

Today's timeline

- In the news - 10 minutes
- Intro to Photography - 45 mins
- Break / Photo BINGO - 20 minutes
- Intro to Photoshop - 45 minutes
- Our community in context - 20 minutes
- Facilitated discussion - 15 minutes

Photography 101

Photo for non-photographers

Associate Professor of Professional Practice

Robert Hernandez

email: r.hernandez@usc.edu

213.280.5187c | 323.761.9054

Office: 310H

Print

PRO

- > Time
- > In-depth reporting
- > Serendipitous browsing
- > Design/Packaging

CON

- > Yesterday's news
- > Limited space
- > High cost

Radio

PRO

- > Most intimate medium
- > Invokes mental images
- > Captive audience

CON

- > Tied to a timeslot
- > Limited time and space
- > No visuals

Television

PRO

- > Audio/Video
- > Live shots
- > Faces as new guides
- > Entertaining medium

CON

- > Tied to a show / timeslot
- > Limited time and space
- > Quick hit sound bites

Photography

PRO

- > Immediate impact
- > "Worth 1,000 words"
- > Iconic

CON

- > Normally tied to a mainbar
- > Usually limited in size and number
- > Color tied to ads



**What makes a good
photograph?**

What makes a good photograph?

- Conveys information
 - > In photojournalism, an image conveys essential information
- Conveys emotion
 - > Invokes an emotional response from the viewer
- Is aesthetically pleasing
 - > Through its composition, color, focus, angle, lighting and others
- Captures a moment
 - > These are not snapshots. These are moments captured with a camera
- Visualizes the story
 - > Either humanizing the subject, bring the viewer to the location, etc.
- Is focused
 - > Not just in focus, but the image has a point - either alone or in a series.

“First of all the camera doesn’t matter. Think about Lance Armstrong’s book, ‘It’s Not About The Bike.’ Better images rather than lesser images can be taken with any camera.”

-- **Richard Derk**

Photo Editor

Los Angeles Times

Photography tips

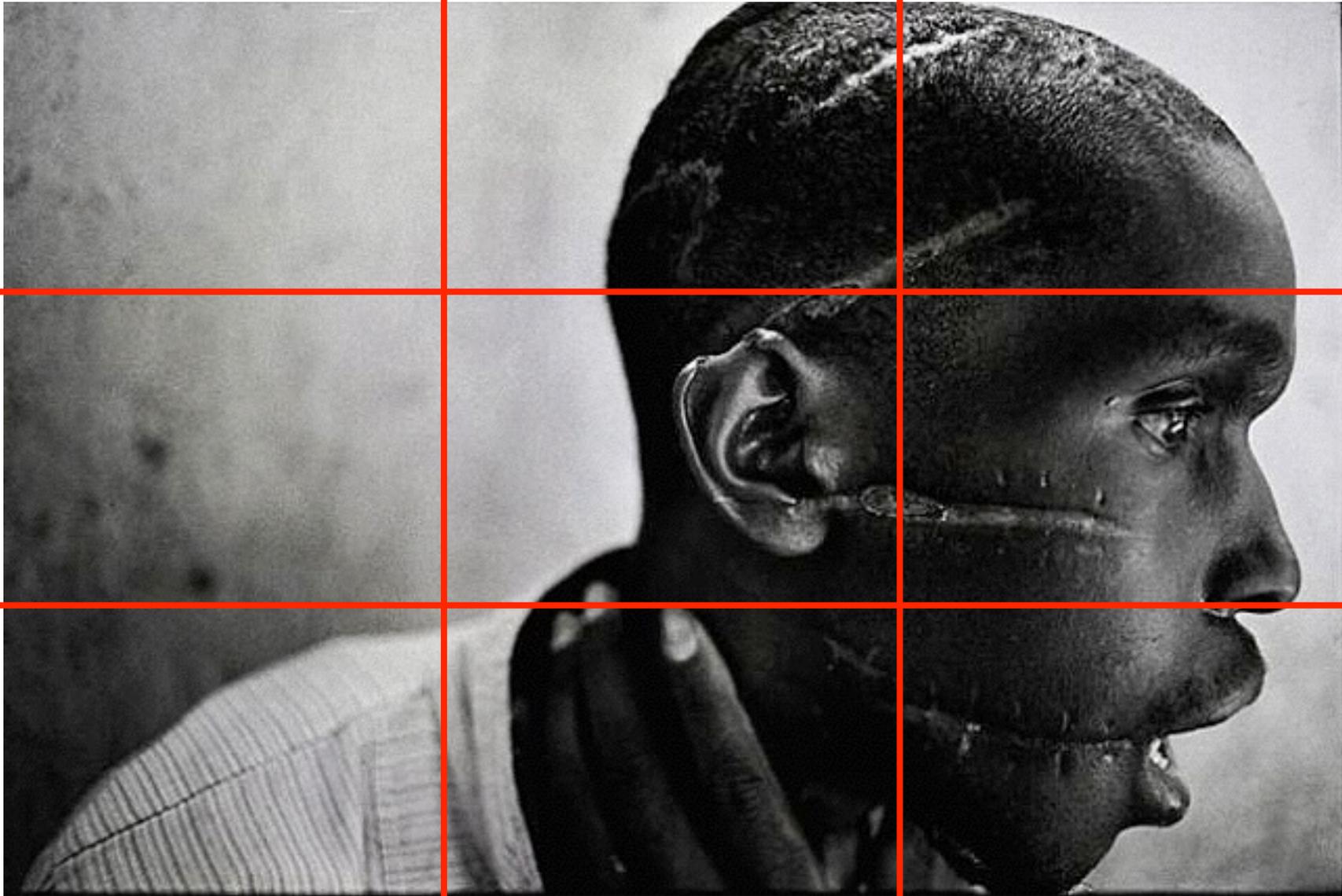
- Rule of thirds

This guide states that an image should be imagined as divided into nine equal parts, and that important compositional elements should be placed along these lines or their intersections. "Pictures with the interest in the far third of the image tend to have a more dynamic feel." -- Richard Derk

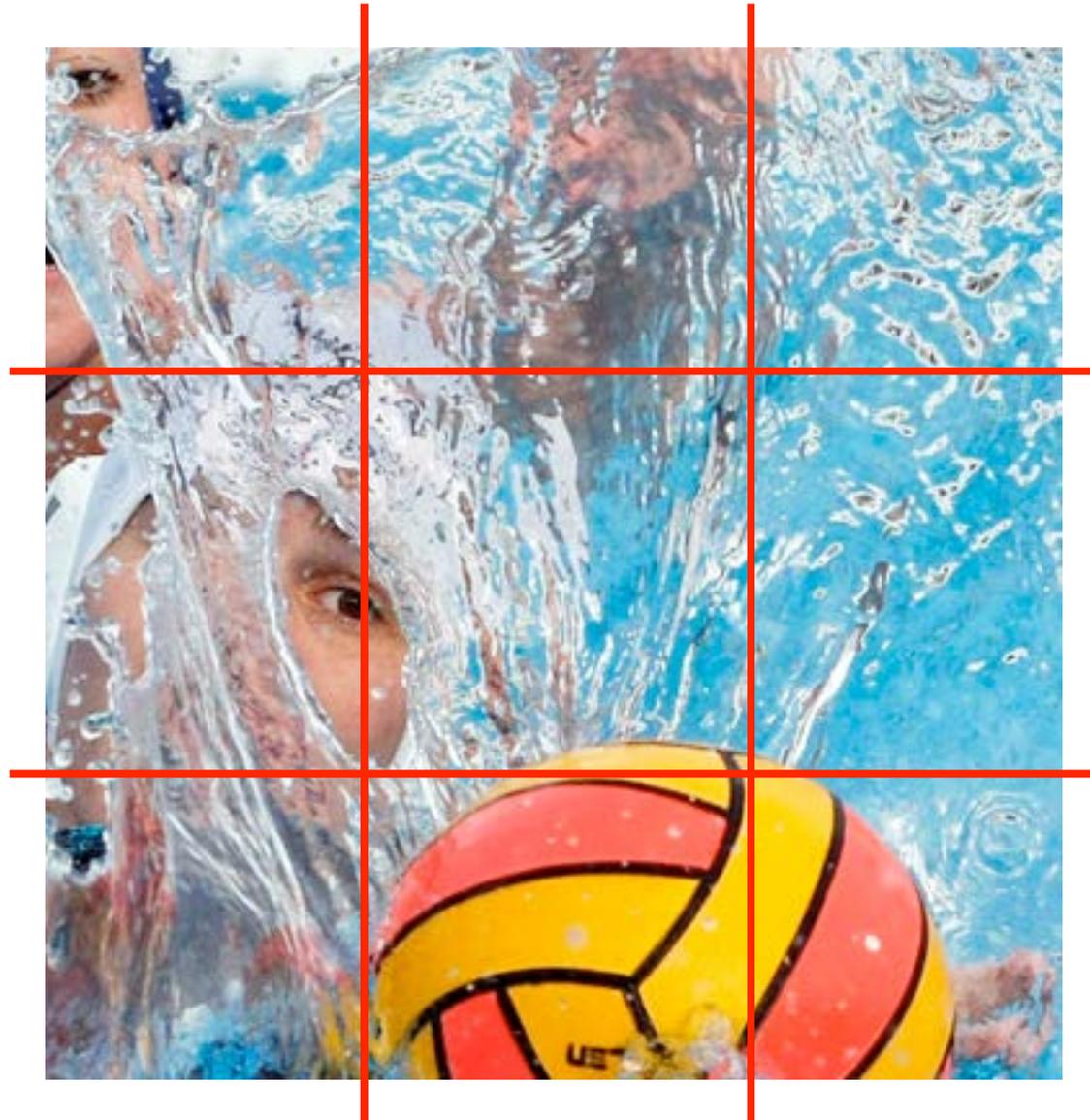




Source: Ken Lambert



Source: James Nachtwey <http://ti.me/1NdOMAP>



Photography tips

- Get close

Crop with your feed and get close! And don't use the zoom. By getting close, the viewer gets a more intimate aspect of the subject.



