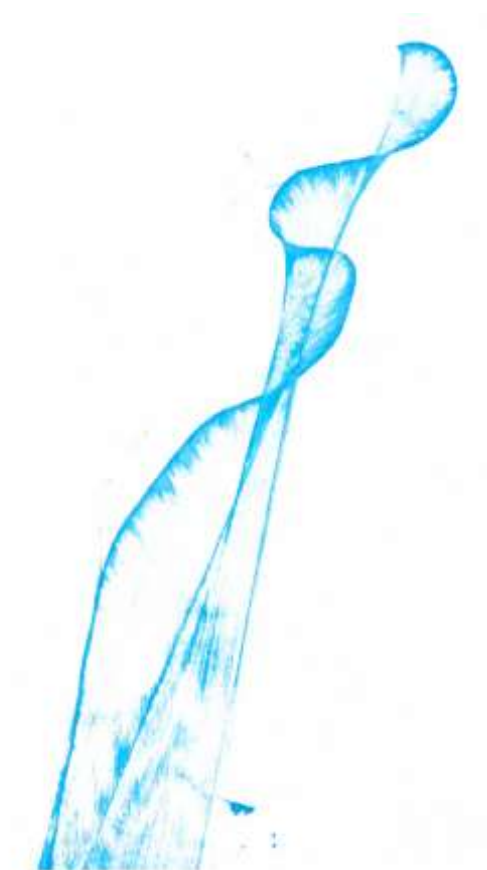


RIGA STYLE AND FASHION TECHNICAL SCHOOL

PROFESSIONAL ENGLISH FOR PHOTOGRAPHERS



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RIGA
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There was designed a learning material for the students, who study photography, in the subject *Professional English*. The main aim of the learning material is to develop reading, listening skills using internet resource materials. The author of the learning material designed *while* and *post* listening exercises based on the watching video material.

The learning material consists of the following themes:

- A Day in the Life of a Photographer
- Diversity of Photographing
- Types of Photography
- Composition
- How to Plan a Photo Shoot

Theme: *A Day in the Life of a Photographer* / Portrait: *Hannah Couzens*

The aim of the lesson: *to learn the essence of the profession of a photographer*

Watch the video

<https://www.youtube.com/watch?v=U4Um8DCx1bk>

and answer the questions.



Internet source:

<https://profoto.com/int/events/details?id=65803781883>

1) What kind of shoots does Hannah planned for the day?

2) Name the person who comes for viewing the images.

3) What is important to understand while working with kids?

4) Is there going to be an assistant for Garry photo shooting?

5) What does Hannah do with Garry's chosen photos?

6) What does Hannah say about being a photographer:

➤ 40% _____;

➤ 60% _____

7) Does Hannah have an assistant in her business?

8) What are the duties of the assistant?

9) What does Hannah do in the evening?

10) Which means of transport does Hannah use?

11) How does she feel in the evening? _____

SELF-REFLECTION

Please mark ✓ :

1) I understand! ____ 2) I understand a little! ____ 3) I don't understand! ____

Theme: *Diversity of Photographing*

The aim of the lesson: *to learn main aspects of photography and different ways of photographing (fashion magazine, animal photoshoot, photographing the world's most powerful people, event photography); to develop listening skills.*

ANIMAL PHOTOSHOOT

Pet photography with award-winning photographer Carli Davidson.

Exercise 1. Watch the video

https://www.youtube.com/watch?v=stiGWGByk_c

and fill in the gaps and answer the questions.



Internet source: https://www.amazon.com/Carli-Davidson/e/B00G975UM6%3Fref=dbs_a_mng_rwt_scns_share

When I shoot what is new and fresh, I am looking for an energy, an expression that grabs me personally. I am an animal person, I have my own audience.

1) What are advantages of being an animal photographer?

2) What is important at the beginning of an animal photoshoot?

Oregon Zoo: ____ years of experience

3) What are advantages of being a photographer at Oregon Zoo?

