TECH1002-18 Social Media Innovation

Workshop Thirteen: Social Project Planning - Photography

1   Discussion – Social Media Example
- Visit the links for the following Instagram feeds:
- http://instagram.com/leicesterlegoman
- http://instagram.com/carlaciuffoworks
- http://instagram.com/barnaby_nutt
- http://instagram.com/imbue
- http://instagram.com/21stcenturyyokel
- http://instagram.com/_kitten.world_

- Why do you think this kind of social media activity is popular?
- What do you think of the level or type of creativity being displayed?
- What do you think people get from using Instagram in these ways?
- How do Instagram feeds get shared?
- Does the form of photography/video/animation make a difference in the way that people participate in Instagram?
- Can you identify any comparable projects or activities that use similar techniques?
- Have you ever produced Instagram posts like this?

2   Activity - Photography as a Social Medium:
- Search and read through the links below.
- Can you identify any forms of photographic practice that you might use to illustrate and share activities you are developing for your group social project?
- In what way might you adapt these forms of social media practice and use them as a creative form of expression in your social media project?

2.1   Street/Observational Photography
http://en.wikipedia.org/wiki/Street_photography
http://www.in-public.com/
http://www.urbanpicnic-streetphotography.com/
http://www.street-photographers.com/

- How expert does a photographer need to be to produce a good Street photo?
- What gests people interested in a picture enough to share it?
- What's unique about the culture around you in the streets of Leicester that you would want to share?

2.2   Henri Cartier-Bresson
http://www.dailymail.co.uk/femail/article-2634933/Inside-colourful-life-man-invented-photojournalism-Henri-Cartier-Bresson-photos-George-VIs-coronation-death-Gandhi-display.html

- What was the photographic technology that Bresson used to capture observational images?
- How did Bresson seek out the 'moments' that he shot?
- What can be done with modern smart-phone technology to simulate the style of Bresson today?

2.3 Colorized Historical Photos

There's a certain charm, a certain feeling invoked by black and white pictures and movies. Sometimes, though, we can feel a little detached from black and white media, as if they're somehow a little less real. But a new ongoing trend has artists colorizing black and white photos, giving them new life, stirring emotions and making them feel more real than ever. http://diply.com/trendyjoe/41-must-see-colorized-historical-photos-that-will-give-you/50653

http://www.dailymail.co.uk/news/article-2633669/Colour-photos-couples-honeymoon-road-trip-picture-Britain-outbreak-WWII.html

http://www.dailymail.co.uk/news/article-2633669/Colour-photos-couples-honeymoon-road-trip-picture-Britain-outbreak-WWII.html

2.4 Film Photography Project

http://filmphotographyproject.com/

- What kind of discussions take place on the forums of this site?
- How is knowledge about the production of photographs shared?
- In what way is traditional film-based photography made relevant?
- What other forms of media are supported on the site and in what way do they enhance the sense of community?

2.5 Leicester Lo-Fi

http://www.leicesterlofi.co.uk/

- Would you join a group or a club to learn new skills and meet people interested in similar forms of photography?
- Why do you think people are interested in working with 'retro' forms of photography?
- What do you think people get from sharing their work and the experience of producing lo-fi photographs?

2.6 Lomography

Lomography began as an art movement in the early 1990s after a group of Viennese students discovered the LC-A, a camera manufactured by Russian imaging company LOMO. The fixed lens 32mm f/2.8 compact camera produced unique images that were off-color, vibrant, and soft. On a mission to advocate the use of these creative cameras and experimental film, photographers quickly formed the Lomographic Society International in 1992. http://petapixel.com/2015/07/21/opinion-lomography-an-alternative-perspective-on-traditional-photo-standards/
http://www.lomography.com/
https://twitter.com/lomography?ref_src=twsrc^google|twcamp^serp|twgr^author

2.7 Instagram Style Hacker

http://www.dailymail.co.uk/femail/article-2740744/Four-year-old-style-hacker-mimics-poses-celebrities-Instagram-courted-big-brands.html
http://instagram.com/ministylehacker

- Why do Instagram photos like this spread?
- What is exchanged and shared between people who produce photos like this on Instagram?
- What's notable about the fomat and the style of the photographs?
- If you were to develop a project like this, what would it be based around?

2.8   Photo Communities

http://io9.com/i-cant-stop-staring-at-these-bizarre-gifs-of-vintage-ph-1634776967

How do 'novelty' lists of photographs capture people's imagination?