Photography tips

- Try different angles

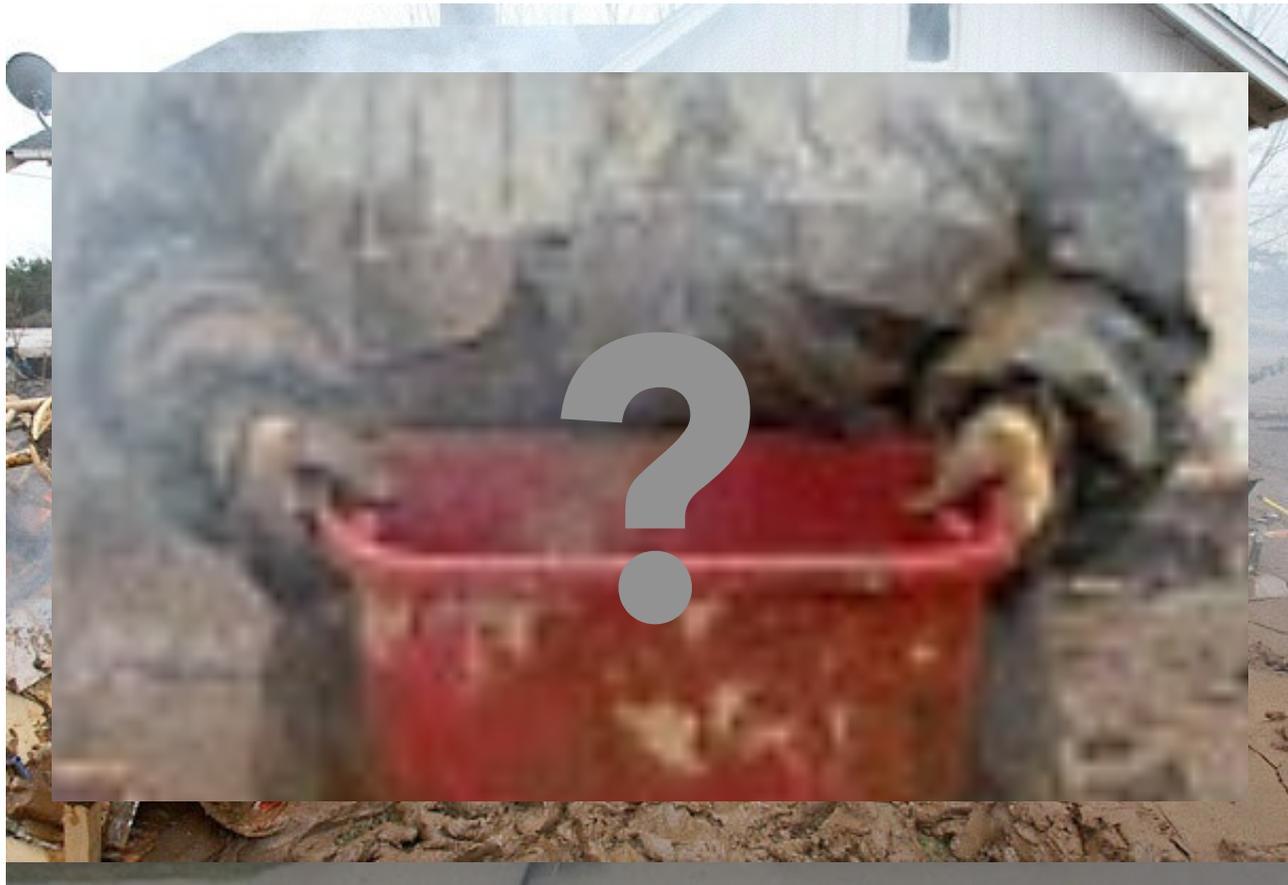
Be creative in how you capture the image. From down low or up high, from behind a brush... try different angles. Try not to only shoot your eye level.



Photography tips

- Wide, Medium and Close-up shot

To help tell the visual story, you need to mix in these different shots that each play a different role. "Shoot an overall, a scene setter, then get closer, shoot part of the whole, then closer yet, a piece of detail." -- Richard Derk



Photography tips



Photography tips

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Gallery of examples

- Mushers and dogs race across northern Maine: http://www.boston.com/bostonglobe/photos/photos_galleries/mainesleddogs/
- [2008 Pulitzer finalist] Staff of Los Angeles Times for their powerful and often unpredictable photos that captured wildfires devastating California: <http://www.latimes.com/news/local/photography/la-ph-wildfires-pulitzer-html,0,7637263.htmlstory>
- Following the 102nd Tour de France: <https://www.bostonglobe.com/news/bigpicture/2015/07/17/following-tour-france/1SzKtdZRGGQDJe9br247xK/story.html>
- Rodeo fun in Roy on Labor Day weekend: <http://www.seattletimes.com/photo-video/photography/rodeo-fun/>

Photography tips

- Capture moments, not snapshots

"One must spend some Photo-specific time when shooting pictures. Snapshots don't cut it. When you're looking at something and your mind is saying, hey that's cool, then spend time "working it." -- Richard Derk



Don't forget to...

- Get caption information
 - > For each photo, you need to report basic information
- Always ID yourself
 - > Let people know you are a working journalists
- Let them know these might get published
 - > You may be adding to their digital foot print, so don't surprise them with their image on your publication.

How many can you get?

B I N G O		
Hands Closeup of hands working	Ant POV Get on your belly or put camera on ground,	Red Blue
Eyes Only Closeup of someone's eyes	Action Someone frozen in motion, sports, et al.	Looking up Looking down
WTF	Self-Reflection Take picture of yourself using a timer, or reflected in something	Fashion Delicious

Time to go shoot!

Come back within 20 minutes

Photoshop Basics

Associate Professor of Professional Practice

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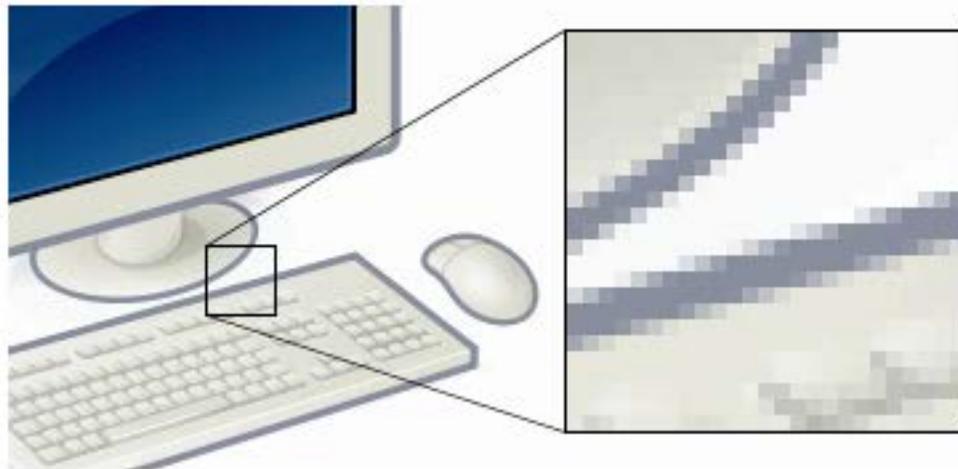
Office: 310H

Know the terms

- **Pixels** (or picture element) is the smallest item of information in an image. Pixels are normally arranged in a 2-dimensional grid, and are often represented using dots or squares. Monitor resolutions (800x600) are measured in pixels.

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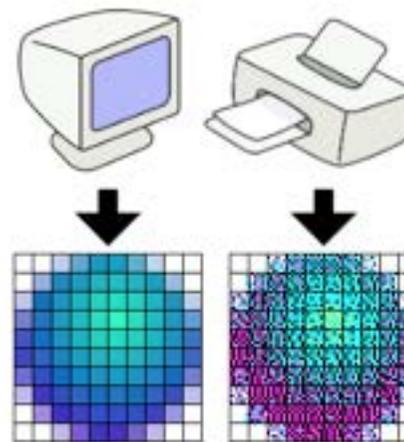
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A close-up of the dots produced by an inkjet printer at draft quality.



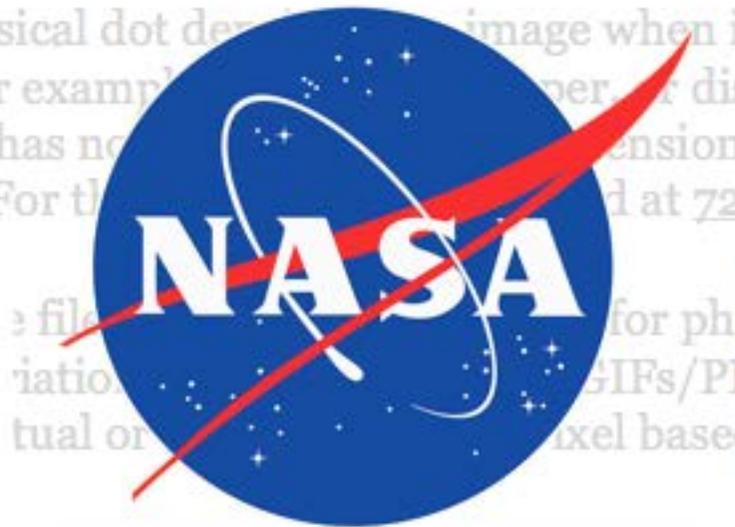
A 10 × 10-pixel image on a computer display usually requires many more than 10 × 10 printer dots to accurately reproduce

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- **Raster/Vector**. A raster image is made of pixels, with each having a specific value. A vector image is composed of math-based instructions on how to form shapes with values - not pixel-based. Vector can scale without distortion.

Know the terms

- **Pixels** (or picture elements) are the smallest units of an image. Pixels are normally represented as small squares or dots, and their size is measured using dots per inch (DPI) or dots per centimeter (DPC).
- **DPI** refers to the resolution of a printed image. It is the number of dots per inch (DPI) that are printed on a page. The higher the DPI, the more detail the image can contain. DPI is a real physical entity, while resolution is a digital concept.
- **JPG/GIF/PNG** are common image formats. They are used for storing and displaying images on the web and in documents. They are often used for photographs and other images that require high resolution and color accuracy.
- **Raster/Vector** are two types of image formats. Raster images are made up of a grid of pixels, while vector images are made up of mathematical shapes and lines. Vector images are often used for logos and other graphics that need to be scaled without losing quality.



