

Photography and Audio Visual Production

Chapter 1 – Photography

Chapter 2 – Types of Camera

Chapter 3 – Introduction of Lights

Chapter 4 – Audio Visual Communication

Chapter 5 – Video Production Management

Chapter 1

Photography

Photography is the art, application, and practice of creating images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film. It is employed in many fields of science, , and business, as well as its more direct uses for art, film and video production, recreational purposes, hobby, and mass communication A person who makes photographs is called a photographer.

Typically, a lens is used to focus the light reflected or emitted from objects into a real image on the light-sensitive surface inside a camera during a timed exposure. With an electronic image sensor, this produces an electrical charge at each pixel, which is electronically processed and stored in a digital image file for subsequent display or processing.

The result with photographic emulsion is an invisible latent image, which is later chemically "developed" into a visible image, either negative or positive, depending on the purpose of the photographic material and the method of processing. A negative image on film is traditionally used to photographically create a positive image on a paper base, known as a print, either by using an enlarger or by contact printing.

Photojournalism

Photojournalism can be defined as the process of using photographs to tell a story. Whereas conventional journalists will share their information by employing pen and paper (or maybe a keyboard), photojournalists use a camera as their medium. A photojournalist will use images to tell the entire story, from start to finish, and if executed properly a reader may not even need words to fully understand the message being presented.

As our world today is so interconnected through digital devices, news outlets and media agencies will pay top dollar for the best, most encompassing and informative pictures available. Breaking news can change quickly, and distrust and skepticism are not uncommon as events unfold. Word travels fast, and many search for the most authoritative and reliable sources of information.

Photojournalists are on the scene, right beside more traditional journalists; their objective is to create a story that speaks without words

A Brief History of Photojournalism

Photos have been used to accompany news articles since the start of the American Civil War, though they were then seen more as enhancements than as the main focus of a piece.

Photojournalism entered a Golden Age and became more important beginning in the 1920s, with

the arrival of smaller cameras like the 35 mm, which was invented in Germany in 1925. These cameras were seen as revolutionary by photographers everywhere, as much less equipment was required for them to set up and take their pictures.

Not only were the inventions of the Leica and Kodak cameras important in creating worldwide access to photography; another related breakthrough occurred at the time — the popularization of magazine journalism. Magazines were coming to prominence in Europe as a means for incorporating images that tell a story, and because they were considered much more creative and visually appealing than newspapers, consumers went wild.

By the time the fever made it to American shores, popular pictorial magazines such as Life and the French language Vu required news curation to incorporate well-chosen images to complement their stories, allowing for this new form of journalism to thrive.

Purpose of Photojournalism

Simply speaking, a photojournalist's role is to relate a story through photography. The goal is not only to take pictures, but to hold the images up to the highest journalistic standards in an effort to convey the truth. Not every one of a photojournalist's images will pass the test, just as every traditional journalist has to pitch multiple stories before one is accepted.

All in all, using journalism in photography is a way to expose the average person to new and different stories in an arresting and digestible way.

Photojournalism Used For

Photojournalism is a form of visual storytelling and reporting. There is no one right way to tell a story through images: a handful of pictures can complement a text, but a single dramatic image can also furnish stand-alone commentary on an individual, world events or culture. No matter how the story is told, photojournalists seek to enlighten audiences by capturing a crystallizing image.

Photojournalism Differ From Other Types of Photography

Anyone can take a picture, but not just anyone can be a photojournalist. There are two practical pillars of photojournalism: high ethical standards and a pursuit of objective truth. While photography in its different forms may be a means of self-expression, or artfully showcase truths about the human condition, the goal of photojournalism is reporting. The main purpose of photojournalism is to communicate a story and educate an audience.

Ethics in Photojournalism

Since photojournalism is a form of reporting, ethics are central. There is a conscious need to provide factually accurate information, and photojournalists should seek to convey objective truth without altering it in a way that might change the meaning behind the image.

In order to create a standard for this practice, the National Press Photographers Association provides a code of ethics that photojournalists are expected to follow. Part of this code states that the NPPA “acknowledges concern for every person's need both to be fully informed about public events and to be recognized as part of the world in which we live.”

Features of Photojournalism

Photojournalism has characteristics that make it different from regular photography. The qualities that make photojournalism stand out on its own are:

Photographs Must Be Truthful and Unbiased

On the whole, images in photojournalism are not used to create a false narrative. Images are intended to convey a truthful story about an event, person or place and will attempt to show all sides of a story no matter how difficult, unpleasant or graphic.

It is a photojournalist's job to be unbiased when presenting their images. They must adopt a clear and objective stance, to assure that images will not be staged to create an untruthful result. Instead, all images should focus on presenting a real snapshot in real time. Every viewer should be positioned to see an honest version of the story being told, and if the image is undermined by questions, omissions or biases, it has not been properly executed.

The Context of the Photograph Matters

Photojournalism is journalism, and it seeks to convey the truth. Its goal is to depict objective reality, and photojournalists must adhere to guidelines similar to those informing the work of their counterparts who write articles. Photographs are not merely images, but a lens into a specific situation or event. As such, they should be centered not just on creating a beautiful image, but also on illuminating the circumstances surrounding the image.

Photographs Must Be Informative

Photojournalists tell a story that would be difficult to capture with words alone. The images they present can be vehicles for educating the public. A photo should be able to convey an entire story, but without words.

Photographs Should Tell a Timely Story

Readers want to see news when it happens, as it happens, and every image needs to be timely. In short, photojournalism needs to feature something or someone that the world is currently talking about. The objective is to tell the story at hand using new images rather than text, and each should work to illuminate the meaning and message of the story.

The Importance of Photojournalism and Its Role in News

Photojournalism plays an important role in today's news cycle. They can either be stand-alone images offering insight into a specific story or accompany an article to provide more contexts. Below are some of the reasons photojournalism is important.

