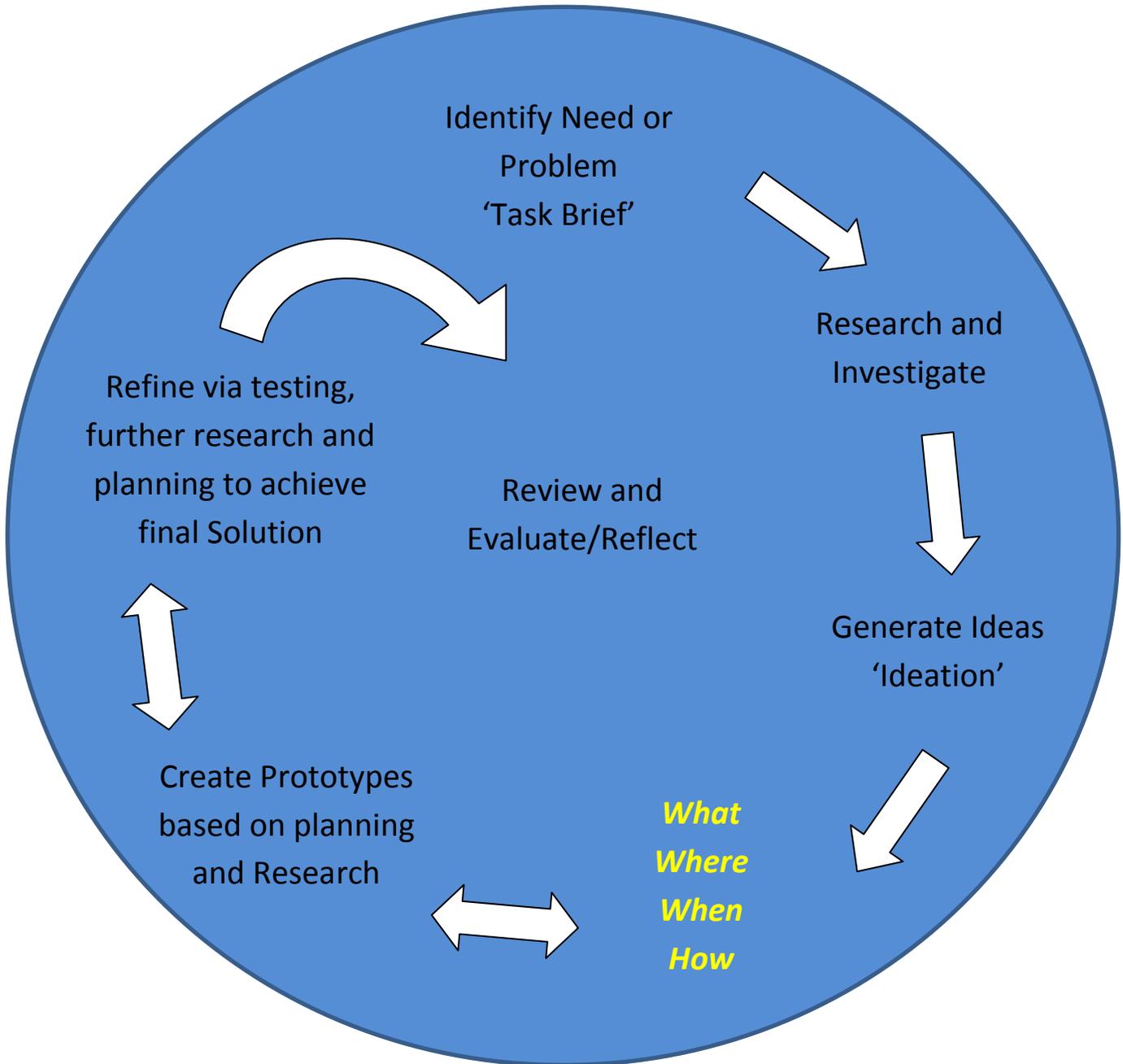


The Design Process



Design Process for Photography

Title/Topic:

Student Name:

Date

Step 1: The Task Brief. Read the brief and clarify by asking questions

Step 2: Now conduct some research to see what others may have done in the past to successfully complete a similar brief.

Step 3: Generating Ideas 'Ideation'

Use an A3 sheet of paper to produce a brainstormed list of possible ideas for your own photography. Keep in mind that copying someone else's ideas in an identical way is not ethical.

*** Write down every idea that pops into your head, don't evaluate it at this stage. Only spend 7 -10 minutes on this step.**

Step 4: Using new A3 sheets of paper begin to identify a practical number of ideas to further develop into solutions that you will take to the prototype stage.

- 1. Consider finding example images to draw inspiration from or drawing a sketch to illustrate your ideas. Add these additional pages to your plan.**
- 2. Add additional notes next to collected images or sketches to highlight key aspects of interest.**
- 3. If you are producing a portrait or still life in the studio you must include a lighting diagram and select a backdrop**

Step 5: For each of your selected ideas in step 4 - answer the following questions

Q1. **Where** will you take the photographs?

Q2. **When** will you take the photographs? ie. the time of day and how soon. Do this for each of your ideas from step 2.

Q3. **How** will you take the photographs? 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. **This is a vital step so ask questions if you need help. This is what we as teachers are here for.**

*** It is vitally important to ask yourself if your idea is possible for you to achieve, practical and does it meet the requirements of the task brief? Sometimes our ideas are great but are far too difficult or are not possible given the time available.**

Step 6: You should now be ready to begin the photographic process to generate solutions to meet the brief

Step 7: When all of the work has been completed it is vital that you review/reflect/ evaluate every aspect of the work from the ideation stage to the final solution.

Tips –

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 you 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.
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. Copying someone else's idea exactly is not creative. However using someone else's idea for inspiration is not a problem.
5. Ask questions. I have much, much more experience than you do, so make use of it.