7x Magnification

Vector



Bitmap



Resolution in an image. Resolution is often represented as dots per inch (DPI) or dots per centimeter (DPC).

Resolution is reproduced as a vector image. It is displayed on a monitor. A resolution is measured in inches per inch (DPI).

Resolution is "realistic" images. They are for "line art" images. They are color based.

Resolution is having a specific resolution. It is based on how to form an image. It is distortion.

Know Photoshop terms

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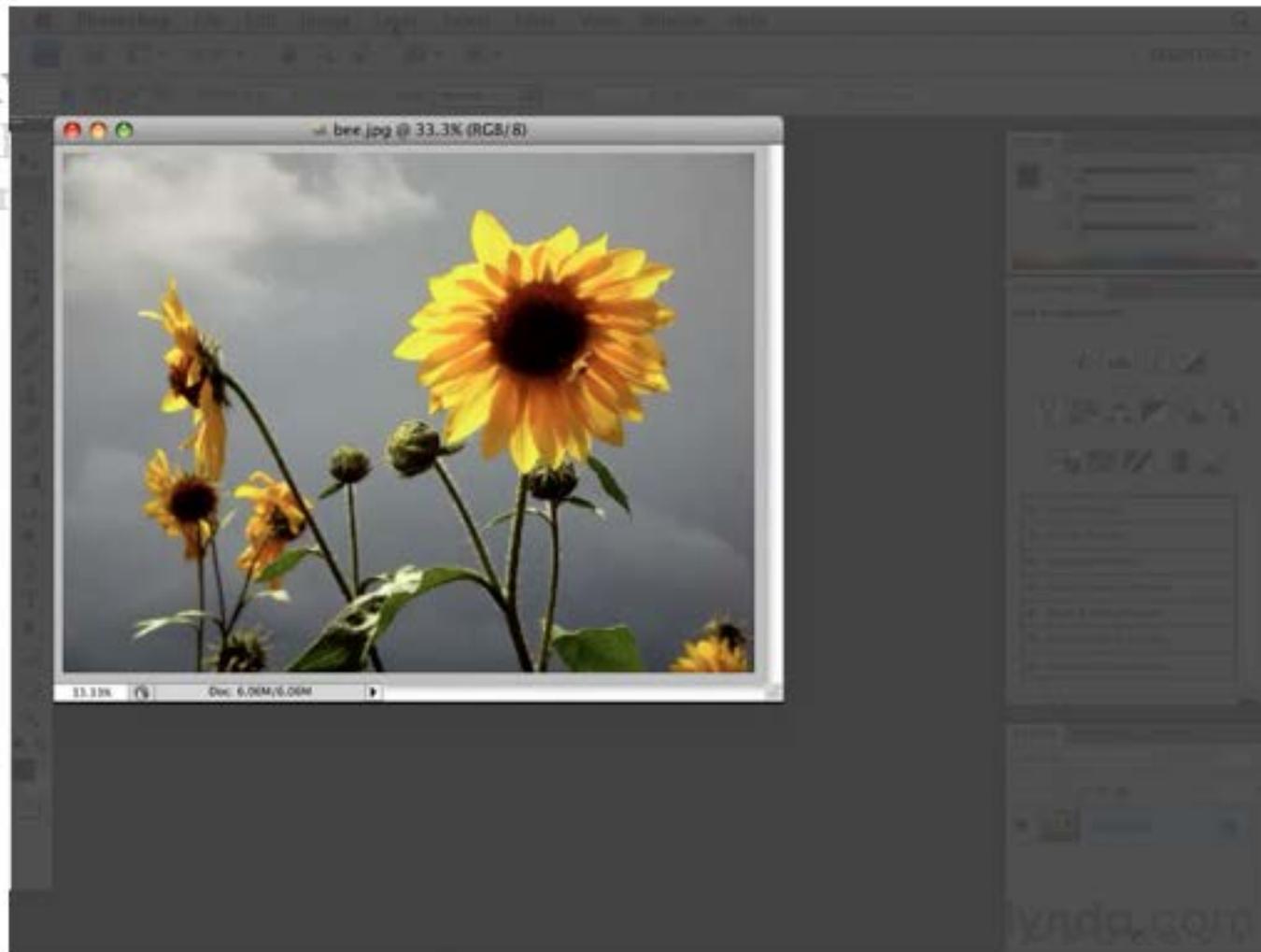
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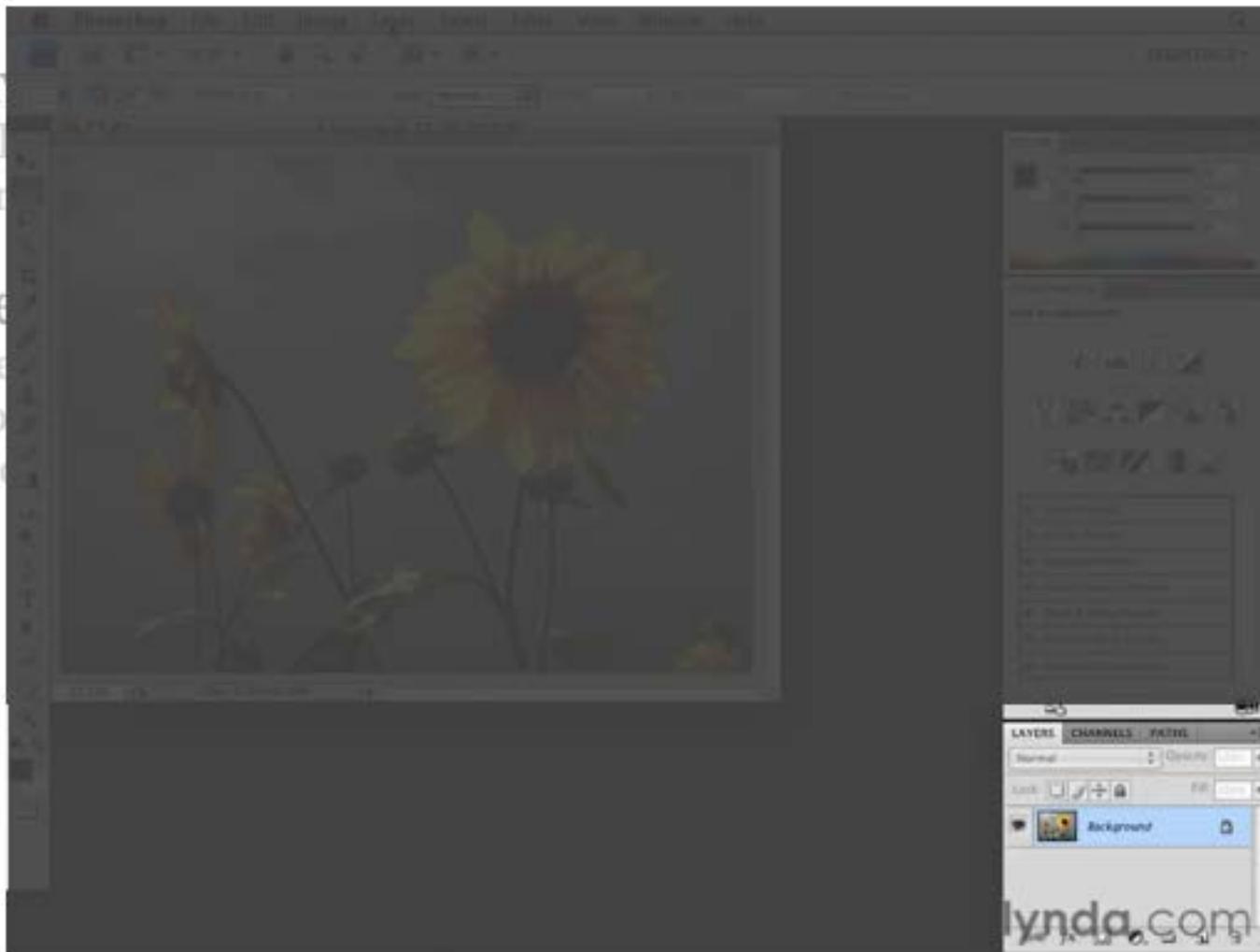
lynda.com