Pictures Have an Impact

As mentioned before, the impulse to create images has been around for generations. Whether they are cave paintings or the ceiling of Sistine Chapel, images have been employed to convey information throughout human history. Images can make it easy for viewers to digest a large amount of information in a single frame and help bring the events to life. Often a user can see a single picture and immediately know what the broader story is about.

Images Are Easier for People to Remember

By their nature, humans recognize pictures better than they do text. In fact, scientific studies have shown this to be true:

Photographs Can Make a Story More Tangible

Photographs can add another dimension or layer to a news story. When an image is added to an article, it makes it possible for viewers to better visualize or understand the events being discussed. The story becomes more real.

5 Different Types of Photojournalism

While there are multiple types of photojournalism, 5 popular types include:

1. General News Photography

General news photography pertains to any event that is planned ahead of time and is not considered breaking news. Elections, the Olympics and other scheduled events fall under this category. General news photography allows a journalist to become fully familiar with a story before reporting on the results or the outcome. It is also an opportunity to educate readers and viewers on specific events as they occur.

2. Portrait Photojournalism

This is not typical portraiture. This type of photojournalism generally portrays prominent members of the government or the community assuming a natural pose in their typical environment. A good example of portrait photography might be a picture of the President working in the Oval Office, or a physician performing surgery in a hospital operating room.

3. Obituary Photography

Obituary photography seeks to showcase a life through a series of crated images. Its objective is to recall and commemorate a deceased subject, recognizing their impact on a group, a community or society at large.

4. Feature Photojournalism

This type of photojournalism runs concurrent with a headline story or photo series to offer more in-depth coverage. Feature photojournalism brings context to the main story and offers supporting details about the people and places involved, or additional perspectives on events and issues the main story explored.

5. Documentary Photojournalism

This is long-term photography that tells an unfolding story. Photojournalists might be assigned, for instance, to tell the story of the Olympic Games or other sporting events that unfold over days and weeks or a season.

Chapter 2

TYPES OF DIGITAL CAMERA



A pinhole camera is a rudimentary camera without a lens but with a small aperture (thus the name)—basically a light-proof box with something like a small hole in one side. The camera obscure effect occurs when light from a scene travels through the aperture and projects an inverted picture on the box's opposite side.

A common use of pinhole photography is to capture the movement of the sun over a long period of time. This type of photography is called solarigraphy. Pinhole photography is used for artistic reasons, but also for educational purposes to let pupils learn about, and experiment with, the basics of photography

Principle of pinhole camera

Pinhole cameras rely on light traveling in straight lines – a principle called the rectilinear light theory. That makes the camera's picture appear upside-down.

SLR camera



A single-lens reflex camera (SLR) is a camera that typically uses a mirror and prism system (hence "reflex" from the mirror's reflection) that permits the photographer to view through the lens and see exactly what will be captured.

TLR in cameras



A twin-lens reflex camera (TLR) is a type of camera with two objective lenses of the same focal length. One of the lenses is the photographic objective or "taking lens" (the lens that takes the picture), while the other is used for the viewfinder system, which is usually viewed from above at waist level.

DSLR (Digital SLR)

DSLR stands for "Digital Single Lens Reflex". It is a type of camera that uses a mirror to reflect light through a lens to an optical viewfinder.

When the shutter is pressed, the mirror moves out of the way, and the reflected light hits the image sensor to take a picture.

Although single lens reflex cameras have been available in various shapes and forms since the 19th century with film as the recording medium, the first commercial digital SLR with an image sensor appeared in 1991. Compared to point-and-shoot and phone cameras, DSLR cameras use interchangeable lenses

There are many types of digital cameras available in the market. They may be categorized differently based on their working.

Point and Shoot cameras

The simplest type is a point and shoot camera. Its name aptly describes its use. You point at the image to be clicked, and just click the button to shoot it. While easy to use, it does not need the photographer to think about any other controls other than putting what is to be photographed in front of the camera. The camera does all the calculation and adjustment on its own for capturing the image. It is good for people who do not have any artistic or professional inclination towards learning photography. Due to less knowledge and skills required to operate it, the major market

share today is occupied by these cameras. The camera of your smartphone also lies in this category, but depending on the model and budget of the phone, it may offer you certain customizations for the image.

Point and Shoot Camera - Types, Structure and Functions Point and shoot cameras are compact and light weight, easy to handle and can capture video as well.

These cameras have separate mechanisms and lenses for capturing and viewing the image. The lens allows the light in to capture the image while the viewfinder allows the light in for the eye to view and compose the frame. Due to the difference in the position of the two lenses, parallax error occurs while shooting. Parallax error occurs when there is a difference between the conceptualized frame and the captured frame due to the position of the two lenses. Image source: No machine-readable author provided.

Digital Photography

DSLR cameras DSLR stands for Digital Single Lens Reflex cameras.

They are named so as they have single lens for viewing and capturing the image. DSLRs have larger sensors than average point and shoot cameras, thus resulting in better image quality. DSLRs also provide a lot of control over the image by allowing to change lenses, altering aperture, shutter, ISO and many other functions as well that we shall discuss later in the chapter. These cameras have ruled the market for the longest time due to their practicality of functioning and amount of control they offer to the photographer over the image. Variations in models are also available depending upon the use. Consumer end cameras would provide lesser specifications, while prosumer end may provide an array of functions.

DSLRs also allow for video recording, but control may vary depending on the budget and the model of the camera. Few higher end cameras also allow for sound recording with the help of attachable devices.