3   Activity: Mixing Old & New Photographs

"I've always been fascinated by old photos because I like to see how everything was in the past. It is interesting to compare the present with the past, to see how the world evolved and what has disappeared. The interesting part happens when you put two pictures side by side: one old and one new. Below you will see 35 beautiful examples of photo combination." http://www.topdesignmag.com/35-incredible-combinations-of-new-and-old-photos/

Can you take a picture of a picture from the past in the present?

http://dearphotograph.com/

4   Activity - Photoshopping

Can you produce and share images that you have Photoshopped? When did the noun become a verb?
http://www.photoshopcreative.co.uk/

4.1   Photoshop

"One holiday snap has been manipulated thousands of times on thousands of computers. Here's how a woman on a beach in Bora Bora taught the whole world to tinker with pictures." http://www.theguardian.com/artanddesign/photography-blog/2014/jun/13/photoshop-first-image-jennifer-in-paradise-photography-artefact-knoll-dullaart

How has the use of Photoshop and other digital editing applications changed the way that we think about photographs?

"Many photographers serve as their own models, turning themselves into the subjects of their shots. Finnish photographer Arno Rafael Minkkinen, however, chooses to use his body as a raw element that accentuates the untouched beauty found in nature and, at times, camouflages into the scenery. The true subject in the photographer's work is the landscape." http://www.mymodernmet.com/profiles/blogs/arno-rafael-minkkinen-photography

Do we need Photoshop to make interesting images?

Would you check in to Víctor Enrich's shapeshifting hotel? Using 3D-image wizardry, the Spanish photographer and sometime piano player has made Munich's NH Deutscher Kaiser Hotel dance in 88 mindbending ways – one for each of his beloved instrument's keys http://www.theguardian.com/artanddesign/gallery/2015/may/04/munich-victor-enrich-3d-hotel-photographs

How can you use Photoshop and other techniques to 'mindbend' the world around you?

What you see here are not photographs, but actually 3D renderings of human beings—all generated on a computer. http://www.mymodernmet.com/profiles/blogs/3d-renderings-of-humans

In what other ways do you think we might go beyond photography?

5   Selfies

A selfie is a self-portrait photograph, typically taken with a digital camera which may be held in the hand or supported by a selfie stick. Selfies are often shared on social networking services such as Facebook, Instagram and Twitter. They are for vanity usually flattering and made to appear casual. "Selfie" typically refers to self-portrait photos taken with the camera held at arm's length or pointed at a mirror, as opposed to those taken by using a self-timer or remote. http://en.wikipedia.org/wiki/Selfie

- Why do people take and share selfies?
- What does a selfie say about our sense of identity?
- What do people expect to happen with the share a selfie?
- What are the rules of taking and sharing selfies?

The selfie was created pretty much by accident… and that's how the next big thing could appear
http://www.theguardian.com/technology/2015/oct/12/selfies-front-facing-cameras-the-next-big-thing

What are the rules of selfies?
http://www.dailymail.co.uk/femail/article-3102863/Artist-analyses-thousands-pictures-create-66-golden-rules-snapping-perfect-selfie.html

Is it possible to go too far in creating the perfect selfie?
http://www.dailymail.co.uk/femail/article-3280593/Couple-obsessed-Barbie-Ken-splash-200-000-cosmetic-surgery-look-like-dolls.html

Is it possible to become addicted to selfies?
http://www.dailymail.co.uk/femail/article-2957800/Selfie-obsessed-teens-pictures-baffled-mum-defiant-daughter-head-head.html

Why have selfie sticks become so popular?
http://www.dailymail.co.uk/sciencetech/article-3019857/Supersized-ego-s-selfie-stick-TABLETS-users-photograph-larger-screen.html
http://www.newstatesman.com/science-tech/internet/2015/12/selfie-sticks-mask-bigger-problem-we-have-each-other-interaction

Are you part of a selfie tribe?
http://www.thesun.co.uk/sol/homepage/fabulous/5597801/The-selfie-tribes.html

Do guys use selfies differently from women?
http://uk.complex.com/pop-culture/NaN/Invalid%20date/the-15-types-of-selfies/

5.1   When Selfies Go Wrong
http://www.telegraph.co.uk/men/the-filter/11197725/10-most-dangerous-selfies-ever-taken.html
http://caliser.com/when-selfies-go-wrong-deadly-selfies/
http://selfiesatfunerals.tumblr.com/

- When is it inappropriate to take selfies?
- How is it that sites and blogs curate these examples?
- Is it possible to fake selfies?