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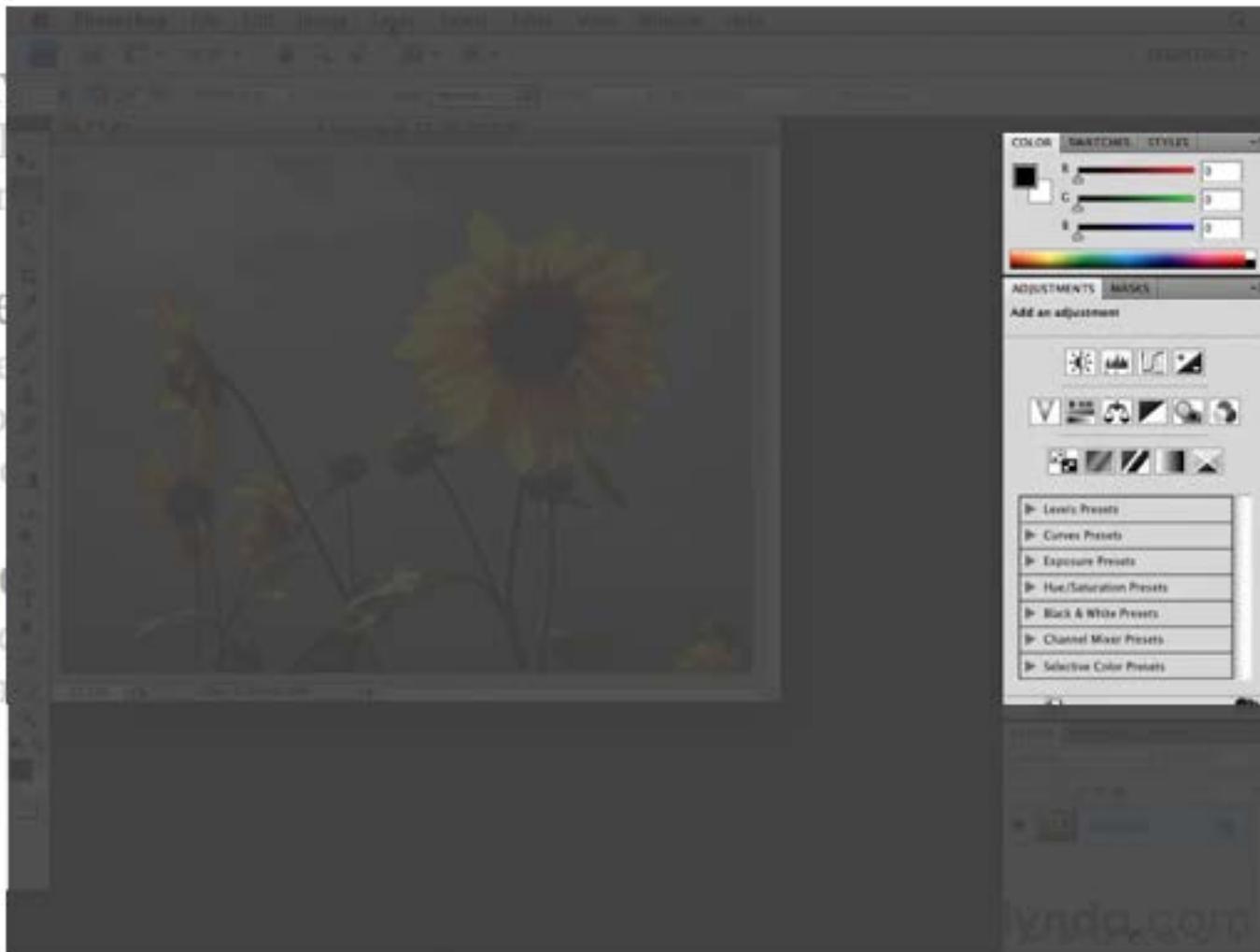
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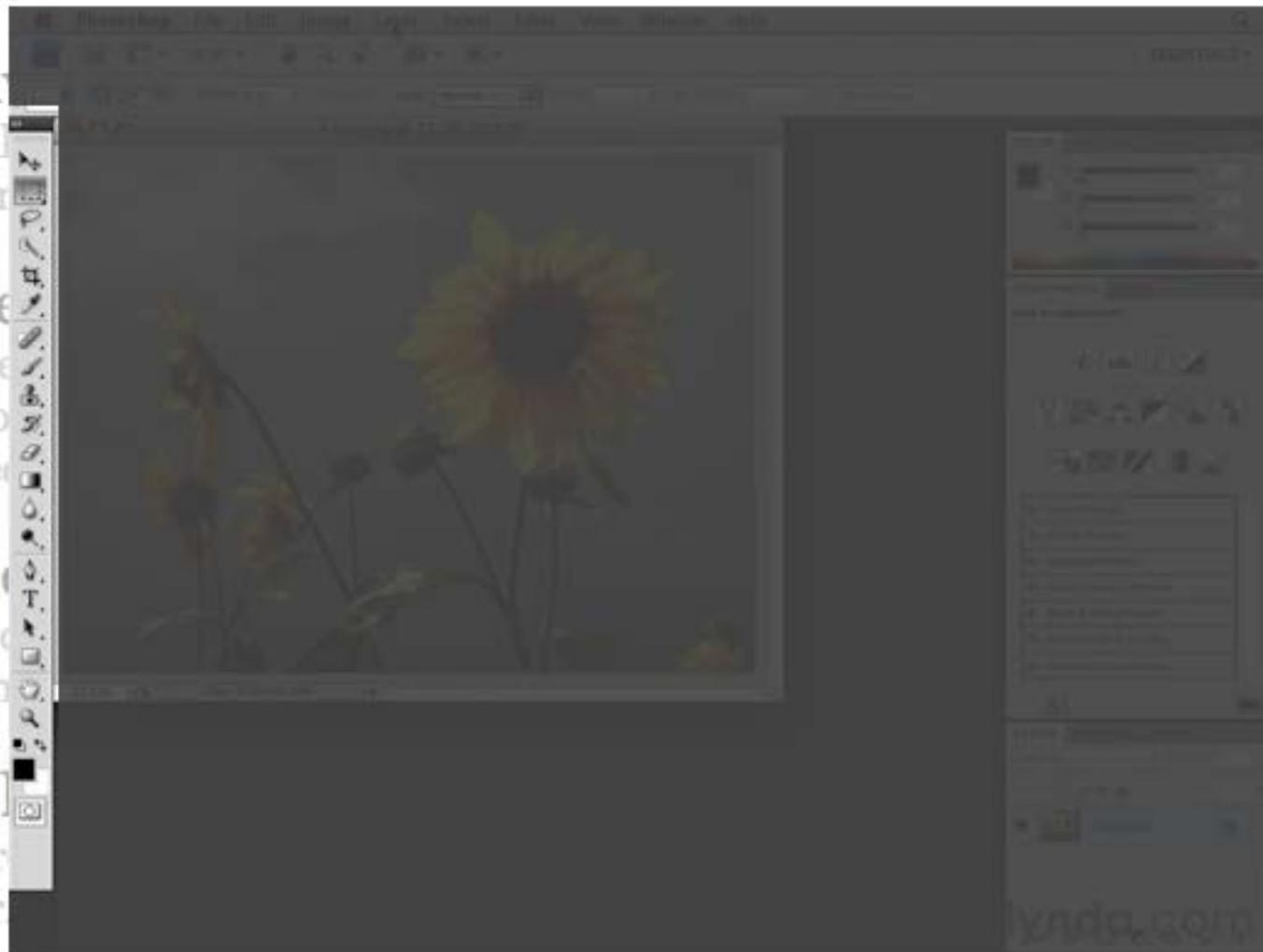
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- **Panels** are windows to edit different attributes to the tools, image or application. Panels include, layers, undo history, character/paragraph for text, brushes and more.
- **Tools** are how we maneuver in the Photoshop, using different tools for different tasks. The toolbar has so many tools that they are hidden under each other. You can edit the tool attributes as well.

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Know the tools

Move tool (v) allows you to select and elements.

Marquee tools (m) allows you to select elements based on shape.

Lasso tools (l) allows you to select elements based on your freehand drawing.

Type tool (t) used to write text on the document.

Selected colors display what selected the foreground and background colors are.



Crop tool (c) is used to cut out parts of your canvas. It can also resize your image.

Eye dropper tool (i) is used to select colors from images.

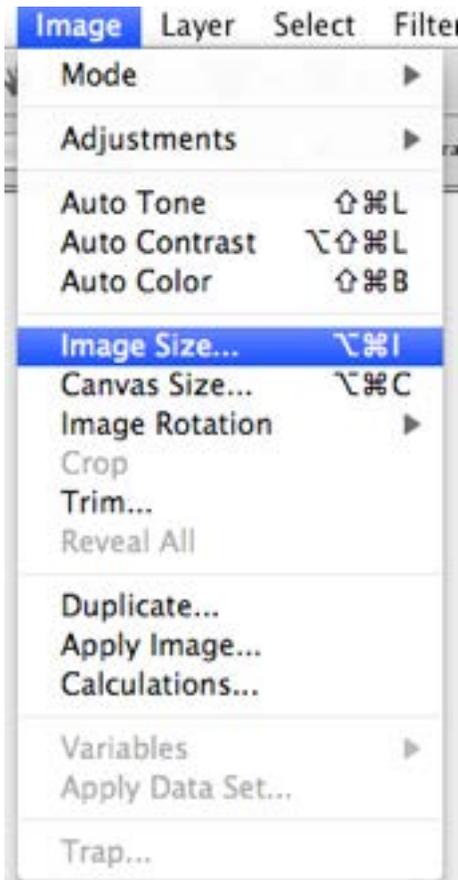
Brush/Pencil tool (b) is used to draw on the image.

Eraser tool (e) used to remove/erase elements.

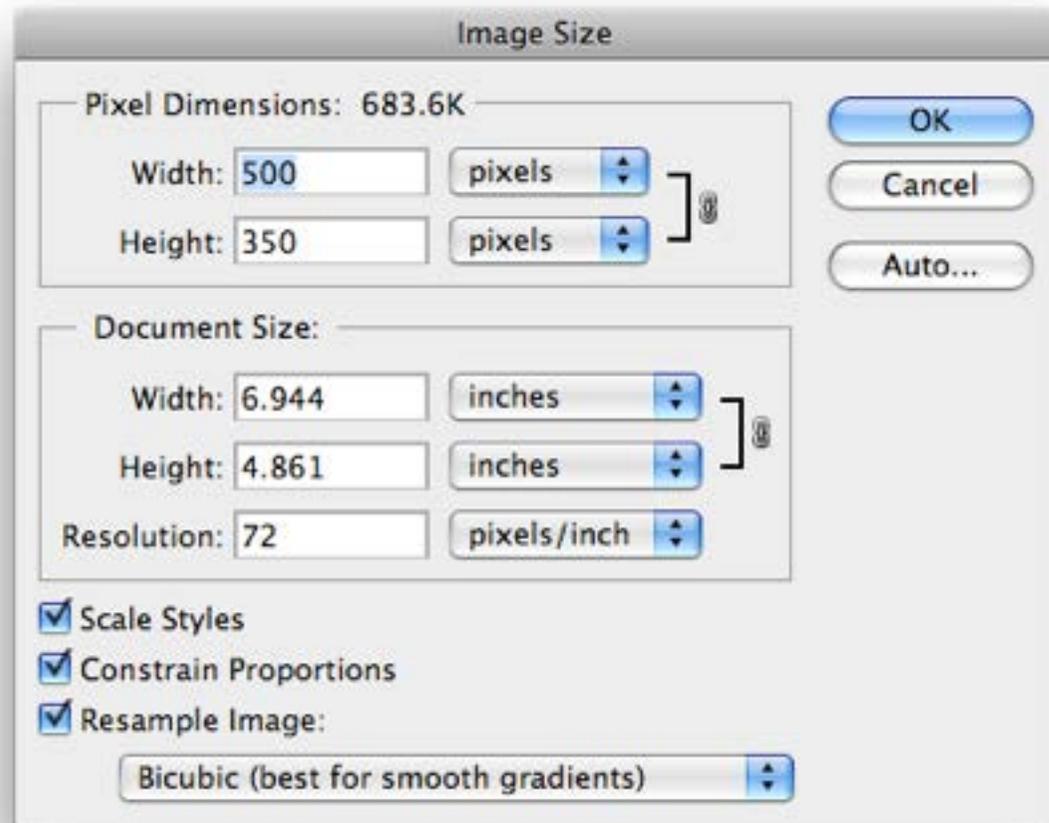
Hand tool (h) used to grab and move the document inside the window.