Mirrorless Cameras

DSLRs have a small reflex mirror housed inside the body of the camera that functions to remove the parallax error as faced by the point and shoot cameras. Further improving upon the design of the DSLRs, mirrorless cameras work on a digital display system rather than an optical one. Simply put, in the absence of the reflex mirror, the image sensor supplements the viewfinder with the signal it is receiving. So the photographer is able to see the image live on a small LCD screen at the back of the camera. All the controls and functions can be accessed through this screen and there is no need of using a viewfinder at all. Compared to DSLR these cameras are smaller, lighter and quieter as the mirror is removed, which moves when shutter is released. Unlike the DSLR cameras these cameras also give a live feedback of depth of field and exposure

on the viewing screen. Slowly and steadily gaining the market share, mirror less cameras are replacing the DSLR

PHOTOGRAPHY: ELEMENTS AND PRINCIPLES INTRODUCTION:

Photography is the science and art of capturing instances of time, freezing a scene to help create a visual documentation of happenings. With the invention of photography it became possible to record events not just in words, but also with images that portrayed them as they happened. People could then not just read about historical events, but also visually experience them through photographs. Photographs began to serve as a collective memory for everybody. Photographs especially had a large impact on newspapers. They were authentic evidences that would substantiate the written news. Thus photojournalism was born

PHOTOGRAPHY: ITS BEGINNING

A camera is used for. Since its invention, cameras have contributed immensely to the process of documenting historical events. Cameras have undergone drastic changes over the years from a simple pin-hole arrangement to the sophisticated setup that they are today. Simply put, a camera is a light tight box with a lens on one side and a capturing mechanism on the other end. In the earlier days before the invention of films, the photographs taken weren't permanent. After discovering the effect of light on a silver halide film, the technique was adapted for photography. But nobody could find a way of preserving the photographs. Hence the screen, on which the image was recorded, got spoiled due to exposure to light. Later daguerreotype and calotype technique was invented which led to better fixed images.

DIGITAL IMAGE MAKING

The image output of any digital camera is a digital image. Earlier when cameras used film, the image was recorded on the films (also called negatives), which was later processed and printed as photographs. But a digital camera records the image on a digital sensor. A digital image is made up of picture elements, calls pixels. An array of a million pixels is known as megapixel.

As the amount of pixels increase in the image, the sharpness also increases which gives a better resolution (amount of detail) to the image. The main advantage of choosing a digital camera with more megapixels is it allows you to crop more freely to produce high-quality 8 × 10 inch prints from selected areas of your image file. The camera only records resolution measured in megapixels. Image Resolution: Image resolution describes the amount of detail any particular image can display.

The measurement of image resolution varies dramatically and is specific to a specific medium, such as inkjet/laserjet printing, TV/video, film or computer monitors. Digital cameras use pixels per square inch (PPI), and inkjet/laserjet printing technology uses dots per square inch (DPI)

Restored to their original file size because information has been permanently eliminated. TIFF saves a file without compression and is the current standard in the graphics and printing fields and in cases where an image needs to be examined digitally in detail.

The RAW file format is a type of import/export format rather than a storage format. Professional photographers prefer making and using the RAW file format because it's pure, unprocessed pixel data gives them the most flexibility and control when converting to other file formats. It is also important to know Metadata (also known as shooting data). It describes the data recorded by the camera that gives details about the shooting conditions for each exposure, which is attached in a file that uses an industry standard known as the EXIF.

Typically, metadata records the shooting information such as the camera model, serial number, time stamp, the aperture and shutter speed, lens focal length, sensitivity, white balance, and whether the flash was used. It is also usually possible to add keywords, copyright, GPS coordinates, and other information useful when later searching for files. Metadata can usually be accessed via the Playback mode in the monitor after each exposure and later during image processing.

THE ELEMENTS OF PHOTOGRAPHY

Light and lens are the two most important factors that influence a photograph. A camera is exactly like a human eye. A human eye has a lens that allows light in, an iris that determines the amount of light entering the eye, sensors to control brightness and color and a retina and a screen on which the image is projected.

A camera is like our eye, an apparatus with an optical mechanism to capture images. It has a lens, usually made of optical glass that bends light rays to form images. The lens setup collects light rays from the subject.

The light rays are then projected on to the sensor, which forms the image at the back of the camera. The lens gathers light to make proper exposure of the subject and get a focused image. It also determines the field of view and influences the depth of field of the scene. Three parameters that influence the lens system and determine the quality of an image are aperture, shutter speed and sensitivity. These parameters control the amount of light entering into the lens system and decide the exposure of the subject.

Aperture

Aperture is a hole like structure in a camera that controls the amount of light entering the camera. If the subject is dark, the aperture must be opened wide enough to let as much light as possible. If the subject is too bright, then a small opening in the aperture is enough to let adequate light into the camera. The aperture is like the iris of a human eye. In addition to controlling light, aperture also controls the depth of field. The size of the aperture is called f-stops. The lower the value of aperture, higher is the amount of light entering the lens..

Shutter speed

Shutter is a door like structure in front of the lens that closes after a particular exposure time to allow light to strike the sensor. Cameras have variable shutter speeds, ranging from 1/30 which is 1/30 th of a second to 1/8000. The speed of the shutter determines the amount of light entering the camera. Higher the speed, lesser is the light entering into the lens. Slower shutter speeds allow blurring the motion, while higher shutter speeds freeze the action. In slower shutter speeds, it always advisable to use a tripod or a monopod to avoid shaking of the camera.

Digital ISO/Sensitivity

Apart from aperture and shutter speed, another parameter that allows you to adjust for different lighting conditions is the sensitivity also known as ISO (International Standards Organization). It adjusts the sensor's sensitivity to light. But when sensitivity is increased, the image also has a lot of digital noise in the form of grains and the colour information and smoothness of the image is lost. To avoid blurry images caused by camera shake, follow the shutter speed rule: Use a shutter speed equal to or greater than the focal length of the lens.

The choice of the aperture value, shutter value and ISO value depends on the situation and the judgment of the photographer. Only by experimenting with different values can you see for yourself what suits your needs. The important thing is not to miss the moment. A basic judgment of lighting and anticipation of what will happen always helps in taking good photographs. What is important is to have a keen observation and a good understanding of the above parameters and how they work in relation to each other.