Should selfie sticks be banned?
http://www.telegraph.co.uk/culture/museums/11448654/Where-can-I-use-my-selfie-stick.html

5.2   Subverting Selfie Culture?
How can selfie culture be subverted?
http://metro.co.uk/2015/11/13/man-creates-selfie-arm-because-he-found-selfie-sticks-embarrassing-5499242/

Jaimie Warren's Playful Pop Culture Selfies Subvert The Form's Perceived Vanity
http://beautifuldecay.com/2014/07/28/jaimie-warrens-playful-pop-culture-selfies-subvert-forms-perceived-vanity/

How extreme can selfie culture become?
http://elitedaily.com/humor/let-take-dickpic-selfie-pardody-bound-happen/

How would you go about parodying celebrity selfies?
http://www.neatorama.com/neatogeek/2015/08/19/The-Celebrity-Selfie-Parody-Stylings-Of-Celeste-Barber/

http://justsomething.co/12-hilarious-photos-of-people-who-thought-they-were-taking-a-selfie-with-a-celebrity/

6   Fakies
"'This is a ridiculous outfit shoved on to get an attention-seeking photo': Instagram addict comes clean about her staged photos and fake nights out" http://www.dailymail.co.uk/femail/article-3305348/Instagram-addict-admits-posting-photos-FAKE-nights-spending-hours-getting-ready-capture-perfect-selfie-just-likes.html

Admitting My "Fake" Selfies on Instagram - Essena Oneil, We All Do it!
https://youtu.be/-OnIOwNEOo8

6.1   Do you need an app to make fakies?
https://www.indiegogo.com/projects/selfieapp-make-an-original-fake#/
http://home.bt.com/tech-gadgets/phones-tablets/13-beauty-apps-that-will-airbrush-your-selfies-to-fake-perfection-11363999820234

6.2   Fakeation
As 'fakeation' selfies sweep social networks, how to look like you're on holiday while you're stuck at your desk http://www.telegraph.co.uk/technology/social-media/10985023/How-to-take-the-perfect-fakeation-selfie.html

6.3   When did you last go on a Fakeation?
https://twitter.com/hashtag/fakeation
http://www.urbandictionary.com/define.php?term=Fakeation

7   Looping GIFs
Why do our images have to be still?

"Native American artist George Redhawk creates eerily beautiful gifs even though he's legally blind. With help from computer software, the designer utilizes the art of gif-making to show others how he sees the world as a man who suddenly lost his sight. "It's an artistic expression of the confusion I go through with my vision loss," Redhawk told The Creators Project. "Not enough data getting sent to the brain, and it tries to fill in the blanks with false information, so you can't trust what your eyes or brain are telling you." The result is

an impressive collection of moving art, called The World Through My Eyes." http://www.mymodern-met.com/profiles/blogs/george-redhawk-gifs

7.1 31 GIFs So Perfectly Looped That It's Physically Gratifying
http://www.buzzfeed.com/awesomer/gifs-that-are-so-perfectly-looped-that-its-physically-gra#.jwlE5P3b4

7.2 Vine Selfies
What's the added benefit of sharing a moving selfie?
https://vine.co/tags/selfies
http://www.huffingtonpost.com/2013/04/30/vine-selfie_n_3187965.html
http://www.wired.com/2013/04/best-vine-selfie/

7.3 Instagram Video
http://www.huffingtonpost.com/bianca-bosker/instagram-video-selfies_b_3474859.html
https://www.instagram.com/explore/tags/selfie/
https://www.postplanner.com/cool-instagram-tricks-to-improve-account/
http://www.buzzfeed.com/tiffanyrkim/instagram-tips-every-hipster-should-know#.rtgwNm5pl

8 Activity - Blogging
- Start a new blog post that can be shared on DIY-DMU.
- Based on the evaluation and discussion that you have undertaken in this session, can you identify the skills, knowledge and experience that you would like to develop in order to enhance your social media project activities?
- Can you list and explain the creative photographic practies that you are good at, and what evidence you have for this?
- Can you suggest areas of improvement and how you might develop your skills in this area?
- Is it useful to share and discuss your creative photographic practices with other people?

9 References