Resize an image

- Step 1

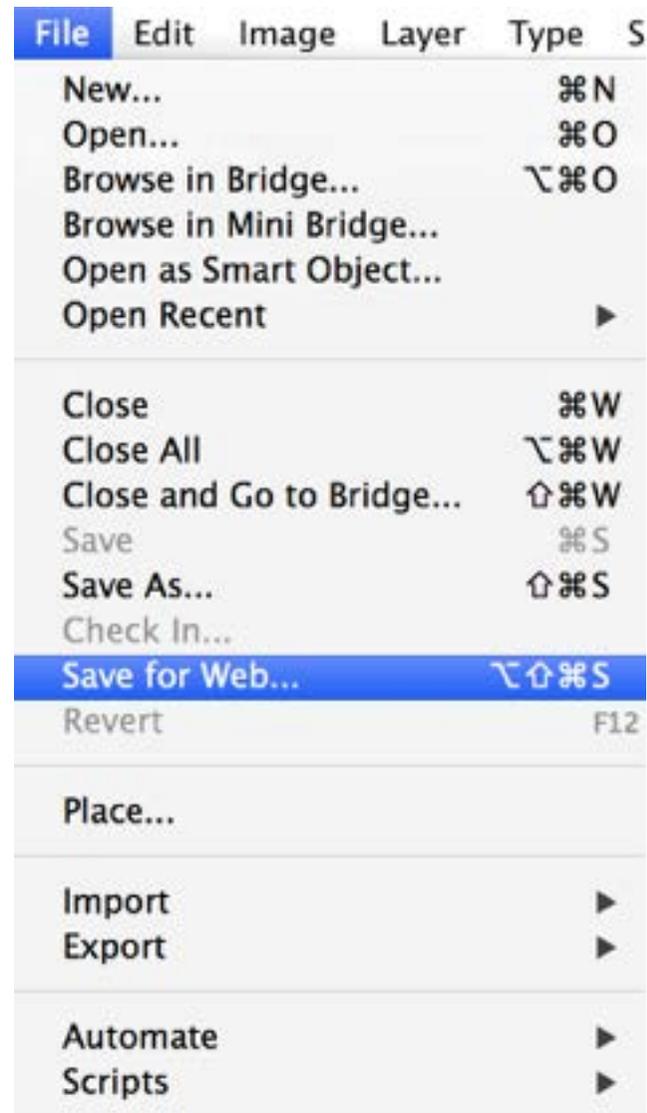


- Step 2



Save for the Web

- Step 1



Save for the Web in CC

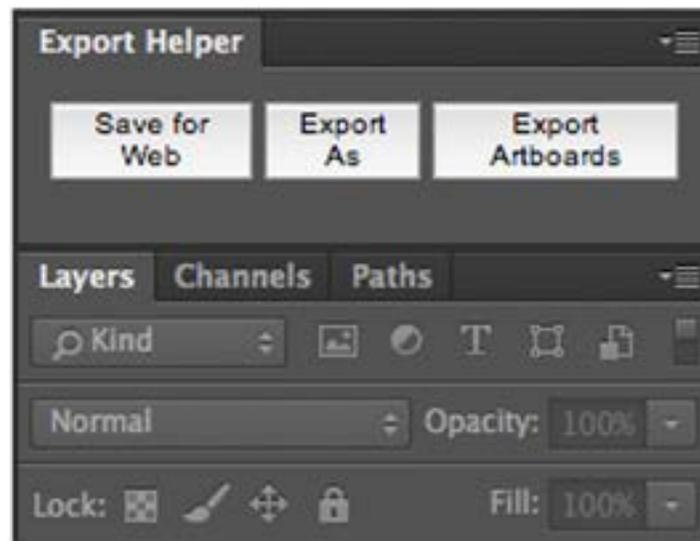
Was Save for Web removed from Photoshop CC 2015?

No, Save for Web is still available under File > Export menu.

I use Save for Web every day. Won't the redesigned menu system slow down my workflow?

You can skip the menu entirely by using the existing keyboard shortcut: *ctrl + alt + shift + s* (win) and *cmd + opt + shift + s* (Mac). You can also customize the shortcut by going to Edit > Keyboard Shortcuts...

Or [install the "Export Helper" panel extension](#) which gives you fast access to all export options including Save for Web:



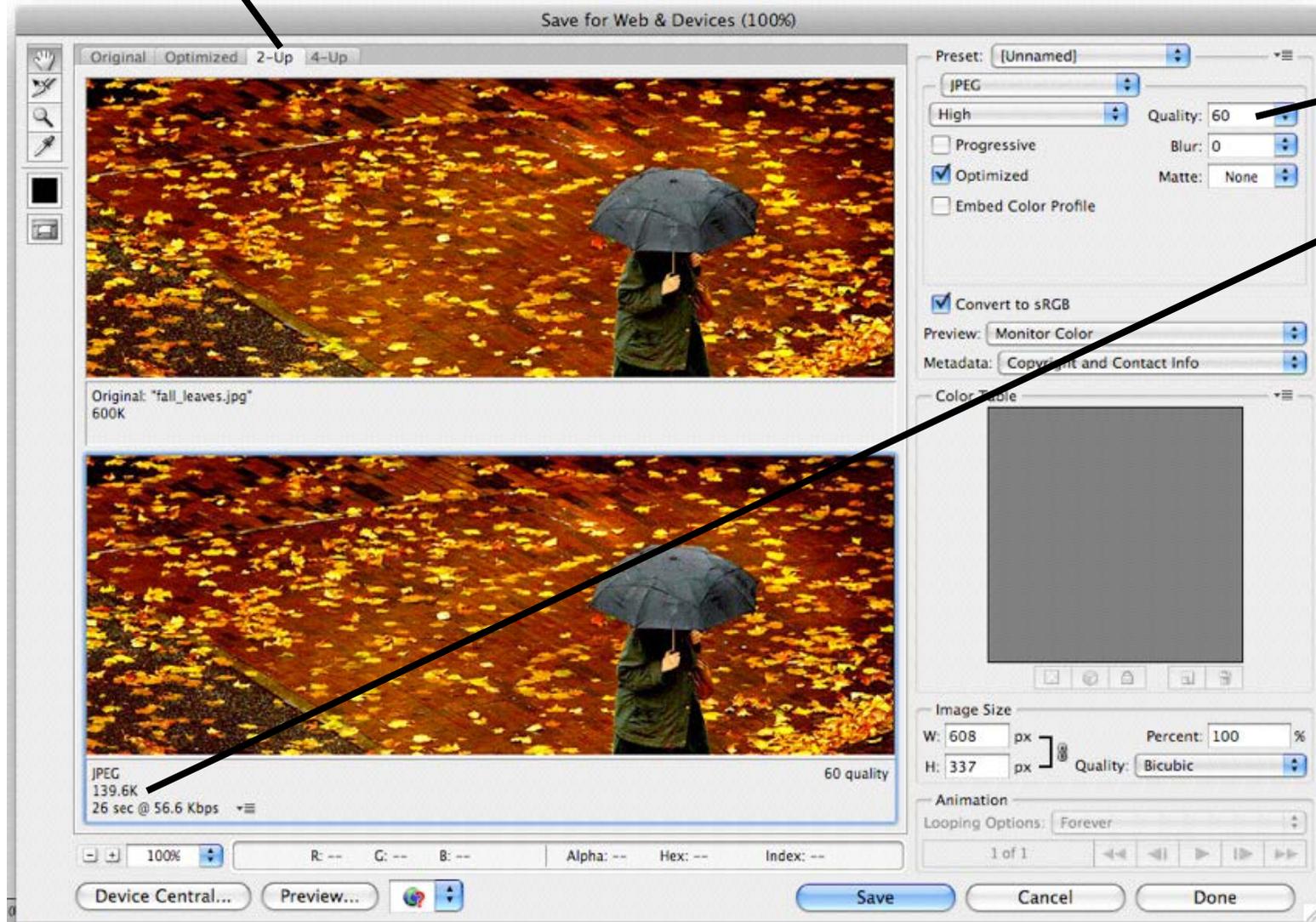
Save for the Web

- Step 2 - JPG

Controls preview

File quality = file size

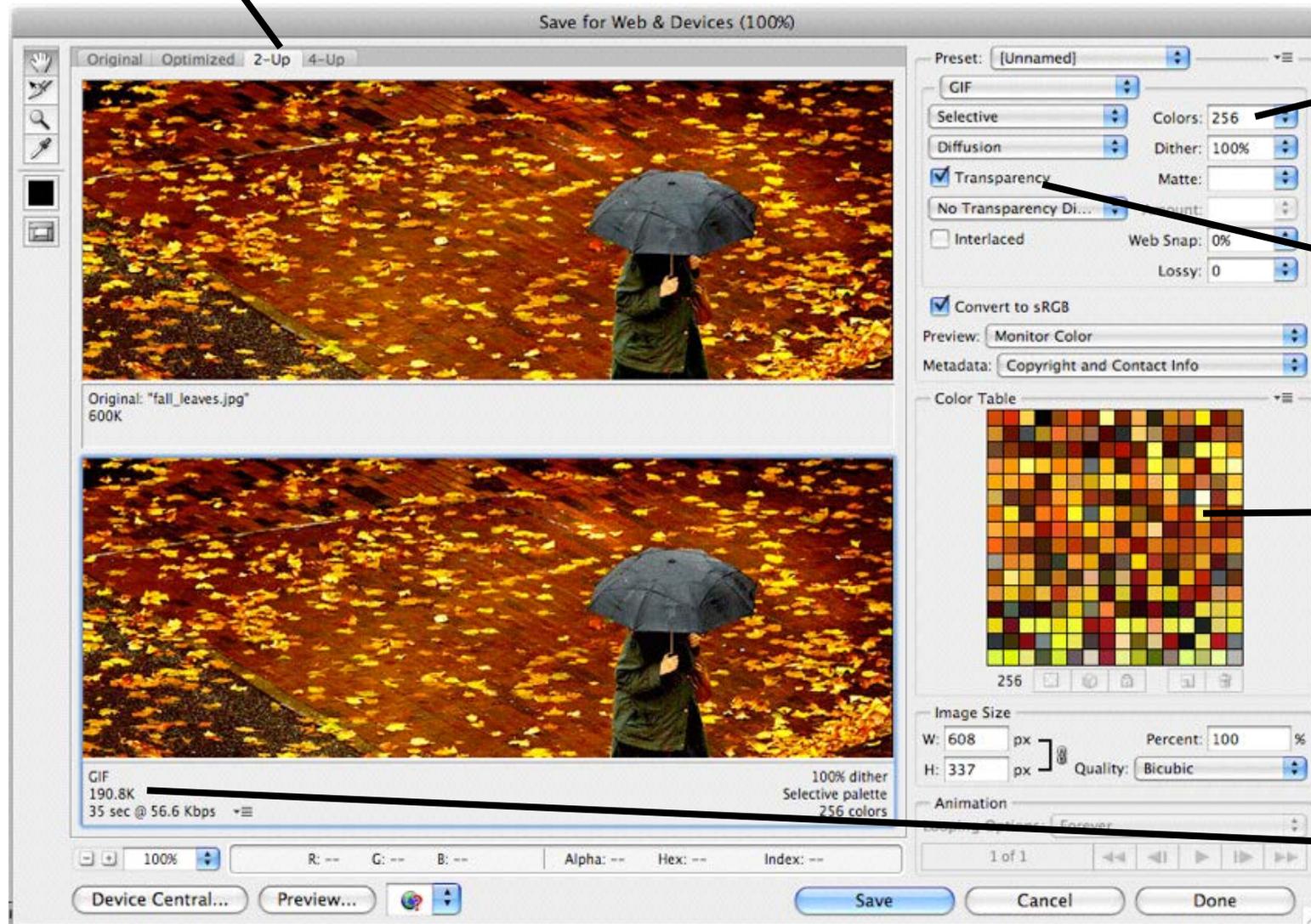
Preview of file size and load time



Save for the Web

Controls preview

- Step 2 - GIF



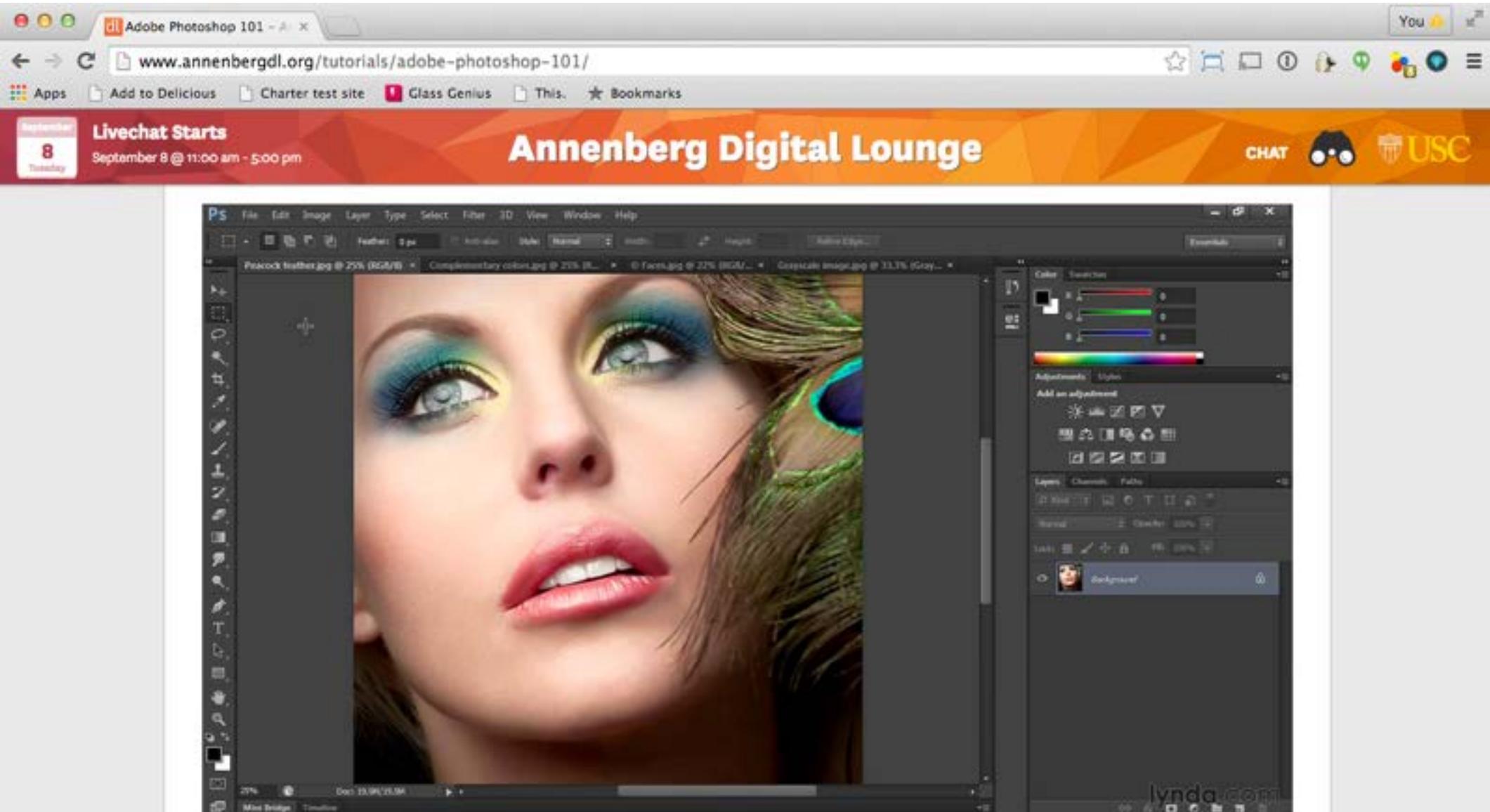
Colors = quality = file size

Make background transparent

Preview of number of colors

Preview of file size and load time

Resources



Adobe Photoshop 101

Resources

- **Step-by-step video on the basics, with a British accent**
<http://www.multimediatrainingvideos.com/photoshop/>
- **McAdams: Learn how to crop, tone and optimize photos**
<http://mindymcadams.com/tojou/2009/rgmp-8-learn-how-to-crop-tone-and-optimize-photos/>
- **Training videos from Lynda.com**
<http://www.usc.edu/its/lynda>
- **Gimp: A free alternative to Adobe Photoshop**
<http://www.gimp.org/>
- **Other alternatives:**
<https://www.photoshop.com/> and <http://pixlr.com/>

Assignment #1

Photo Scavenger Hunt

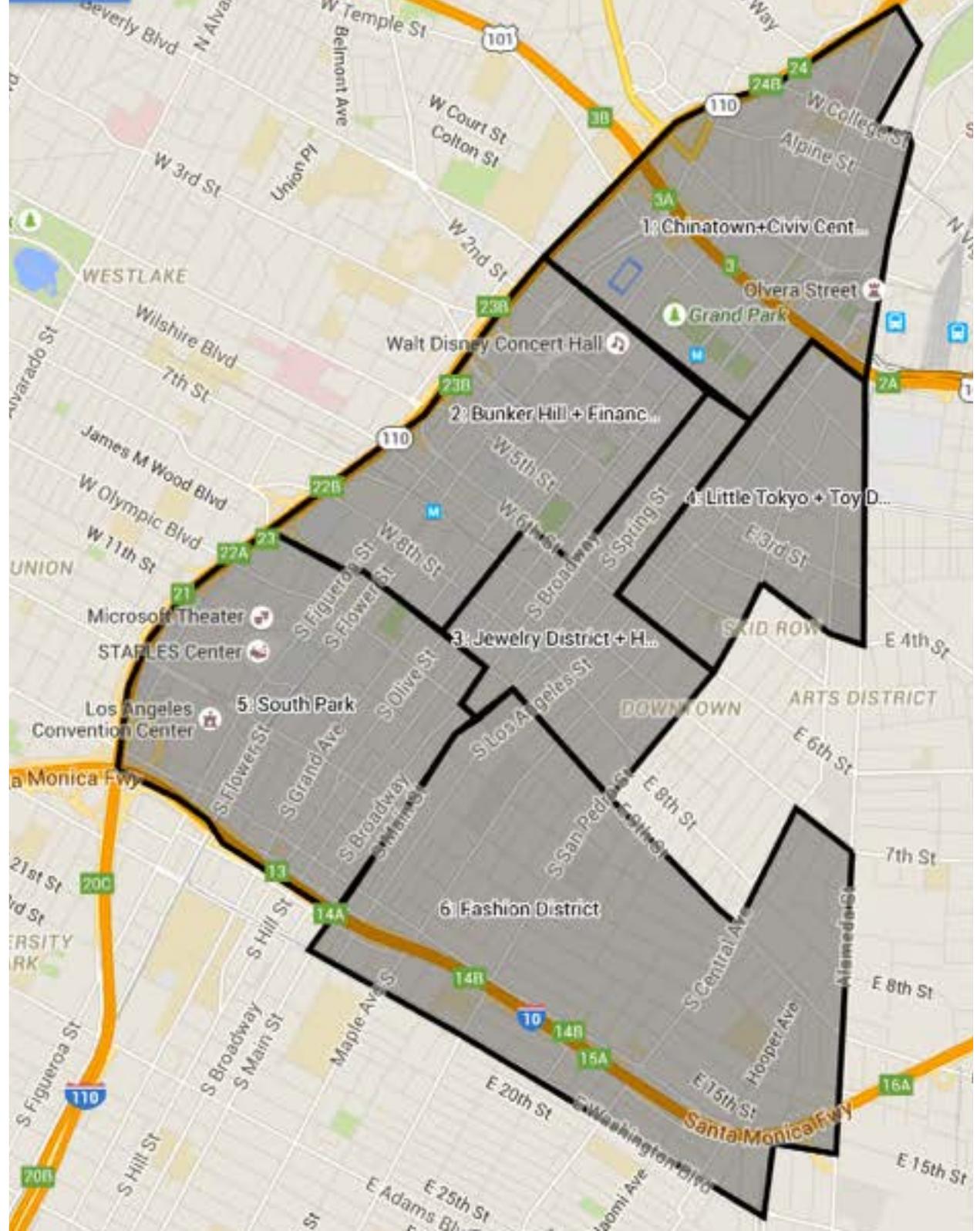
Go to the neighborhood and collect **at least 7 photos** from the bingo list. Upload your photos (with captions) to Wordpress or other, create an album (the order matters), and post a link in comments of the Week 3 post.

