# MEDIA HACKS

*Harnessing the Power of Community Media to Combat Disinformation*

# Community Media Skills Development Resources

## Module 3

## Photo

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# Module 3: Objectives

By the end of this module, learners will be able to:

- Understand the basic principles of good photography, such as balance, lighting or contrast
- Understanding of the existing types of photo capturing and editing tools
- Recognise basic camera features
- Recognise existing photo-sharing platforms
- Choose the most adequate platform to share their photos

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# BRIEF HISTORY OF PHOTOGRAPHY

Nowadays, the camera is always at hand in our smartphone, and taking a photo, portrait or panorama is not a problem at all. In the past, however, things were very different. The history of photography spans almost 200 years of evolution in the art of capturing time.

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# FIRST PHOTO EVER

The first photography dates from 1826 and is entitled "View from the window at La Gras" and was taken by Joseph-Nicéphore Niépce. This image took more than eight hours of exposure and the quality of the photography was not very good, so the author decided to investigate further methods of making photographs.

Source: https://en.wikipedia.org/wiki/File:View_from_the_Window_at_Le_Gras,_Joseph_Nic%C3%A9phore_Ni%C3%A9pce.jpg:

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# COLOUR PHOTOGRAPHY

The origins of colour photography date back to 1855. At first it was not possible to eliminate the problem of colour fading, and the work on extending the colour range of optical filters continued unabated until 1907, when autochrome was introduced.

Source:
http://www.clerkmaxwellfoundation.org/html/first_colour_photographic_image.html

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# COLOUR PHOTOGRAPHY

Further inventions made photography more accessible to everyone. The development of the photosensitive matrix allows photos to be captured in digital form. The first colour and digital photograph was created in 1972 by Michael Tompsett.

Source: https://madeupinbritain.uk/Digital_Photography

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# PHOTOGRAPHY NOW

Today, we surround ourselves with photography every day. We use it without the slightest problem in almost every sphere of our lives. Thanks to technological development we are able to capture what is most important to us in a few seconds – with smartphones, digital cameras, GoPros, drones and many many more.

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# THE ROLE OF PHOTOGRAPHY

**Photography is an important element in social and cultural life. Images are now an important source of information and show more and more accurately than words could describe.**

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# Types of photography

The contemporary art of photography has split into two streams.

portraying an idealised world (Frequently edited, with filters applied)

Presenting the world as it is (in other words - reportage photography)

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# Types of photography

Furthermore, photographs can albo be categorised by the type of capturing

Landscape photography

Wildlife photography

Sports/action photography

Portrait photography

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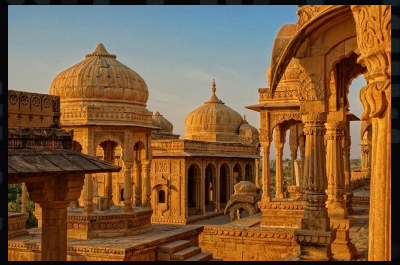
# Types of photography

Furthermore, photographs can albo be categorised by the type of capturing

Architectural photography



Fashion photography

Abstract photography

Editorial photography

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# BASIC PRINCIPLES OF GOOD PHOTOGRAPHY

**When creating your own photographs, whether for personal, artistic or professional purposes, it's worth familiarising yourself with the basic principles of good photography.**

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# Proper exposure & lightning

Exposure is nothing more than the amount of light falling on the sensor that is needed to take a properly exposed photo. In photography, there is the concept of the exposure triangle. The exposure triangle consists of

- aperture
- exposure time
- ISO

The proper operation of these three parameters is essential when it comes to good quality photography.

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# Using natural frames

**Using natural frames in the surroundings gives the photo spaciousness. In this way, several plans are obtained and, depending on which plan is in focus, you can decide where the viewers should focus their attention.**

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# The rule of thirds

**This is the basic division governing the principles of composition in photography. It states that the most important points of a photo should be placed in its thirds. This way, the photos will have the right balance and maintain order.**

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# Lines

When looking at photographs, the human eye naturally follows lines. Lines also create a kind of depth-of-field effect and therefore give a three-dimensional impression. Lines can be created for example by buildings, trees, rivers, etc.

