Cat 4 Resource Development

The Beauty Of Photography

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Abstract of project

"The Beauty Of Photography", is a user friendly, integrated platform which aims to impart various photography techniques to teenagers aged 13-18. We wish that teenagers who view this platform as a resource to gain further knowledge on how to take visually captivating photographs. It is composed of many comprehensive guides, targeted to make understanding and absorbing the information as easy as possible to the viewer. It houses multiple mediums of information, ranging from videos to an Instagram page containing pictures applying the photography techniques which we have taught. Furthermore, there is a forum where people can share constructive opinions, views, clear out any doubts, and also share useful tips with other fellow teenagers such that they would have a greater exposure to other photographic techniques apart from the ones we have taught. With students currently being more tech-savvy and engaging much more in social media platforms like Facebook and Instagram, this course would be extremely beneficial to them since photography is an essential and pivotal part of social media.

1 Introduction

1.1 Rationale

Typically, when teenagers take photographs for their social media accounts, they face certain difficulties in trying to take aesthetically-pleasing photographs and have little to no understanding regarding professional photographic techniques. Furthermore, the current resources regarding photographic techniques are complicated and difficult to understand, and when teenagers view such existing resources, they may be confused. These existing resources may baffle the teenagers and they could end up learning nothing.

1.2 Objective

The objectives of our project are to

• guide teenagers through learning the 9 professional photographic techniques

• improve the quality of their photographs

1.3 Target Audience

The target audience are teenagers between the ages of 13 and 18.

1.4 Resources

The resources created for this project is an integrated online platform comprising various information, pictures and videos regarding the 9 different photography techniques and 4 different kinds of cameras. There will also be a forum in the website where users can share different photography techniques in addition to the ones featured on the website. There is also an Instagram page which showcases the photos taken by us and a quiz to test the users of our website on what they have learnt.

2 Review

While we went looking into previous I.S. projects, we realised that in the past two years, there is not a single project in the Resource Development Category which teaches teenagers various professional photography techniques, showing that there is a lack of existing resources prepared by Hwa Chong Students. Another important medium in teaching photographic techniques, books which fall under the genre of photography manuals such as The Art Of Photography by Bruce Barnbaum, caters much more to adults with its complicated concepts and substantial content. This is not appealing to teenagers as digital resources engage them much more than physical books. Finally, we did some research online and looked at the various websites which teaches the public various photography techniques. Although there is a large variety of websites, like contrastly.com and techradar.com, there contain many technical terms, which the public might not understand. Furthermore, there are many websites which are very wordy and some even take about 2,000 words just to explain just one, single photography technique. Based on our research, the human

focus span is extremely short and teenagers world likely lose focus and get bored learning photography through such wordy and long websites. These websites and resources can be substantially improved by summarising it into shortened paragraphs and complex terms and phrases could be interchanged with simple explanations.
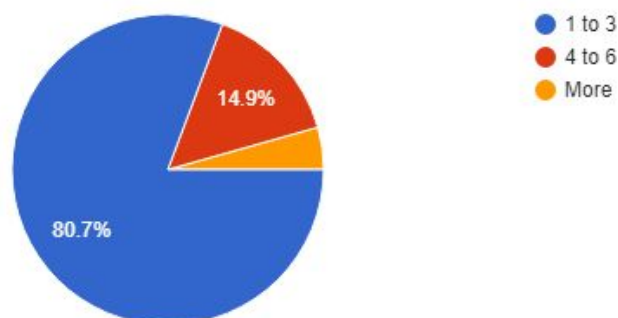
3 Methodology

3.1 Needs Analysis

Firstly, a questionnaire was constructed to inquire from the target audience the number of photography techniques they knew. Indeed, the 114 respondents who were teenagers only knew very little about photography techniques. This feedback confirmed the need of our project. Furthermore, while interviewing Mr Ho Chii Fei, the owner of Chiff Cameras', he remarked that teenagers today have the wrong ideas on what various photography techniques are and he assured us that our project would be a useful resource to help teenagers learn more about photography techniques, and gave invaluable input on what to include. This confirms the feasibility of our project.
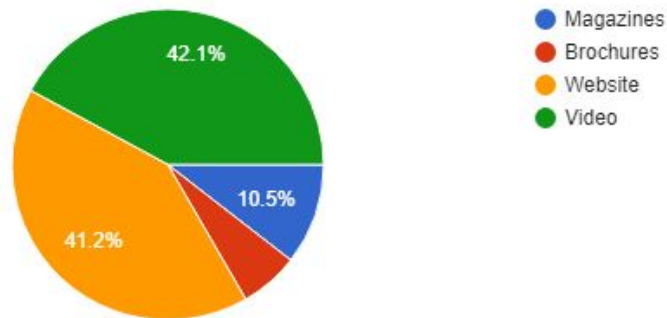
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3.2 Survey Results

How many photography techniques do you know?

114 responses

- 1 to 3
- 4 to 6
- More

80.7%

14.9%

How would you like information presented to you?
114 responses

- Magazines
- Brochures
- Website
- Video

42.1%

41.2%

10.5%

3.3 Development of Resources

A review was carried out on various photography websites and plenty of information was accumulated from it. The same was also done to various books on the subject of photography we have borrowed from the NLB, especially those written by famous photographers such as Bruce Barnbaum relating to the photographic techniques we plan to teach in our resources. We have also collected information from online videos, collated it and uploaded all the relevant information onto our website. Photographs and videos were also taken to provide visual support to it and using the information we acquired, we took photos applying the photographic techniques and uploaded them on our Instagram account. Lastly, a quiz was also incorporated to allow teenagers to assess their knowledge on photographic techniques after viewing our resource.

3.4 Pilot Test

Our first Pilot Test was conducted on June 2018, with the objective of finding out more about the public's perspective of our resources, especially our target audience, the teenagers. In total, we interviewed 101 people both from our CCAs and Class through google forms. A product demonstration was conducted where the online website was shown and the teenagers' views were sought. In addition, Mr Ho Chii Fei was also asked to evaluate the online platform. Recommendations from the two groups of people were incorporated into the final fine-tuning of the online platform

before the Final-Evaluation of Projects Day. In general, the feedback was positive and most of them remarked that the websites and our online resources were efficient in teaching them the proper photographic techniques. Mr Ho Chii Fei, went through the Online Platform and complimented that it was impressive and user-friendly. Yet some students in particular, stated that the website could indeed be much more user-friendly by adding a glossary containing the various terms and phrases used by professional photographers and if the guide could be changed from a continuous prose to a step-by-step guide as it will provide a better reading experience for the teenagers.

4 Outcome and Discussions

As the judges had commented that the website should be much more user-friendly, we added a glossary as suggested by one of the judges to improve our website. This allows our target audience to better understand the content of the website, especially the sub-pages relating to cameras. Other than that, since we received mostly positive feedback from our target audience, we did not change our final product much since the mid-term evaluation and focussed more on the website layout and aesthetics.

5 Conclusion

Our project, The Beauty Of Photography, has always been a intensely difficult project to undertake. It requires plenty of hours browsing through books and resources in National Libraries, and also needs us to look through existing websites online. Besides that, we had to go through a rigorous collation of information throughout many platforms and creating the website, videos, quiz, and Instagram Page was even more difficult. However, if we look at this project from a different angle, it enabled our group to bond as a whole, and gain valuable insights and knowledge on various photography techniques. Though this project is extremely tough, we still managed to persevere and complete it. In Overall, this project has

been a valuable experience for us.

6 Acknowledgements

We as a group would like to extend our gratitude to these individuals, for giving us their support and encouragement. Without them, our project would not have been a success.

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