Plus a 5 shot photo essay with captions.

Deadline: Tuesday, Sept. 15 by Noon

Stories in DTLA

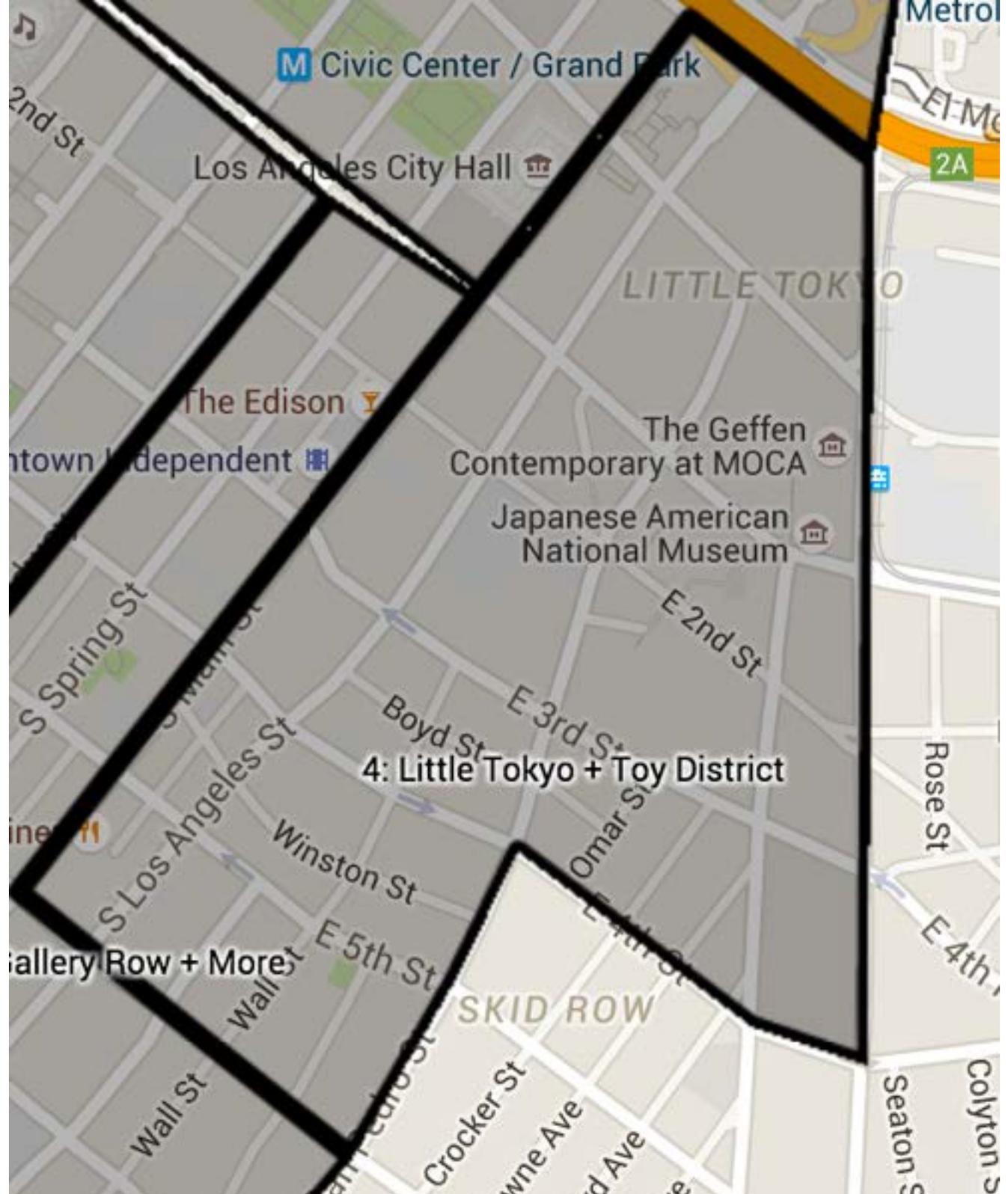
OffTheFreeway.com



Little Toyko + Toy District

THE RULES:

- No Friends
- No Family
- No USC



LITTLE TOKYO

Public Art Works in Little Tokyo, Los Angeles

Little Tokyo is the area of Downtown Los Angeles bordered by 3rd Street on the south side, Alameda St. and Central Ave on the east side, 1st Street on the north, and Los Angeles St. on the west. Included in that area are many business, the New Otani Hotel, the James Irvine Garden, the Japanese American Cultural and Community Center/Plaza, and the Japanese American National Museum. Many of the works in Little Tokyo have been sponsored by the [Community Redevelopment Agency](#) (CRA) and Friends of Little Tokyo Arts (FOLTA). **Do not reproduce information from this site without acknowledgement of the artists and their works, or of the authors of this site.**

[Historical background](#) on Little Tokyo
[Bibliography](#) of resources

- **New Otani (2nd St. and Los Angeles St.):**
 - Sentaro Iwaki, [Garden in the Sky](#), 1977. 120 S. Los Angeles St. (CRA%)
 - Detail of a [pond](#)
 - Detail of a [waterfall](#)
 - [Background](#) on the garden
 - A short [biography](#) of the landscape artist
 - A short [bibliography](#) on the garden
 - Gan Iwashiro, [Untitled](#), 1977. 120 S. Los Angeles St. (CRA%)
 - [Background](#) information on the installation
 - A short [bibliography](#) on the work
 - [Mayor Tom Bradley Fountain](#). 120 S. Los Angeles St.
- **1st and 2nd streets (between San Pedro St. and Central Ave):**



LITTLE TOKYO

BOUNDARIES: Temple Street to the north, Fourth Street to the south, Alameda Street to the east, Main Street on the west.

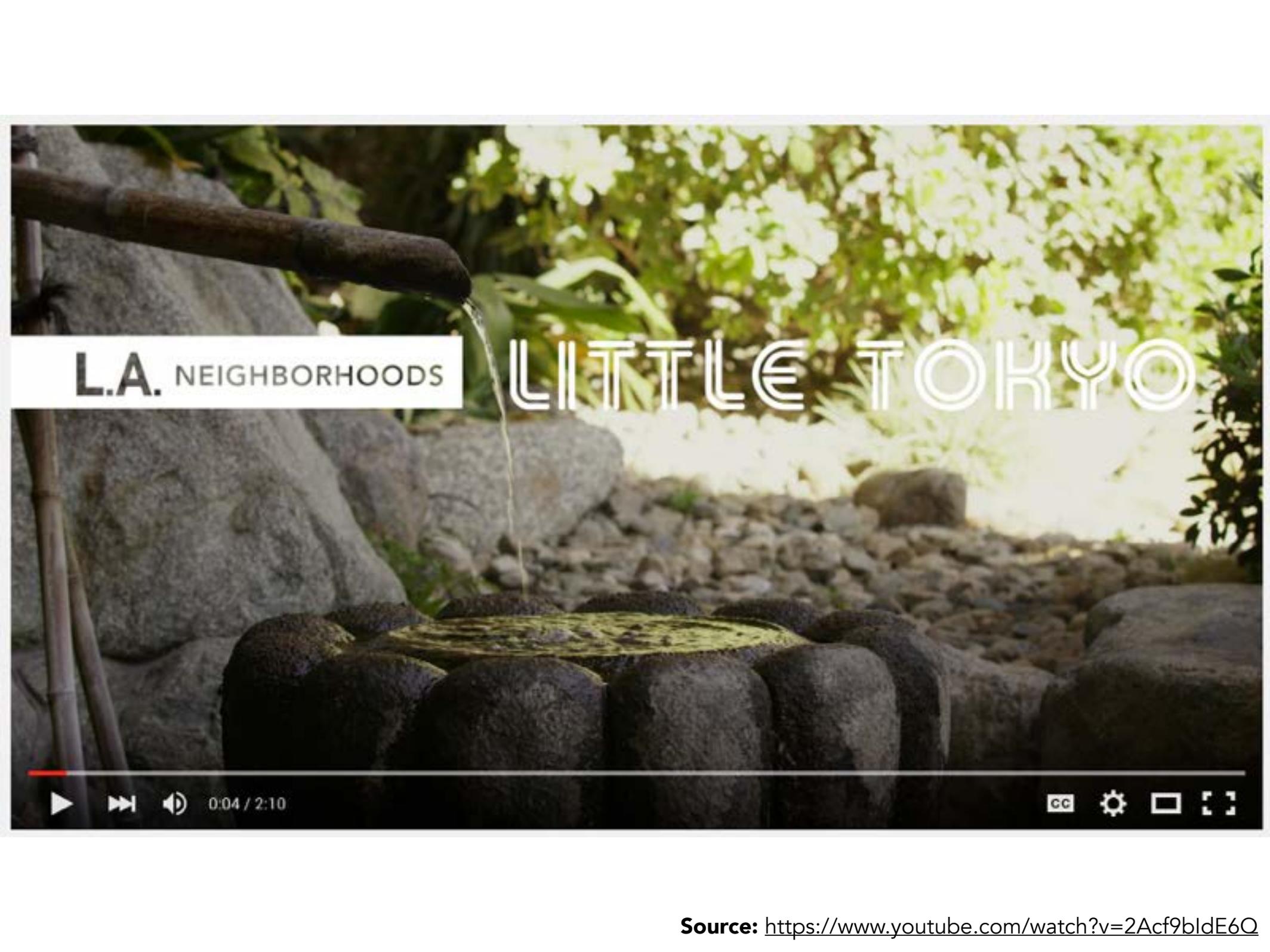
OVERVIEW: Little Tokyo may be one of the smallest Downtown districts, but it packs a lot into just a few square blocks. The hotspot is the historic First Street between San Pedro Street and Central Avenue, where 13 of Little Tokyo's original buildings remain. Established in the 1880s, the neighborhood has weathered Japanese internment in World War II, a devastating city redevelopment plan that destroyed many of its historic structures starting in the 1970s, and a changing demographic.

