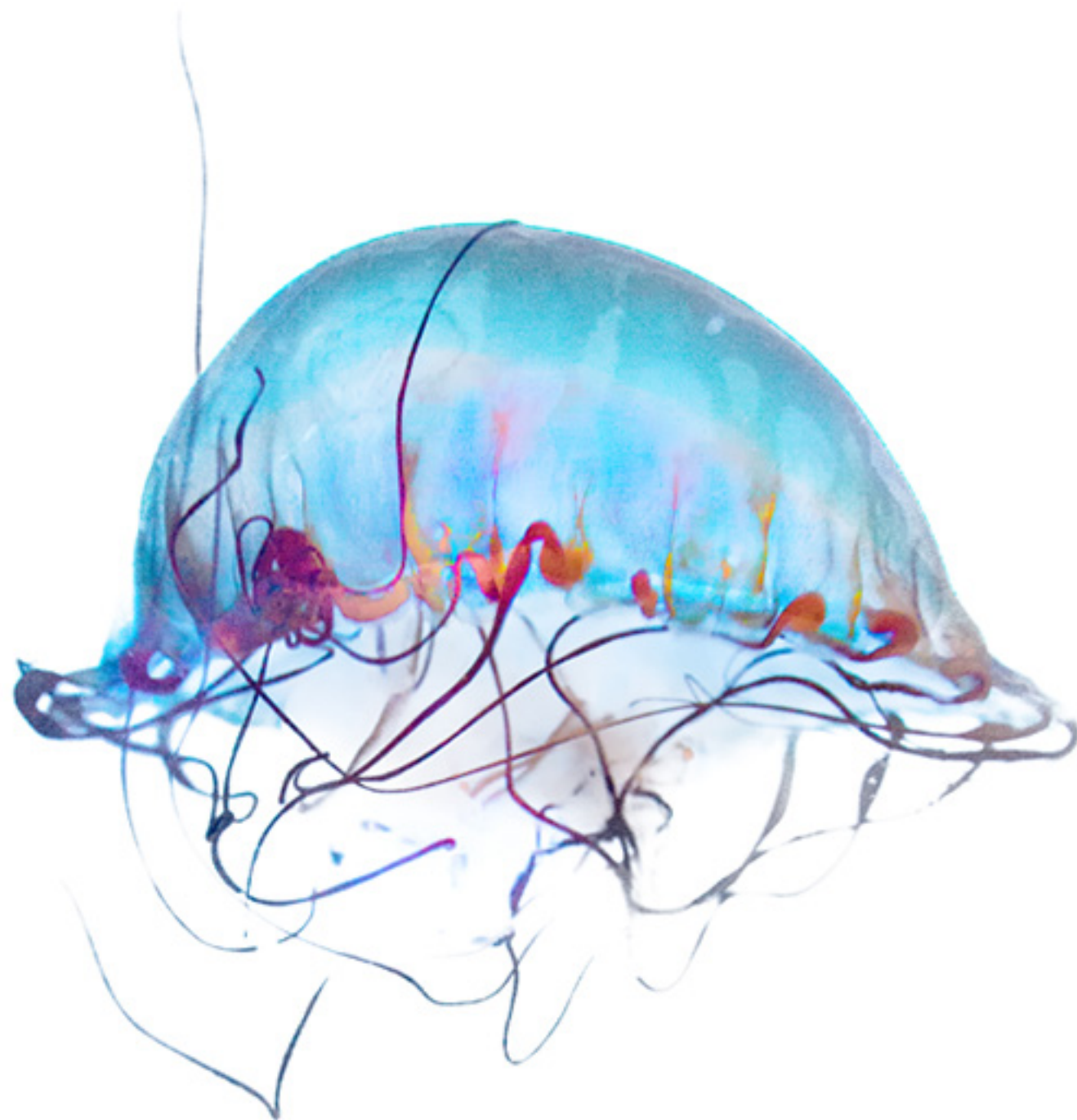


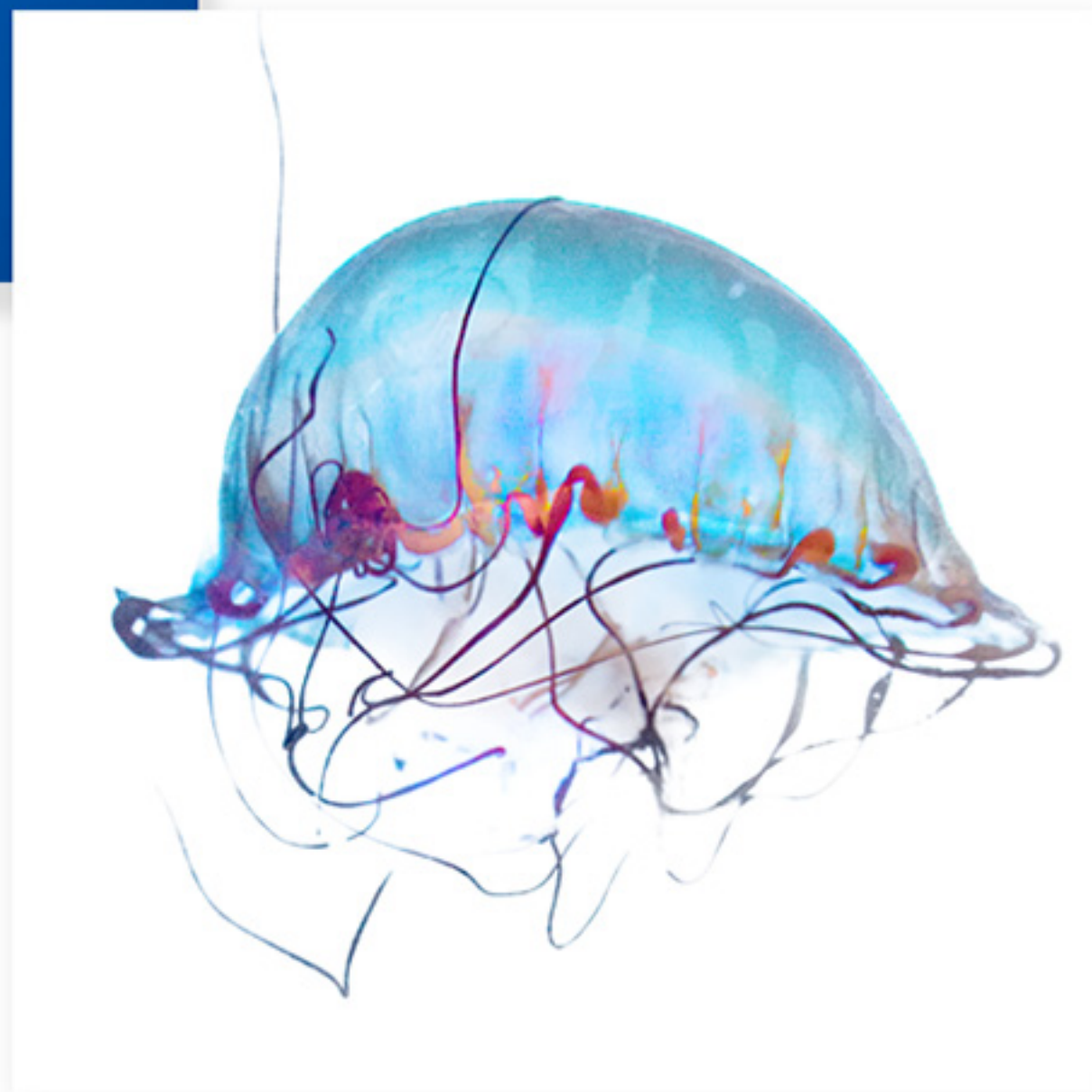
Bells Neck, Harwich, October 24, 2015

