



Design Process for Photography Title/Topic:

Student Name:

Date

Step 1: Use the reverse side of this sheet to produce a 'Brainstormed' list of possible things to photograph for this task. Write down every idea that pops into your head, don't evaluate it at this stage. Only spend 7 -10 minutes on this step. Aim to generate a list of at least 25 potential ideas in dot point format.

Step 2: In this box write down up to 4-6 of your favourite and most preferred ideas from your brainstormed list. You should choose ideas that are going to offer you the most potential.

This becomes the What you will take photographs of

- 1. \_\_\_\_\_ 2. \_\_\_\_\_
3. \_\_\_\_\_ 4. \_\_\_\_\_
5. \_\_\_\_\_ 6. \_\_\_\_\_

Step 3: Researching

\* Now move to working on A3 sized white paper for the remainder of the process.
\*\* Include sketches, notes and anything that will assist you to come up with all of the answers

- 1. It is a great idea to draw additional inspiration from others. The aim is to not copy others but to get inspired by the work of others and to then add your own individual flavour to your work.
2. Find example images to draw inspiration from, drawing a sketch to illustrate your ideas, develop a 'Pinterest' board of ideas. Anything and everything that you find will be valuable and you should bring or reference this into your design planning

Note: If you're producing a portrait or still life in the studio you must include a lighting diagram and select a backdrop

\*\*\* Use some additional sheets of paper to present your example images on

Step 4: Finalizing the Detail

It's very important that you get the detail right so that you're guaranteed of success. So for each of your selected ideas in step 2, in combination with the notes, information and inspiration drawn from step 3 - answer the following questions

- Q1. Where will you take the photographs? The location.
Q2. When will you take the photographs? ie. the time of day not the day of the week. This is important for outdoor photography as you need to think about light.
Q3. How will you take the photographs? This is perhaps the most critical part of any design process.

This is all about the 'method' and here you need to include a list of the required camera equipment, any props a list of any talent, lens choices, ideas for composition, depth of field considerations (settings) and shutter speed settings.

It's important that you ask questions at this point, particularly if you're planning to try something new or different that you need help with.



**Step 5: The 3 'P's** - Is it '*Possible*', '*Practical*', '*Pertaining*' to the Brief?

Is your idea '*possible*' for you to achieve? Is it '*practical*'? Is it '*pertaining*' to the brief?

Sometimes our ideas are great but are far too difficult, are not possible given the time available or maybe they don't meet the requirements of the brief. It's important that we consider this before forging ahead.

**Tips for the folio design –**

1. Don't clutter up your work. Using a few more sheets of paper is OK. It isn't a waste if you put it to good use.
2. Don't be lazy. A good plan will ultimately improve your photography and your marks.
3. Make it quick. The planning phase is important but if you spend too much time doing it you will run out of time to take and make great photographs. Allow a few hours but don't spend weeks planning.
4. Think outside of the box. Yes we hear this all of the time but really what I'm asking you to do is be a little creative and not just copy someone else. Making the work your own will win you very hi praise.
5. Ask questions. I have much, much more experience than you do, so make use of it. Asking questions is a good thing to do. Blundering along and getting it wrong is not.