4) What are disadvantages of being a photographer at Oregon Zoo?

Great shot's tips: _____

Photography is very personal: _____

FASHION MAGAZINE PHOTOSHOOTING



Internet source:

https://www.zimbio.com/photos/Max+Papendieck/Parke+Ronen+SS15+NYFW+Front+Row/_-LyBHJVgHn

In Vogue: Fashion Photographer Max Papendieck | MAKERS WHO INSPIRE

Exercise 2. Watch the video

<https://www.youtube.com/watch?v=qMM1bm87eEA> and answer the questions.

1) What is special about Max Papendieck's pictures?

2) What is Max Papendieck's position?

3) Name two models who were shot by Max Papendieck.

4) Max Papendieck's tips for future photographers:

Ben Baker: Photographing the World's Most Powerful People | MAKERS WHO INSPIRE

Exercise 3. Watch the video

https://www.youtube.com/watch?v=Mg_qta3Cs_y0 and fill in the gaps.



Internet source:

<https://mobile.abc.net.au/news/2016-07-01/ben-baker-photographer.jpg/7558468?nw=0>

Photoshooting is a 1) _____, I know the 2) _____. It is the greatest 3) _____ in the world. It is very 4) _____ to be out to working in a room with the 5) _____.

Ben Baker CV

- 6) _____ photographer in New York
 spent 7) _____ years focused on 8) _____ who
 9) _____ in the world
 10) _____ presidents
 11) _____ magazines

Tips:

Other projects: _____

Exercise 4. Watch the video *Event Photography with Melanie McLean* <https://www.youtube.com/watch?v=KJUe0GX04IM> and put the tips in the right order according to the video you watch.

Be versatile; Keep a long lens; Keep it current; Details count; Get it right;
Work with what you got;

Tips:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

SELF-REFLECTION

Please mark ✓ :

1) I understand! ____ 2) I understand a little! ____ 3) I don't understand! ____

My favourite part of the exercise is: _____

My least favourite part of the exercise is: _____

Theme: *Types of Photography*

The aim of the lesson: to learn types of photography.

Read the definitions and choose the right term.

aerial photography landscape photography stock photography
monochrome photography portrait photography or portraiture macrophotography

- 1) _____ photography where each position on an image can record and show a different amount of light, but not a different hue. It includes all forms of black-and-white photography, which produce images containing tones of neutral grey ranging from black to white.
- 2) _____ is extreme close-up photography, usually of very small subjects and living organisms like insects, in which the size of the subject in the photograph is greater than life size.
- 3) _____ shows spaces within the world, sometimes vast and unending, but other times microscopic.
- 4) _____ is a photograph of a person or group of people that captures the personality of the subject by using effective lighting, backdrops, and poses.
- 5) _____ the supply of photographs licensed for specific issues (for example, wedding, picnic, etc.)
- 6) _____ is the taking of photographs from an aircraft or other flying object.

PORTRAIT PHOTOGRAPHY

Watch the video *the Afghan Girl* by Steve McCurry <https://www.today.com/news/iconic-afghan-girl-image-was-almost-cut-photographer-reveals-8C11375652> and answer the questions.

- 1) What is the title of the book?

- 2) What is the book about?

- 3) Which magazine published the photo of 'Afghan girl' on the cover?

- 4) What is unusual about the photographer Steve McCurry?

- 5) What does the photographer need for his profession?

MONOCHROME PHOTOGRAPHY

Watch the video *5 Tips for Stunning Black & White Photography* <https://www.youtube.com/watch?v=IpCaoejudIA> and fill in the gaps.

5 tips for stunning black and white photography are:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

MACROPHOTOGRAPHY

Watch the video *Use Any Lens for Macro Photography* <https://www.youtube.com/watch?v=fT1fcwMu8jY> and fill in the gaps. 10/___

Macrophotography 1) _____

Canon 2) _____

Pentax 3) _____

Tamron 4) _____

Magnifications 5) _____ ; 6) _____ ; 7) _____

Purchase:

8) _____

9) _____

10) _____

AERIAL PHOTOGRAPHY

Watch the video *How to Take KILLER Drone Photos / DJI Mavic Pro Tutorial* <https://www.youtube.com/watch?v=pLo6F1yv3XA> and fill in the gaps.

