

## CIOS 258 TW1 Lesson Outline Week 6

### Sharing Photographs: (I want to share my photographs with others?)

4/25	5/2	<b>FIRST ASSIGNMENT</b> <b>Sharing Photographs: I really like these photographs I want others to see them?</b> Post a set of at least twenty tagged and labeled photographs to either Picasa Web Albums or Flickr. Post the link to your shared photographs to the course web log. Search Flickr or Picasa Web Albums for photographs with similar tags. Join common interest groups of similar photographs.	200	40
5/2	5/2	<b>FINAL ASSIGNMENT</b> <b>Share Portfolio</b> Create a portfolio of at least ten photographs, that you took as part of a photo project this semester, and share it in public using a tool like Picasa Web Albums, Flickr, Blogger, a personal web site, or any other public method that you choose, even printing. If you are sharing using the web post the location to the web log. During class I will want you to share the portfolio with the other students and discuss your intention or purpose for creating your portfolio.	600	40
5/9	5/9	<b>No class, last day to submit work for credit!</b>		

### Lesson Outline

1. Photo and Technical Web Sites
2. Overview of the Course (essential concepts)
  - Immersed in information creating your own filters
3. Sharing Strategies and Techniques
4. Demonstration of sharing techniques built into software
5. Creating a web log
6. Creating a web site (Partial)
7. Creative Commons and Copyright
8. Photography Rights
9. Photowalk

### Sharing Photographs: (I want to share my photographs with others?)

#### Purpose

Sharing photographs is making the commitment to the selected photographs that these photographs are good enough. These photographs represent what I see and feel about the subject. "I want to share these photographs with you."

There is always the balance between perfect, good enough, and laziness, at some point it is necessary to evaluate and share your photographs. The motivation to share improves the entire photographic process. By making your photographs available you will be able to review and reflect upon what you have done.

In order to make money with photography it is also necessary to share. There are different methods and different tools for sharing. Whether you are sharing for personal, artistic, or commercial reasons many of the issues and tools are similar. Fundamentally it is important to create a consistent identity that can be discovered and shared.

## **Sharing your Photographs**

### **Why Share?**

- What is your purpose or reason?
  - Commercial
  - Artistic
  - Personal

### **Who is your audience?**

- Different tools for different audiences
- Selecting Tools for different audiences

### **What to share?**

- Depends on audience or purpose, creating an identity

### **How to share?**

#### **Sharing in the real world**

- Prints
- Self-Published Photo Book
- Business Cards
- Galleries
- Group shows
- Competitions

#### **Sharing in the virtual world**

- Photo Sharing Sites
- Creating a web domain
- Web Logs (Blogs)
- Email
- Micro-Stock Web Sites

#### **Marketing or publicizing your photographs**

- How will people know that you have photographs to share?
- Coordinating your techniques and creating a consistent identity
  - Domain Names
  - Web Log Names
  - Email Addresses
  - Internet Identity
  - Email Signatures
  - Business Cards

#### **Copyrights and the Digital Commons**

- Are your photographs protected?
- The “Open Source Model”
- The Traditional Copyright Model
- Different tools for different goals

#### **Photographer’s Rights**

- Where can you legally take photographs in public places?
- When do you need a model release?
- National and Cultural Differences

#### **Ways of Sharing!**

- Prints
- Print on Demand Books
- Business Cards
- Creating a Photo Web Site
- Finding a Domain Name
- Photo Hosting Sites
- Creating a Photo Blog

- Photograph Sharing Sites
- Micro Stock

### **Coordinating Multiple Sharing Strategies**

- Creating a consistent identity using multiple tools

### **Creative Commons and Copyright**

- What are your goals?

### **Photographers Rights**

- Knowing what you can and can not do?
- Rights depend on purpose?
- Rights must be asserted to survive

### **Demonstrate Sharing Tools Built into Software**

- Photoshop Lightroom
- Picasa
- Photoshop Elements

### **Demonstrate Publishing and Printing Software Examples**

- MPix
- Blurb

### **Demonstrating Some Sharing Techniques**

- Creating a Web Log
  - Blogger
- Creating a Dedicated Photo Web Site
  - Dedicated Web Domain