Essentially, light meters help photographers capture the perfect image tone. These light measuring devices help photographers know if part of an image is overexposed or underexposed. There are specific types of photography where light meters can be particularly useful, including landscape and portrait photography

Role light meters play in photography

Light meters are extremely useful tools in photography. Essentially, light meters help photographers capture the perfect image tone. These light measuring devices help photographers know if part of an image is overexposed or underexposed. There are specific types of photography where light meters can be particularly useful, including landscape and portrait photography.

Landscape photography

Incident light meters are extremely helpful in landscape photography. As long as the light is even-keeled throughout the scene, you only need to take one measurement—meaning you don't need to travel around an area to get several measurements. Simply hold the light meter out in front of you and record the calculations. Things change a bit when discussing reflective light meters. When trying to get a read of the reflected light in a landscape photo, measure three points of the shot (darkest, brightest, and middle tone) and take their average recording.

Portrait photography

Light meters can be invaluable when taking portraits. When using an incident light meter, hold it towards the subject right near the light source. You have a little more freedom with portrait photography because if you wanted to produce a lighter image, you could simply adjust your meter higher than what the reading suggested. Reflected meters require three spots again (still the darkest, brightest, and middle tone). Again, don't be afraid of creativity. If you want your image to be a little darker, adjust your settings to mimic the darkest measurement.

Focus in Photography

In photography, focus is the sharpest area of the image. It is the area where the lens works to highlight an object, a person, or a situation. Focus is one of the pillars of photography, along with ISO, aperture, and shutter speed.

You can either use automatic or manual focus. In automatic mode, the camera adjusts the focus in response to incoming light so that the subject appears sharpest. In manual mode, the photographer has to turn the lens' focus wheel until the desired part of the image is in focus.

Managing three levels of focus

- Micro-focus is about applying undistracted attention to what's most important in the moment. ...
- Macro-focus is the wider perspective or context to which our in-the-moment attention is devoted.
- Meta-focus is the meaning that underpins guides and frames our macro- and micro-focus.

Three Big Themes

- Time: Make the most out of the time you have in the day (and we'll do so in a way that doesn't add stress).
- Clarity: Get clarity on where you should be focusing your time and attention.
- Traction: Gain traction and momentum on your business or side project.

Leaders need strengths in three areas of focus: self (inner), people (other), and system (outer) awareness. Inner focus attunes us to our emotions and intuitions, guiding values and better decisions. Other focus smoothes our connections to the people in our lives. And outer focus lets us navigate the larger world

AF in photography



Autofocus

Autofocus (AF) is the function of a camera to automatically focus on a subject. Most general digital cameras have this function. There are various AF methods, and the available methods are different depending on the model of your camera. Use different methods according to the scene or subject you want to shoot.

MF mean in photography

Manual focus (MF) is the function to let the photographer adjust the focus manually instead of the camera. Although autofocus (AF) shooting is more typical in digital cameras, MF is effective when focusing is difficult with autofocus, such as in macro shooting

Depth of Field in Photography

In simplest terms, depth of field is how much of your image is in focus. In more technical terms, depth of field is the distance in an image where objects appear “acceptably in focus” or have a level of “acceptable sharpness.”

Examples of depth of field



A large or deep depth of field will put a longer distance into focus. Landscape photography is a good example of a large or deep depth of field. In order to achieve a large or deep depth of field, you want a smaller aperture, which means the larger F-stops, i.e. a maximum aperture of f/22

Camera settings or variables affect depth of field

Aperture is the primary camera setting you can adjust to change DOF, but a few other settings and variables will also affect your image’s DOF.

Subject distance

The distance between the lens and the main subject has an impact on DOF. The closer your lens is to the subject, the shallower the DOF. So if you photograph a flower with the lens just a few inches from the petals, your image will have a shallower DOF. If you focus instead on a flower that is five feet away, your image will have much greater DOF because of the decrease in focus distance.

Focal length

The focal length of the lens is another variable that will affect an image's DOF. This is because focal length relates to the magnification of the image.

A wide-angle lens has a shorter focal length (ex. 10-22mm). It doesn't magnify the image very much, so it delivers a greater DOF. A telephoto lens has a longer focal length (ex. 300-600mm) so the image has a lot of magnification, resulting in a shallower DOF. By selecting one camera lens over another, you can increase or decrease the DOF of your images.

Sensor size

Camera sensor size is another important consideration for DOF. Cameras contain image sensors of various sizes, from the small sensors found in micro four-thirds cameras to the larger sensors found in full frame DSLR cameras.

If you were to shoot at the same aperture on cameras with different sensor sizes, the resulting images would have very different DOF. Generally, the bigger the sensor size, the shallower the DOF.

Chapter 3

Introduction Of Lights

Light is a photograph's key ingredient

—it's literally the only reason an image can exist. Upon clicking the shutter, light enters the camera, transferring the image it hits onto the film or transforming into electric signals that then turn into the pixels in a digital photograph. Without light, there is no photograph. Before moving on to the fundamentals of photography, first develop a deeper understanding of light—how it works and how to capture it, control it, enhance it, and use it creatively.

Light Mean in Photography

When it comes to photography, the type of lighting that you use is one of the most important elements of any photo. Light in photography refers to how the light source, which can be natural or artificial, is positioned in relation to your subject. The position and quality of light can affect any number of things in your final photo, from clarity to tone to emotion and so much more. By paying attention to how light plays off of the angles and curves of your subject, and which parts of the subject are illuminated and which are in darkness, you can become a stronger photographer because you'll start to learn how to harness your light source in the most effective way for any given project.