90%	portrait mode	sunset and sunrise	Google Earth	Raw	tripod
Lighthouse					

Use 1) _____ to find interesting locations.

2) _____ are our favourite times to shoot. Shoot manual, in

3) _____, with a 4:3 ratio. Use auto exposure bracketing to get the most dynamic range out of your shots.

Tilt your camera down to a bird's eye perspective, parallel with the ground, to find symmetry, patterns, and juxtaposition of colours and textures.

Use 4) _____ to rotate your camera 5) _____ and compose vertical photos.

In 6) _____, use Auto Stack by capture time to help organize bracketed shots. Try using photo merge to create photos with high dynamic range.

BONUS TIP

Use 7) _____ mode to capture slow and cinematic video.

STOCK PHOTOGRAPHY

Watch the video **How much we make from stock photography (and how you can too!)** https://www.youtube.com/watch?v=u_WrBouZsls and fill in the gaps.

4 years' time - _____ dollars

People wish to buy categories of photos:

Rules:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

WEDDING PHOTOGRAPHY

Watch the video *Wedding Photography Behind the Scenes / Palm Springs, CA* https://www.youtube.com/watch?v=jAenreMfd_Y and fill in the gaps.

We always start by going 1) _____ room first. The first photos – her 2) _____ and 3) _____ done. She had a dog as a 4) _____ which was so cute to make sure to have a lot of photos with her dog. Next, we started to do 5) _____ (the dress, the shoes, the invitations).

When there are problems with light/ distracting –

6) _____ . First Look – another 7) _____ working with videography team. The ceremony was outdoor. The next day *Joshua Tree National Park* – 8) _____ portraits.

Key word: 9) _____ .

CHILDREN PHOTOGRAPHY

Watch the video *Baby portrait session* https://www.youtube.com/watch?v=4_qZ_lqJZEA and answer the questions.

1) What did Stephen Jackson do first, when he came to the client's house?

2) Who took part in the photo session?

PHOTOGRAPHY OF ANIMALS

Read the article *Top 10 Pet Photography Tips and Techniques* by *Jamie Pflughoeft* and answer the questions.

Top 10 Pet Photography Tips and Techniques

by *Jamie Pflughoeft*

The pros make it look easy, but anyone who has ever tried to photograph an unpredictable creature like a cat or a dog knows it is anything but. Here are some pet photography tips that the pros use to help you 'get the perfect shot'.

1. Relax

Animals are like little emotional sponges, and if you are stressed and anxious, they will sense it and become stressed and anxious too. A stressed animal will give you 'ears flattened', 'concerned eyes' looks, which don't translate well 'on film'. Take a deep breath and remember to have fun with it!

2. Focus on eyes and expressions

The eyes are the most expressive part of an animal's face, so if you want to create really engaging portraits, focus on the eyes and facial expressions. A well-timed puppy whine (from you) can reel in focus in a puppy or curious dog, and have them staring straight at the camera faster than you can say "woof".

3. Get rid of clutter first

Before you even pull your camera out of your bag, take a look around at your shooting location and get rid of clutter and distracting objects first. Do you really want to see that empty Starbucks cup on your coffee table in the photos of your cat? Is the garden hose snaking through the grass where you are photographing your dog, adding an aesthetically-pleasing element to your photos?

If an element in your background doesn't serve to enhance your images in some way, either remove it first or move to a different location. An uncluttered environment produces more

aesthetically pleasing images, and reduces post-processing work. Nobody needs to see photos of your puppy with an overflowing garbage can in the background.