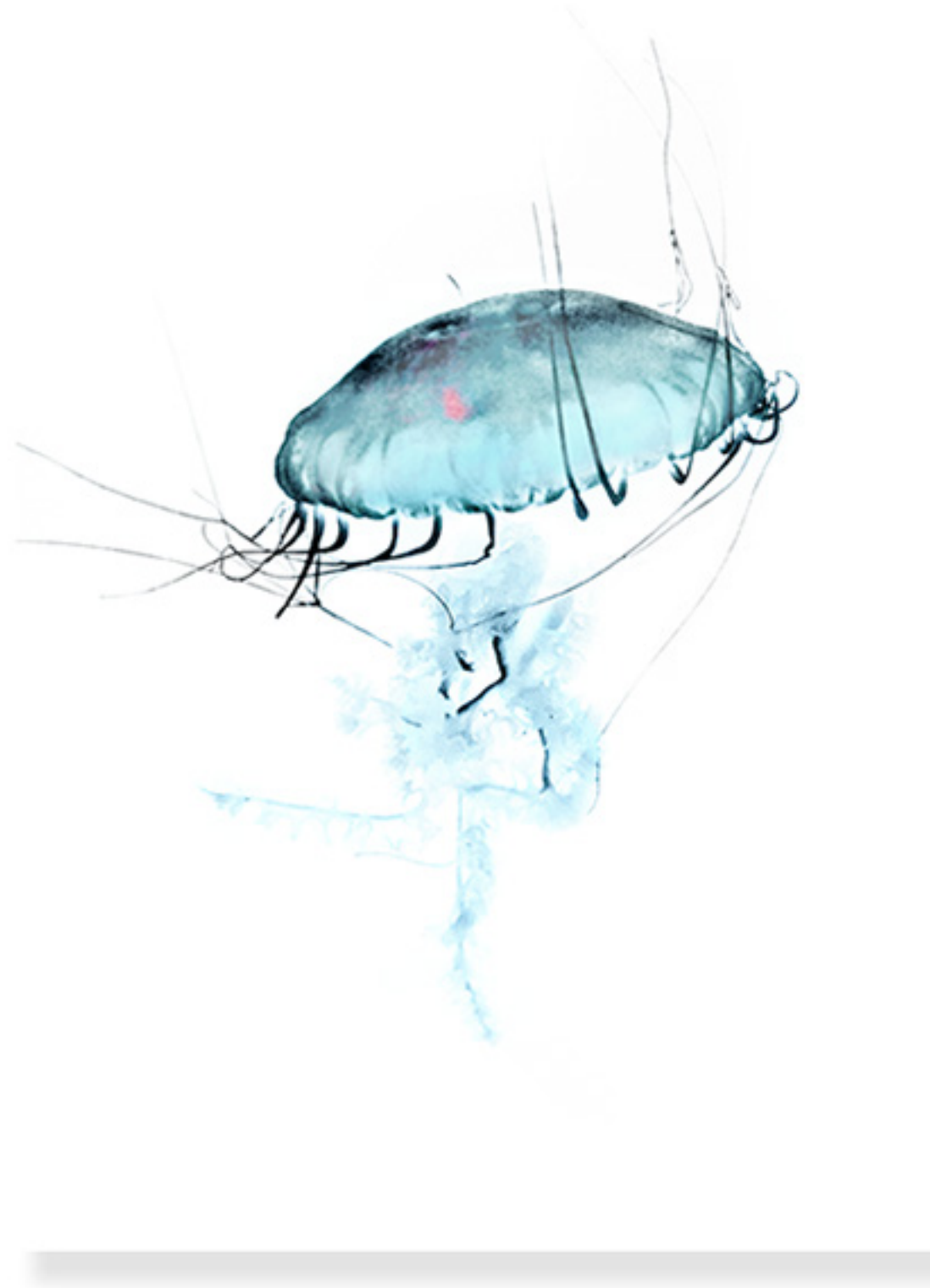


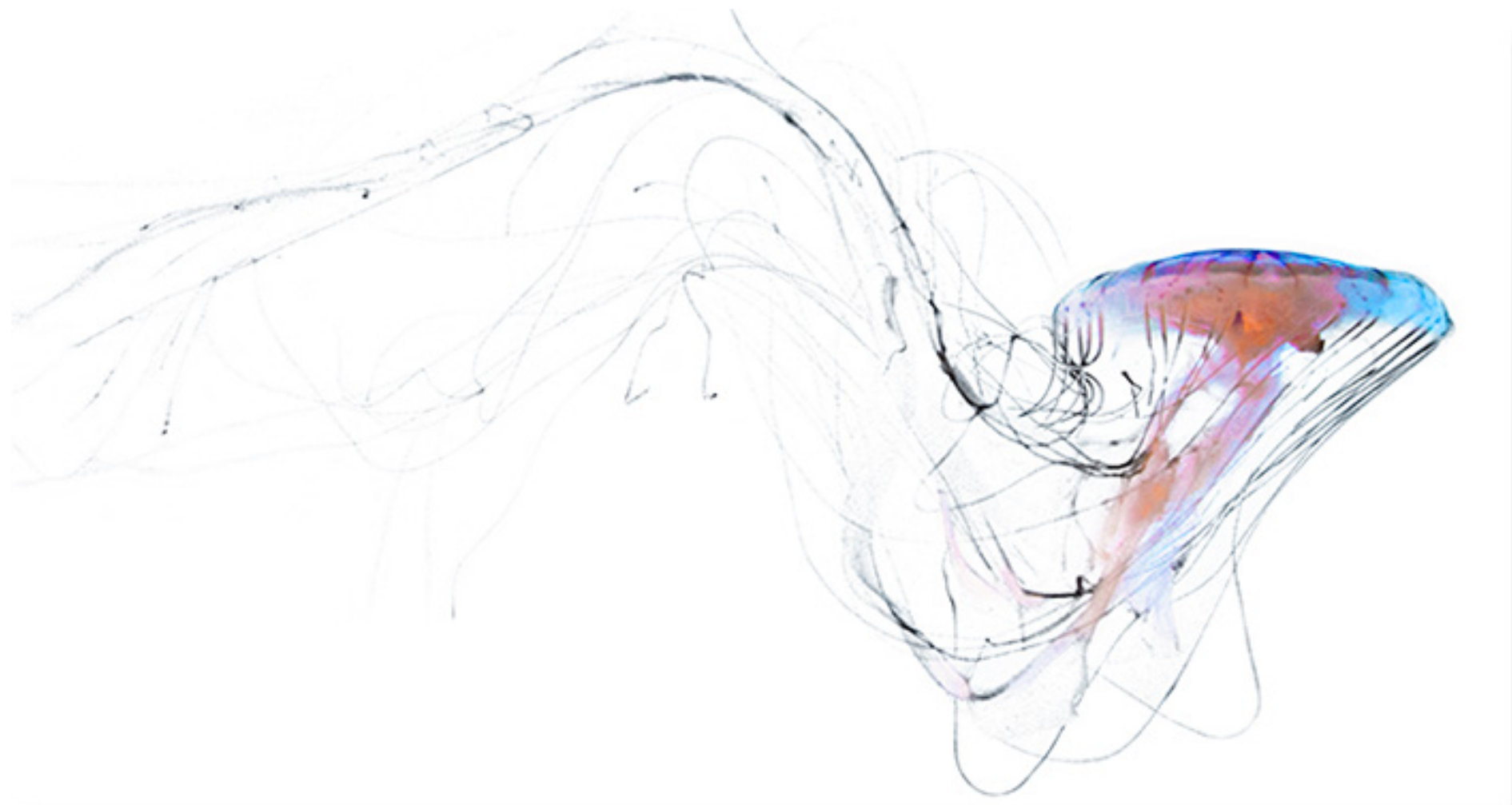
Working the Scene in Post
(Crop and Content-Aware Move)













Libyan refugees, Massimo Sestini
2nd Place, General News, World Press Photo Awards



Behind a Window Blind, Turi Calafato
Daily Life, third prize stories



Ahmed Ginawi, Sudan, Commended, Open, Nature & Wildlife,
2016 Sony World Photography Awards