Light Affects on Photography

Whether you're doing portrait photography or still life or landscape, so much of your lighting choices will depend on the features of your subject, and how you want them to be portrayed in your photos. For example, hard light is more severe and will emphasize angles and any surface that isn't perfectly flat, like the waves at a beach or a model with wrinkles or acne, while soft light will smooth over these features.

If you're doing a beauty shoot where the focus is flawless features, the type of lighting that you use will likely be very different than a photoshoot where you want to emphasize the personality and distinctive lines of your model's face. Understanding how to make the best use of natural and artificial lighting in every situation will be a huge step forward in your journey to becoming the best photographer that you can.

Different Types of Lighting

There are two main kinds of light: natural and artificial. Natural light is anything that occurs without human intervention, so it can be the direct light of the sun on a bright day, the diffused light created by a cloudy or foggy day, or even the light of the moon at night. On the other side of things, artificial light can often be moved around and adjusted to fit your situation. It is easier to position artificial light in relation to your subject than with natural lighting, where you would have to move the subject and camera according to the lighting technique that you want to use. Both artificial and natural lighting can be manipulated to create any number of styles of lighting, as long as you know how to use them.

Natural Light

If you want to use natural light in your photography, it's important to understand the angle of the sun and how that will affect your composition. For example, for most of the day, the sun is directly overhead so your subject will be lit from above. A sunny day without clouds will result in more intense shadows, while a sky full of clouds will diffuse the sunlight so that the contrast of light on your subject is less harsh.

For natural lighting that is softer, you may want to make use of the hours closest to sunrise and sunset, when the sun will be off to a slight angle as opposed to directly above your subject, and the brightness of the sun may be less extreme.

Front Light (or Flat Light)

Front light occurs when the light source is directly in front of your subject. Since the light is not at an angle, this can result in a limited amount of shadows. The light will be spread evenly across the photo, with no section more or less exposed than the rest.

Flat light can be good for portraits, especially if your subject has wrinkles or blemishes that they want to de-emphasize. However, if you are attempting to create a portrait that shows a lot of personality, front lighting will not provide the detail you need in order to bring the subject's character to life.

Another benefit of using front lighting is if you are exploring symmetry photography, as the lack of shadows helps to make both sides of the face appear more symmetrical.

Backlight

Backlit photos are when the light source is behind the subject, with the subject in between the light and your camera. This can be a great opportunity to play with silhouette and long shadows in your photography. The potential downside to backlit photos is that the white balance will be off, resulting in a loss of detail in your subject. This works well for silhouettes, but if you still want to see some detail on your subject, this is the time to pull out your light diffuser to reflect some of the light from the background onto the front of the subject.

Soft Light

Soft lighting occurs when your light source is diffused, so that the effect is more subtle than it would be with a direct source of light. By using soft light, you will end up with less intense shadows, if any at all, and a lower contrast between the darks and lights in your photo.

If you're working in a photography studio, you can use a diffusion panel between the light source and your subject. This could even be a light-colored curtain over the window to diffuse the natural sunlight coming in. If you're shooting outside, soft light will occur naturally on an overcast day, as the clouds in the sky diffuse the direct light from the sun. By keeping the light soft, you can achieve a more youthful appearance in your portrait photography.

Hard Light

The opposite of soft or diffused light, hard lighting is when your light source is pointed directly at your subject. It results in high contrast and intensity, bright whites and dark shadow, and is often created by making use of the midday sun. You can also manufacture this type of light in your studio by using a spotlight or other source of light that is not diffused.

Rim Light

Rim light can be created using a form of backlighting, where the light is at an angle from behind or above. The light will hit your subject in a way that creates a glowing outline or highlight around the subject, depending on the direction that your light is coming from. This technique is useful for distinguishing the subject from the background by providing definition.

Position your light source above and behind your subject and adjust until you see the light rim appear. A higher contrast will bring out the rim light while a low contrast will dull the overall

effect. If you're not getting enough of the detail on the front of your subject, pull out a reflector to bring sufficient lighting to their features.

Loop Lighting

Loop lighting is a specific technique used for portraits. The name refers to a "loop" of shadow from the nose on the cheek. It is generally considered a less dramatic and intense option for portraits than some of the other options listed.

Loop lighting is pretty universally flattering, so if you have multiple portrait appointments or mini sessions in one day, this is a great trick to pull out of your pocket. Position your light slightly higher than the model's eye level and at a 45-degree angle. You can experiment with a more or less defined loop by moving the light up and down, and can adjust the intensity of the shadow by moving the light closer or farther away from the subject.

Broad Lighting

Often used for graduation photos, broad light for photography is a type of side lighting where the side of the model closest to the camera is lit, and the side farther away is in shadow. This technique can be useful for a subject with a thinner face, as the side with the light on it will appear larger than the side in shadow, resulting in a fuller face. Position your model's face at an angle, turned slightly away from the camera, to achieve this look.

Short Lighting

Short lighting is pretty much the exact opposite of broad lighting. In this case, the side of the face that is closest to the camera is in shadow, whereas the farthest side is in the light. Instead of creating a fuller face shape, short lighting will thin out the face, so be cautious of how and when you make use of both of these techniques.

Butterfly Lighting

Like loop lighting, butterfly lighting is named after the specific type of shadow that is created on your model's face. Position your light in front and above your subject to create a butterfly-shaped shadow under their nose. This lighting is often seen in glamour shots and headshots. It will also serve to highlight the other facial features with the same level of severity, which can be great for accentuating high cheekbones, but may not be useful if your model has deep-set eyes as it can result in too much shadow under the eyes.

Split Lighting

When the light hits your subject at a 90-degree angle, that is called split lighting. This results in a straight line down the center of your subject's face, with one side entirely lit and the other side completely in shadow. This is a great option for a dramatic portrait, particularly if you are using a hard light as opposed to soft.