4. Shoot in their world

While a few shots looking down at your pet, while you are standing can be cute – to create the really engaging portraits the pros make, shoot down at their level, ‘in their world’. For a Great Dane their world may be the height of your hips; for a Chihuahua it may be all the way down at the level of your ankles. For a cat lounging on a cat tree, you may need to pull out a step stool to get on their level. Practice ‘shooting from the hip’ to place the camera in their world without having to crouch or kneel if they are on the ground.

5. Be flexible and do some stretching first

If you have ever watched a professional pet photographer in action, you will notice that they bend and twist and turn and crouch and crawl – whatever it takes to get the shot. Be prepared to get those muscles working in order to get the perfect composition. Sometimes all it takes for a dog to break their sit-stay is for you to go from sitting to standing, and it’s better to reach and lean, than make a large movement that will cause the pet to move from their perfect pose.

6. Go where the light is best

Good light is everything in photography, especially in pet photography, where it’s critical to be able to see the catchlights in the pet’s eyes (the white reflective parts). Avoid photographing in dark rooms or under heavily overcast days. Bright yet diffused light is the easiest to create flattering pet portraits under, so before you even start shooting, take a look around your subject’s environment and determine where the best bright, yet diffused light is; then move to that location.

7. Pay your model

Every animal needs to have some sort of motivation to pay attention to you during the shoot; otherwise they will wander off and become disinterested. Determine what they are motivated by (i.e. their ‘payment’), and provide it to them throughout your shoot. For dogs it may be treats or toys, or simply getting love and affection. For cats it may be a feather toy, a paper bag, tuna fish, catnip or even their favourite blanket. For horses it may be their favourite food such as carrots or apples.

The biggest ‘trick’ in pet photography is to fool the animal into thinking that they are making the decisions, when it’s really you that is motivating them to do what you want, without telling them so outright. The ‘getting them to do what you want’ comes in the model payment. Get creative when it comes to ‘rewarding’ your models, and *they* will reward *you* with great shots and be more cooperative too. Plus the shoot will be more fun, and pet photography is supposed to be fun!

8. Create a concept and a shot list

The most engaging animal imagery shows them in context. It may be a cat looking up at an owner opening a bag of food in the kitchen (concept: desire), a dog looking longingly through a front door waiting for his or her buddy to come home (longing), a horse owner with her arms wrapped around her equine’s neck (connection). If you can say something with your images, they will speak to your viewers on a deeper emotional level.

9. Be quiet

There is no quicker way to confuse a dog, or freak out a cat than to bark commands at them repeatedly. Cats will disengage or even leave the room, and dogs will become confused and concerned.

Try communicating with the pets the way they do each other- nonverbally. Use hand signals or point to invite them 'over here'. Use the sit hand signal for dogs that understand it. If you do need to say 'sit', say it quietly and calmly, only once or twice. Avoid saying the pet's name, because the more times they hear it during a photo shoot, the more inclined they are to tune out.

In my opinion, there's nothing worse than a photographer (and an owner), hovering over a little dog and saying "*sit Charlie, ... no- SIT. I said Charlie sit. Sit. Down! Sit Charlie. Charlie- sit. Siiiiit. SIT*". Poor Charlie! No wonder he's confused. The less talking and 'commanding' you do, the better the shoot will be, and the more little Charlie will pay attention and 'listen'.

10. Move slowly

Unless you are adept at documentary, on-the-fly, photography where the animal is moving a lot and you capture the perfect moment of them walking, sniffing, jumping, hunting, etc., learn to move slowly around them while taking their pictures. This is especially important with cats, who are prone to either radically change the expression on their face (and ears) at your slight movements, or split the scene altogether. This is also true of dogs that are in a sit or lay-stay position.

When you shift position they sense you are off on a new adventure and want to follow you. If you need to move, and you don't want your model to move, do so very slowly without making any eye contact. And remember to reach, bend, and lean. You'll not only have a comical pet photography session, you'll get a workout too!

1) What do a professional pet photographer do in action?

2) What is everything in pet photography?

3) What is the biggest "trick" in pet photography?

