Photographing an Idea

PHOTO ILLUSTRATION

WHERE TO START

- What's the idea? What ways can it be expressed visually?
- Brainstorm
  - Rules of brainstorming
  - Random Association
  - Wheel
- What's the headline?
- Is there are metaphor or cliché you can "use"?

PRODUCING THE PHOTO

* Photoshop?
* Props?
* Models?
* Backgrounds?
* Time?

CREATIVE STRUCTURE

* What are the facts?
* What's the source of the problem/issue?
* What's the message? (Did you read the story?)
* What's the size/space?
* Tone?

PROBLEM AREAS

- Copyright
- Weak photos
- Poor headlines
- Headline doesn't work with photo
- Are you trying to fool the audience?
- Clichés