Rembrandt Lighting

This style of lighting is named after the way that Rembrandt used light in his portrait paintings. It is a type of side lighting, similar to split lighting, except that the side of the face that is in shadow has a triangle of light under the eye. This can be highly effective in making a two-dimensional image appear three dimensional.



No one method of lighting will be effective in every scenario. For example, you will need a much different lighting setup if you are photographing the milky way as opposed to doing a portrait shoot in your home photography studio. As you practice and get more confident in identifying which types of light are best for which situations, you will be able to quickly determine what lighting to use based on your subject, setting and overall concept.

Indoor Photography Lighting

While there are many types of artificial light that you can invest in for your studio, natural light is a great option for portraits, even when you are shooting inside. Set up your model near a window, and see how the color of light changes throughout the day and alters the effect of your photo. If you do use outdoor light while indoors, make sure to turn off your indoor lights, as they may be two different colors and can create an uneven tone. Use a light-colored backdrop or lightbox so that the light will reflect off of it, brightening up the overall composition.

Natural Light in Photography

Natural light photography uses the sun as a light source. The available light from the sun varies with the time of day. A sunny day provides full illumination, while an overcast day may afford texture and nuance to a photographer.

Many photographers gravitate toward what's known as "the golden hour"—a period shortly after sunrise and shortly before sunset noted for its warm light. This stands in contrast to middle-of-the-day photography, where the direct sun can provide overly harsh light on an object or a subject's face.

Natural Light Photography and Artificial Light Photography

The greatest distinction between natural light photography and artificial light photography is the actual source of light: the sun versus electronic lighting instruments. This leads to the following considerations:

- **Available light.** In an artificially-lit studio, there will be a source of light at any hour of the day. In a natural lighting scenario, whether indoors or outdoors, lighting conditions vary with weather and time of day. Of course, outdoor nighttime photography is certainly possible with artificial lighting.
- **Variety of settings.** Artificial lighting can produce great photos in the context of portraits, green screen photography and nighttime photography outside. By contrast, natural lighting illuminates entire landscapes and is used in many genres—such as street photography—that are significantly limited when only artificial lights are available.
- **Ability to control the lighting source.** Some types of natural light are difficult to control. A cloudy day might spoil plans for a wide landscape shot. Too much light on a sunny day may produce an undesired color temperature. In this regard, artificial lighting is more predictable and is favored by photographers who can't afford the chance of needing to re-shoot.

Lighting creates a visual mood in a photograph, and in photography, there are two main types of lighting: hard light and soft light.

Hard light is a direct source of light that's focused on the subject. It could be light from the sun, a continuous light, or a flash. Because hard light is so strong and directional, it creates strong

shadows that are crisp and well-defined. Hard light is great for creating dramatic images with lots of contrast.

Soft light is much less directional than hard light and is usually created from a larger, diffused source such as an overhead scrim or a soft box. It's usually not harsh on the subject and creates softer shadows that are more diffused. Soft light works well for portraits and still-life photography, as it's more flattering on the subject.