4) Which is the most expressive part of an animal's face?

5) What should a photographer do in order to confuse a dog or freak out a cat?

6) What are the ways of nonverbal communication?

SELF-REFLECTION

Please mark ✓ :

1) I understand! ____ 2) I understand a little! ____ 3) I don't understand! ____

My favourite exercise is: _____

My least favourite exercise is: _____

List of Bibliography

https://en.wikipedia.org/wiki/Aerial_photography

https://en.wikipedia.org/wiki/Landscape_photography

https://en.wikipedia.org/wiki/Stock_photography

<https://en.wikipedia.org/wiki/Portrait>

https://en.wikipedia.org/wiki/Monochrome_photography

https://en.wikipedia.org/wiki/Macro_photography

<https://digital-photography-school.com/top-10-pet-photography-tips-techniques/>

Theme: *Composition*

The aim of the lesson: *to learn the definition of composition; how to master composition in photography; 10 crucial concepts in composition; 10 useful rules for photographers and to develop listening skills*

Composition in photography can be defined as positioning the objects in the frame in such a way that the viewer's eye is automatically drawn to the most interesting or significant area of the capture.

How do I master composition in photography?

Watch video Composition in photography - 10 crucial concepts (Tom Greenwood)
<https://www.youtube.com/watch?v=tTirex9EYA> and write down 10 crucial concepts.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Read the text *Composition* and choose the right title for each gap.

Symmetry and patterns		Rule of Thirds	Cropping	Balancing elements	
Viewpoint	Leading lines	Experimentation	Framing	Depth	Background

1 _____

Image is divided into 9 equal segments by 2 vertical and 2 horizontal lines. The rule of thirds says that you should position the most important elements in your scene along these lines, or at the points where they intersect.

2 _____

Placing your main subject off-centre, as with the rule of thirds, creates a more interesting photo, but it can leave a void in the scene which can make it feel empty. You can achieve a balanced composition and even out the main subject's "visual weight" by including another object of lesser importance to fill the space.

3 _____

When we look at a photo our eye is naturally drawn along lines. By thinking about how you place these leading lines in your composition, you can affect the way we view the image, pulling us into the picture, towards the subject, or on a journey "through" the scene.

There are many different types of line - straight, diagonal, curvy, zigzag, radial etc. - and each can be used to enhance our photo's composition.

4 _____

We are surrounded by symmetry and patterns, both natural and man-made. They can make for very eye-catching compositions, particularly in situations where they are not expected. Another great way to use them is to break the symmetry or pattern in some way, introducing tension and a focal point to the scene.

5 _____

Before photographing your subject, take time to think about where you will shoot it from. Our viewpoint has a massive impact on the composition of our photo, and as a result it can greatly affect the message that the shot conveys. Rather than just shooting from eye level, consider photographing from high above, down at ground level, from the side, from the back, from a long way away, from very close up, and so on.

6 _____

The human eye is excellent at distinguishing between different elements in a scene, whereas a camera has a tendency to flatten the foreground and background, and this can often ruin an otherwise great photo. Thankfully this problem is usually easy to overcome at the time of shooting - look around for a plain and unobtrusive background and compose your shot so that it doesn't distract or detract from the subject.

7 _____

Because photography is a two-dimensional medium, we have to choose our composition carefully to convey the sense of depth that was present in the actual scene. You can create depth in a photo by including objects in the foreground, middle ground and background. Another useful composition technique is overlapping, where you deliberately partially obscure one object with another. The human eye naturally recognizes these layers and mentally separates them out, creating an image with more depth.

8 _____

The world is full of objects which make perfect natural frames, such as trees, archways and holes. By placing these around the edge of the composition you help to isolate the main subject from the outside world. The result is a more focused image which draws your eye naturally to the main point of interest.

9 _____

Often a photo will lack impact because the main subject is so small it becomes lost among the clutter of its surroundings. By cropping tight around the subject you eliminate the background "noise", ensuring the subject gets the viewer's undivided attention.