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# Straight Horizons

**A straight horizon in a photograph is essential. The human mind likes order and harmony, so focus on making sure the horizon in your photo looks natural - horizontally. If necessary, you can level the photo during the editing stage.**

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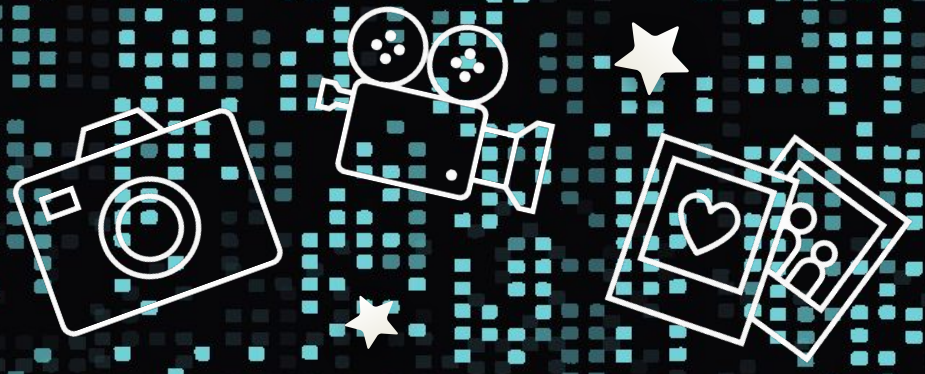

# BASIC CAMERA FEATURES

Now that you know the basics of photography, it's time to get better acquainted with the equipment and its features that make good photography possible

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# ISO

ISO sensitivity is the parameter responsible for a photograph's correct exposure. The higher the ISO value, the more light sensitive the camera becomes.At low ISO sensitivities, more light is required for proper exposure; at higher ISO sensitivities, much less light is required.

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# White balance

This parameter is responsible for the realistic representation of colours in a photo. In order to avoid colour discrepancies or discolouration, we can use this setting to "inform" the camera about the colour of light in the photographed frame.

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# Focus settings

**Setting the focus manually allows you to select the specific object you want in focus. Autofocus, on the other hand, allows you to lock the focus on a specific, stationary object - this enables you to change the composition and keep the focus on the selected point.**

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# Selecting the right parameters

**Cameras also give you the option to choose how many pixels you want the recorded image to consist of and what proportion you want it to have. Depending on the device you are using, you have different options to choose from. When it comes to proportions, we can mainly choose between square, 4:3 and 16:9**

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# BASIC EDITING TOOLS AND APPS

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# BASIC EDITING TOOLS AND APPS

On the market there is a huge choice of applications and programs for editing photos. Among them there are free ones - with basic editing and retouching functions, and paid ones (usually up to 15 euros for applications, while for paid programs they are a bit more expensive) that give us professional functions, solutions and effects/filters. The one we choose depends on our needs and preferences.

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# Photo editing apps

VSCO

Source:
*https://www.redbubble.com/i/greeting-card/Best-Seller-VSCO-Logo-by-JuliusSmiths/42702681.5MT14*

SNAPSEED

Source:
https://upload.wikimedia.org/wikipedia/commons/8/84/Google_Snapseed_logo.png

PIXLR

Source:
https://play-lh.googleusercontent.com/qSDyBNvAPfpY-jHXssBz8nIZPmakTRLEA7VYYo4qfN9kFGNx_DPpKHchg3ukeEuozKc

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# Photo editing programs

GIMP

Source:
*https://upload.wikimedia.org/wikipedia/commons/thumb/4/45/The_GIMP_icon_-_gnome.svg/1024px-The_GIMP_icon_-_gnome.svg.png*

POLARR

polarr

Source:
https://upload.wikimedia.org/wikipedia/commons/thumb/d/d2/Polarr_Logo.png/1200px-Polarr_Logo.png

PHOTOSCAPE X

Source:
https://www.pinclipart.com/pindetail/iJiTmi_photoscape-x-photoscape-x-logo-png-clipart/

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# PHOTO SHARING PLATFORMS

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# INSTAGRAM

The most popular platform for sharing photos is of course Instagram. This platform owes its popularity to certain elements of social media, such as the ability to communicate, add hashtags, send messages and share content in your stories. The service is intended mainly to share photographs taken with smartphones, but many well-known photographers share their photos on the service, and the platform itself has allowed many amateurs to promote themselves and turn professional.

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# Photo sharing platforms

FLICKR

PINTEREST

500px

Source: https://image.flaticon.com/icons/png/512/108/108732.png

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# Thank you!

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## Hacking the Power of Community Media to Combat Disinformation

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Project Number: 2020-1-IE01-KA204-066032