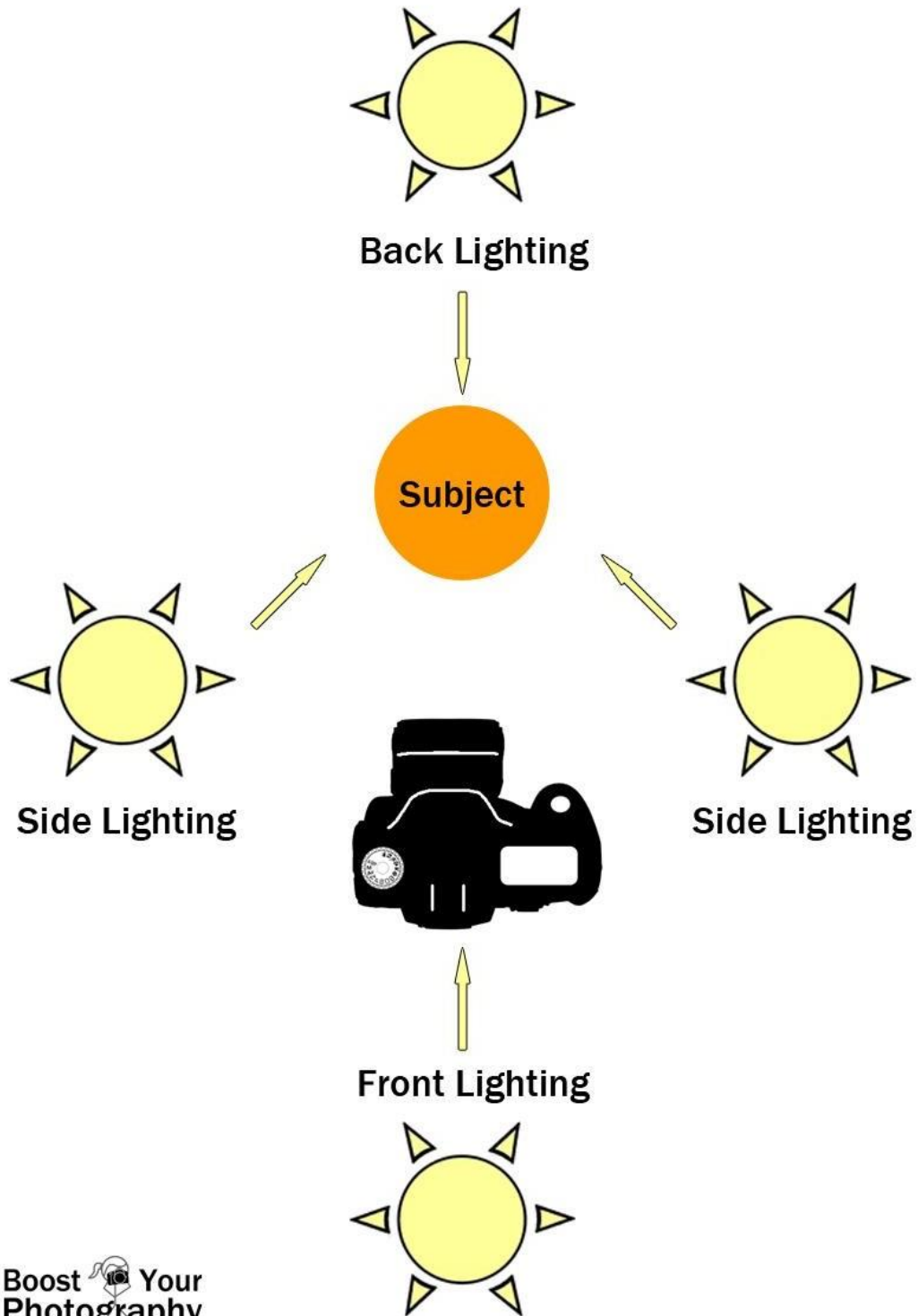
Use Hard Light vs. Soft Light

Hard light and soft light create different visual moods. Here's when to use each one:

- **Hard light** adds dimension, depth, and complexity to your subjects. The high-contrast nature of hard light creates a strong sense of drama and gives your photos an edgy, gritty look. Photographers use a hard light source to make their subjects appear strong and serious. It's also used to give a raw, hard-edged feel to moments in film noir, drama, and action movies.
- **Soft light** is more flattering than hard light. It's more natural-looking and makes your subject appear warm, welcoming, and friendly. Soft light is more forgiving than hard light and requires less retouching. It can help smooth wrinkles, hide acne, and bring out the light in someone's eyes. Soft light is commonly used in shooting portraits, fashion photography, travel photography, and food photography.

Directional Lighting in Photography is simply lighting that enters from a specific direction. Light can enter from camera left, from camera right, from above or from below. Directional Light is the opposite of flat light, which is an even light that enters from the same direction as the camera.

Directional Lighting (viewed from above)



Directional lighting

A directional light represents light that falls from a direction on all objects in the scene, like sunlight where all the light rays are parallel. Directional lights therefore have no position. You can adjust the direction of the light, the light and specular intensity levels, and the color as needed.

The directions of lighting in photography

The simplest of light's qualities is its direction relative to your camera. There are essentially three directions: frontal, side and backlighting. The three directions have a different effect on how three-dimensional your subject appears to be due to the shadows that are cast.

Three-point lighting is the standard form of professional lighting in video production and still photography. It involves using three light sources placed in three different positions. By playing with the size, distance, intensity, and position of these light sources, including their degree angle, it is possible to control how light and shadow fall on a subject, creating different moods.

Three-Point Lighting

Three-point lighting is a traditional method for illuminating a subject in a scene with light sources from three distinct positions. The three types of lights are **key light, fill light, and backlight**.

- **Key light.** This is the primary and brightest light source in the three-point lighting setup. It gives a scene its overall exposure. Cinematographers typically position this main light slightly off to the side of the camera and the front of the subject, on a light stand at a 45-degree angle to the camera, which creates shadows on the opposite side of the subject's face, giving it dimension and depth. The primary light creates the mood of a scene. Depending upon its position and the supplemental lights used in the overall lighting, it can create a high-key image (evenly, softly lit and atmospherically upbeat) or a low-key image (high contrasts, deep shadows, and very moody).
- **Fill light:** Mirroring the key light on the opposite side of the camera, the fill light literally fills in the shadows that the key light creates on a subject, bringing out details in the darkness. Typically, this secondary light is less bright than the key, and cinematographers control the overall feel of their shots based on how much they dim or lighten the fill light. A dim fill light, where the fill ratio is high, creates a high-contrast, film-noir type of shadow, while a brighter light with a lower, more balanced ratio gives the subject a more even look. The second light isn't always a light: it can be a reflector, a bounce card, a wall, or anything that bounces back some light onto the subject to fill in the shadows. Together with the key light, the fill light determines the mood of a scene.
- **Backlight:** The third source in this lighting technique, the backlight (also known as the "rim light" or "hair light") shines on a subject from behind, completing the light setup.

This creates a rim of light or outline around their head that pushes the subject away from the background and gives a sense of depth. Typically, cinematographers position the backlight directly behind the subject or high enough to be out of frame, opposite the key light, and pointing at the back of the subject's neck.

Highlights are the lightest elements in an image, whereas shadows are the darkest areas. Dynamic range is the ratio between those vivid highlights and dark shadows, from bright white to pure black. That range is key to an image's depth and drama.

A shadow is an area where light is blocked by an opaque object, creating a darker area behind the object. A silhouette, on the other hand, is the outline of an object, typically a person or animal, that is filled in with a solid color or pattern, usually black

Shadow in image

(1) It is formed by intersection of reflected rays. (1) Shadow is formed when light does not reach behind the object. (2) Image is seen when reflected rays approach to observer's eyes. (2) No light enters the observer's eyes

A shadow is a dark area where light from a light source is blocked by an opaque object. It occupies all of the three-dimensional volume behind an object with light in front of it. Simply put, shadows in an image help to give it DEPTH. Remember that when we take an image, we flatten a three dimensional world and make it into a two dimensional image. So, shadows can help bring back a sense of depth in the image, which in turn makes the scene more three dimensional, and therefore more "real".

Silhouette

A picture (as a drawing or cutout) of the outline of an object filled in with a solid usually black color, a profile portrait done in silhouette, the shape or outline of something; especially: the outline of an object seen or as if seen against the light

Silhouette symbolize



Silhouette works of art symbolize the mystery of something or someone, especially when it comes to its character, its texture, and its physical appearance; silhouette evokes a sense of wonder about the unknown that's at the same time interesting

Chapter 4

Audio Visual Communication

Communication

Before going any further, let's first understand what communication really is. It is not only speaking with someone on the phone or sending an SMS. Communication is the lifeblood of human interaction, connecting people from all walks of life.