Ata Mohammad Adnan, 1st Place, Bangladesh
2015 Sony World Photography Awards



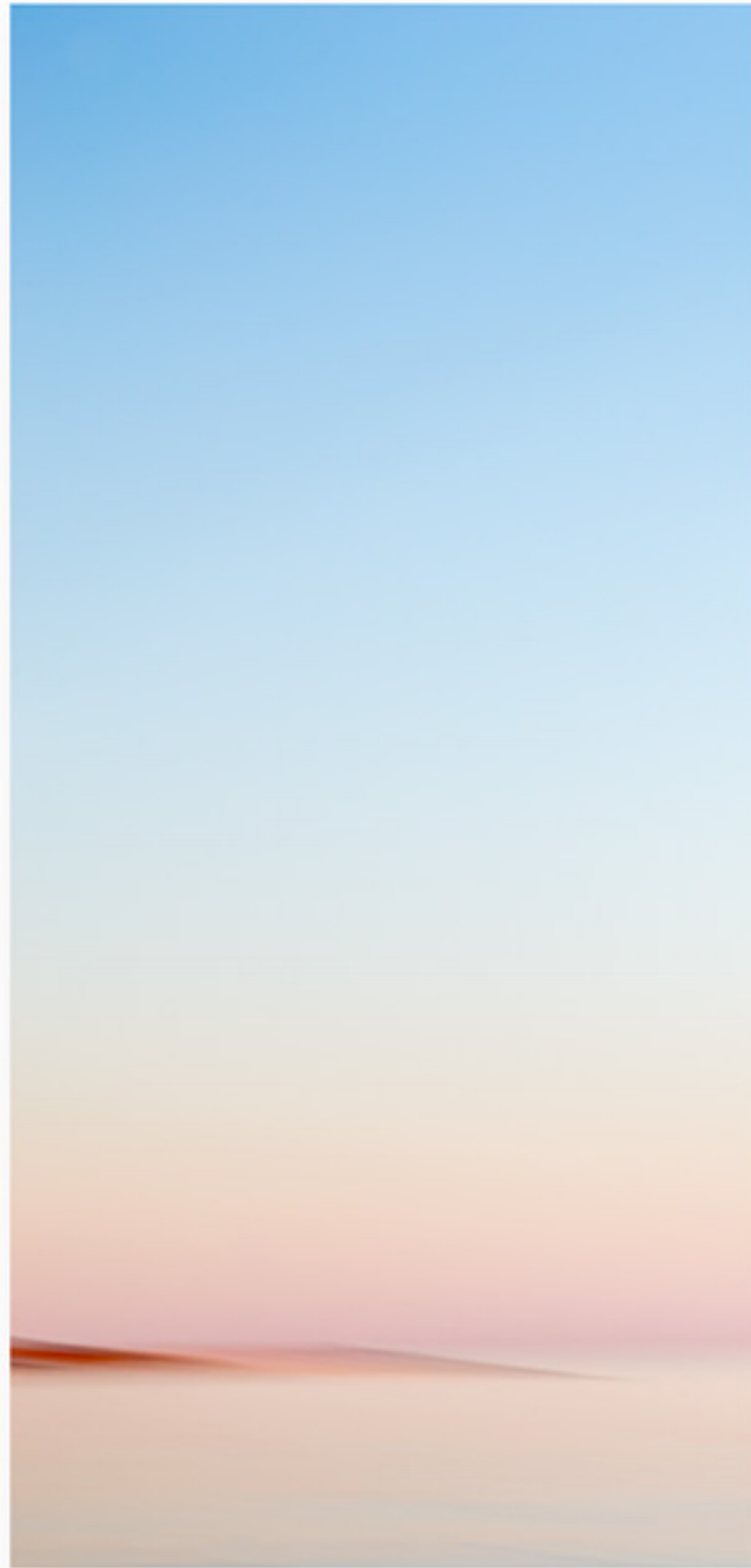
Music school by Anton Unitsyn
2015 Sony World Photography Awards



Exuberance by Christine Kapuschinsky Johnson
2015 Sony World Photography Awards



Eritrean Wedding, Malin Fezaha
Thrid Place, Daily Life, 2015 World Press Photo



Expressiveness

Light

Content

Design

Beauty

Mood/emotion,

Story/Moment