10 _____

With the dawn of the digital age in photography we no longer have to worry about film processing costs or running out of shots. As a result, experimenting with our photos' composition has become a real possibility; we can fire off tons of shots and delete the unwanted ones later at absolutely no extra cost. Take advantage of this fact and experiment with your composition - you never know whether an idea will work until you try it.

SELF-REFLECTION

Please mark ✓ :

1) I understand! ____ 2) I understand a little! ____ 3) I don't understand! ____

My favourite exercise is: _____

My least favourite exercise is: _____

List of Bibliography

<https://www.phototraces.com/definition-of-composition-in-photography/>

<https://www.photographymad.com/pages/view/10-top-photography-composition-rules>

Theme: *How to Plan a Photo Shoot*

The aim of the lesson: *to learn the stages of a photo shoot.*

Exercise 1. Read the text and choose the right title for each paragraph.

Equipment, location and timing	Crew
Models - mean a lot	Idea or a concept or even a plot
Post processing and presentation	

1) _____

Tips:

- to write down;
- to keep a little book of ideas (carry it around, keep recording your ideas down)
- to sketch, draw, underline, dream about it. When you think that your plot is more or less ready, go to the next step.

2) _____

Tips:

- can use minimal equipment for the production you are planning;
- or you can have a studio filled with crazy gadgets to light up your work area and to give you the flexibility to achieve your goal;
- always make sure to research the area you are intending to use as a backdrop for your photos. Many of the locations around you might require a permit to use their premises. Make calls and research.

3) _____

If your goal is to promote your work and build a solid portfolio, one of your choices is to pay for models that work in the modeling industry. Research everything well before setting on a journey of hiring a model. Make calls, walk-ins, browse through the catalogs of the modeling agency.

Other options while looking for talent:

- to establish a good relationship with local talent/model agencies by offering them to photograph their upcoming/new models for free;
- with social media being such a big part of our life right now, there will always be someone who knows someone, who is married to someone and will fit the bill. Contact them and let them know what you can offer. If you can't pay, you can offer the photos for their use. Explain your conditions and plan on signing a model release (more on this later).

- Gradually build your relationship with potential “models” who are obviously not doing this for a living.
- Establish a good relationship and trust. Most important of all – treat them well. As the saying goes, *respect is not given, it is earned*. Earn their respect and their trust by giving the same to them.
- Before any shoot that you are planning, keep in touch with your models all the while giving them their space.
- Keep explaining them what is going into the photo shoot you are planning so that they understand all the work you’ve been putting to pull one off.

Once the project is done, *reward models*: money; dinner with crew members; gift.

4) _____

- ✓ a make-up artist;
- ✓ a wardrobe stylist;
- ✓ a set designer;
- ✓ a hairstylist.

If you are just starting out

- ✓ family;
- ✓ friends.

5) _____

- It takes time to develop a style and it might differ from one production to another.
- If work is being done for a commercial client, they will often let you know what they want.
- If the work is for yourself, you alone determine what to turn your photos into.
- Post production can vary from something as simple as fixing white balance, to much more complex editing in Photoshop that will take hours for a single photo.

Exercise 2. Watch the video *Queen Elizabeth - Photoshoot by Annie Leibovitz* <https://www.youtube.com/watch?v=14kJkRg5k-s> and fill in the *Photography shoot plan*.

Photography Shoot Plan

PHOTOGRAPHS TO BE TAKEN	
LOCATION OF THE PHOTO SHOOT	
EQUIPMENT	
TIMING	
MODELS	
CREW	
POST PROCESSING AND PRESENTATION	

SELF-REFLECTION

Please mark ✓ :

1) I understand! ____ 2) I understand a little! ____ 3) I don't understand! ____

My favourite exercise is: _____

My least favourite exercise is: _____

List of Bibliography

L. Elise. How to Plan a Photo Shoot. <https://photographylife.com/how-to-plan-a-photo-shoot>

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