Among the most popular attractions is the concentration of sushi bars, ramen houses, sweet shops and karaoke bars. The open-air Japanese Village Plaza is perhaps the busiest shopping hub, with everything from a grocery store to a Hello Kitty shop to mochi ice cream. Little Tokyo's cultural heavy hitter is the Japanese American National Museum, which divides its exhibits between old and new, as well as the Japanese American Cultural & Community Center, the Geffen Contemporary (MOCA) and a number of cutting-edge theaters.



LITTLE TOKYO

Little Tokyo is a major historic, cultural and civic center for Japanese Americans living in Southern California, located in downtown Los Angeles, with its roots dating back into the 1880s. One of the three remaining Japantowns in California (including San Francisco's Nihonmachi and San Jose's Japantown), Little Tokyo has survived overt discrimination, the Great Depression, the forced removal of all persons of Japanese ancestry during World War II, various redevelopment projects and the general geographic dispersion of Japanese Americans. It persists today, anchored by its multi-generational family businesses, churches and temples, and non-profit community organizations. With its new businesses and new visitors, Little Tokyo continues to evolve with designs to maintain its links to its cultural and historic heritage.



L.A. NEIGHBORHOODS

LITTLE TOKYO

▶ ⏩ 🔊 0:04 / 2:10

CC ⚙️ 📺 🗉

Source: <https://www.youtube.com/watch?v=2Acf9bldE6Q>



TOY DISTRICT

BOUNDARIES: Central City East consists of two sub-districts: Industrial and Toy.

The Toy District occupies a 12-block area with Third Street to the north, Fifth Street to the south, Los Angeles Street to the west and San Pedro Street to the east.

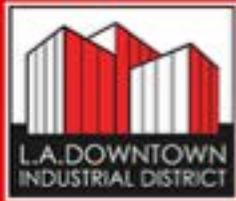
OVERVIEW: This 44-block district covers some of the most diverse territory Downtown, including the bustling collection of seafood, produce and cold storage warehouses. Trucks rumble in and out at all hours, ferrying fresh food to the region, while chefs swarm the markets before the sun rises for the best sushi and produce. Amid the industry and gritty streets, modern loft buildings have cropped up, bringing with them new residents and pockets of cafes and restaurants. The adjacent Toy District is a hive of activity packed with wholesale and retail shops selling silk flowers, perfume, DVDs, luggage and toys.

Central City East also oversees one of Downtown's toughest communities — Skid Row. The concentration of missions and public services brings with it some troubling homeless issues, including safety and street encampments. The local business improvement district has begun to improve conditions here with patrols and safety walks.

TOY DISTRICT

213-228-8484

Search Login



EXPLORE ABOUT US VISITOR SERVICES NEWS CONTACT US



Central City East

The Industrial District within Central City East is a proud and thriving area in Downtown Los Angeles. See Why!

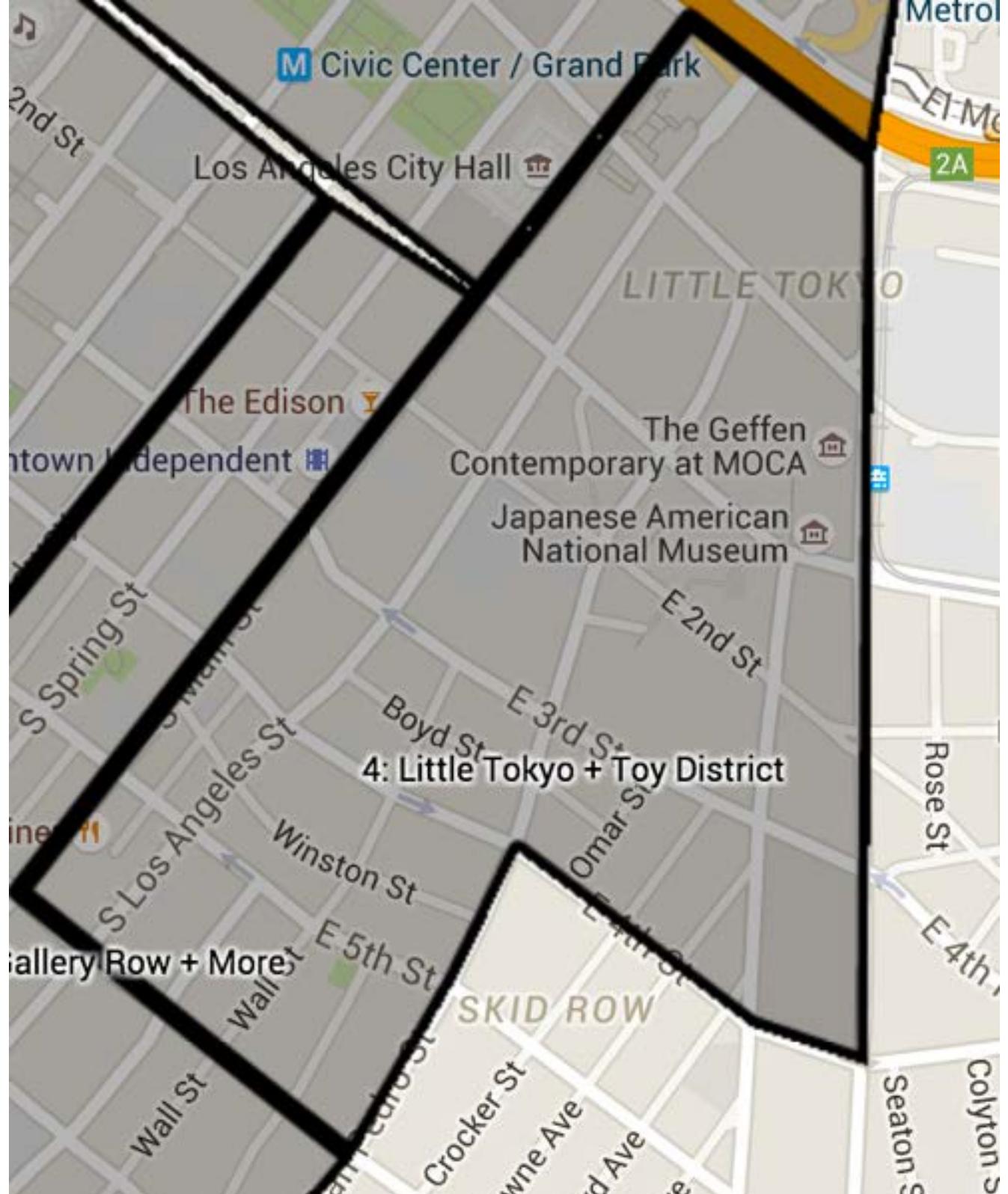


Source: <http://industrialdistrictla.com/>

Little Toyko + Toy District

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Plus a 5 shot photo essay with captions.

Deadline: Tuesday, Sept. 15 by Noon

Assignment #2

Start thinking about beat pitches

As you explore the neighborhood, look for a topic/theme/beat you want to cover the rest of this semester. It should be accessible, rich journalistically and with multimedia opportunities.



Along the Line

Home

Arts & Culture

Business

Community

Education

Food

Health

Housing

Deadline: Friday, Sept. 18 5PM

Assignment #3

Complete CSS course

This interactive course is at:

<http://bit.ly/w3css>

You have two weeks to complete this assignment.

Deadline: Tuesday, Sept. 15 by Noon

Facilitated discussion

Prof. Hernandez

Should this photo be published?

<http://www.theguardian.com/world/2015/sep/02/shocking-image-of-drowned-syrian-boy-shows-tragic-plight-of-refugees>

Ten-minute discussion

Refugees

Shocking images of drowned Syrian boy show tragic plight of refugees

Young boy found lying face-down on a beach near Turkish resort of Bodrum was one of at least 12 Syrians who drowned attempting to reach Greece

● Warning: this article contains images that readers may find distressing



Helena Smith in Athens, and agencies

Wednesday 2 September 2015
17.40 EDT



< Shares
167,323



Most popular in US



Amanda Knox acquitted because of 'stunning flaws' in investigation



Sarah Palin says immigrants to the US should 'speak American'



'Archaeology on steroids': huge ritual arena discovered near Stonehenge



📷 A Turkish police officer stands next to the body of the young boy. Photograph: Reuters



Source: <http://www.theguardian.com/world/2015/sep/02/shocking-image-of-drowned-syrian-boy-shows-tragic-plight-of-refugees>

Next Week's Facilitated discussion

Brianne Tracy

Caitlin Plummer

Alex Duplessis

Ikram Navia

Paolo Uggetti

Kate Guarino

Natalie Zhang

David Tepper

Jared Servantez

Matt Lemas

Sarah Collins

Jason Cheng

Taylor Villanueva

Noah Camarena

Meghan Coyle

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