It is the art of exchanging information and ideas between individuals or groups through various mediums such as speech, writing, body language, and now even technology. It circles everything from nonverbal cues like facial expressions and tone of voice to written messages.

Different Types of Communication

There are different forms of communication, each serving a distinct purpose in our daily lives.



Verbal

Verbal is one of the most basic forms of communication. It involves using spoken or written language to convey messages between individuals.

Non-verbal

Non-verbal is a powerful type of communication skill that we often overlook in our daily interactions. It includes everything from facial expression to body language, gestures, and even our clothes.

Written

As the name suggests, written communication involves conveying information through written words. Whether it's an email, a text message, or a letter, written communication helps individuals to express their thoughts and ideas clearly and precisely.



Group Communication

Group communication refers to the exchange of information and ideas among three or more individuals. It involves sharing thoughts, opinions, and feedback within a team or organization. Effective group communication fosters collaboration, problem-solving, and decision-making.

Visual

Visual communication incorporates the use of images, shapes, colors, and other visual elements to convey information or messages.

Feedback

Feedback communication is an essential aspect of effective communication. It helps in both personal and professional settings.

Mass Communication

Mass Communication is a powerful tool that connects millions across the globe.

1. Verbal Communication

Verbal is one of the most basic forms of communication. It involves using spoken or written language to convey messages between individuals. This type of communication includes face-to-face conversations, phone calls, video conferences, etc.

2. Non-verbal Communication

Non-verbal is a powerful type of communication skill that we often overlook in our daily interactions. It includes everything from facial expression to body language, gestures, and even our clothes. While verbal communication relies on words, non-verbal can convey meaning and emotions without saying a word.

3. Written Communication

As the name suggests, written communication involves conveying information through written words. Whether it's an email, a text message, or a letter, written communication helps individuals to express their thoughts and ideas clearly and precisely.

4. Visual Communication

Visual communication incorporates the use of images, shapes, colors, and other visual elements to convey information or messages. It's a powerful tool that can quickly grab anyone's attention and communicate complex ideas in a simple and engaging way.

One example of visual communication is the use of info graphics. These eye-catching designs combine texts and visuals to present complex data in a simplified and easily digestible format.

5. Feedback Communication

Feedback communication is an essential aspect of effective communication. It helps in both personal and professional settings. It involves providing comments, suggestions, or opinions about someone's performance or behavior to help them improve and grow.

For example, a manager might provide constructive feedback to an employee by acknowledging their performance. This type of communication encourages growth and development by offering specific suggestions for improvement.

Verbal Communication

Verbal communication skills refer to the ability to communicate effectively through speech. It includes articulating thoughts and ideas clearly, listening actively, and responding appropriately in conversation or presentation. Verbal communication skills also involve using appropriate language, tone, and nonverbal cues such as body language and eye contact. Verbal communication is an integral part of every workplace. It helps employees share ideas, process

information, and collaborate. These skills are essential for success in any field – but critical for managers whose effectiveness hinges majorly on communication.

Examples of Verbal Communication

We actively engage in many forms of verbal communication without even noticing. What are they? Let's have a look at few below:

- **Meetings and Discussions:** Verbal communication is essential for discussing project updates, goals, and team concerns. Your team members verbally share ideas and collaborate to generate creative solutions.
- **Client Communication:** Professionals verbally communicate with clients to understand their needs, provide advice, and discuss potential solutions. Verbal communication addresses customer inquiries, resolves issues, and provides assistance.
- **Feedback and Performance Reviews:** Managers provide verbal feedback to employees about their performance, strengths, and areas for improvement. Team members communicate with each other to provide constructive feedback and support professional development.
- **Collaboration:** Verbal communication is essential for coordinating efforts, sharing information, and ensuring everyone is on the same page. It is the bedrock of discussions about terms, conditions, and agreements between parties.
- **Social Interaction:** Verbal exchanges during coffee breaks, water cooler conversations, or team outings contribute to building relationships and a positive work environment.

Verbal vs. Nonverbal Communication

Verbal and nonverbal communication are two distinct but interconnected forms of communication. Verbal communication is the use of spoken words to communicate with others. On the other hand, nonverbal communication uses body language, facial expressions, and other gestures. Verbal and nonverbal communication can work together or independently to create a complete picture of what is being said. A team can effectively achieve its goals and success with verbal communication skills. Both verbal and nonverbal communication are important in

conveying a complete and accurate message, and they complement each other in human

Verbal Communication Skills



communication.

Types of Verbal Communication

Interpersonal Communication

Interpersonal communication is exchanging messages with others in a one-on-one setting. It allows people to share information, perspectives, and ideas. Interpersonal communication helps you build relationships, resolve conflicts, and achieve goals. In addition, it plays a crucial role in building trust and improving relationships between people of different backgrounds, beliefs, and cultures. Managers often use this to communicate with individual team members, for instance, in one-on-one check-in meetings.

Group Communication

Group communication is the process of exchanging messages with others in a group setting. It allows people to share information, perspectives, and ideas with multiple people simultaneously – creating the scope for discussion. Group communication is often used for problem-solving and decision-making. It can also be used to build consensus on decisions or objectives.

Mass Communication

Mass communication is the process of exchanging messages with a large number of people at once. It can be used to inform and educate a large audience, build public support for an agenda or cause, promote ideas, or communicate with the whole organization at once.

Types of Nonverbal Communication

Nonverbal communication means conveying information without using words.¹ This might involve using certain facial expressions or hand gestures to make a specific point, or it could involve the use (or non-use) of eye contact, physical proximity, and other nonverbal cues to get a message across.

A substantial portion of our communication is nonverbal. In fact, some researchers suggest that the percentage of nonverbal communication is four times that of verbal communication, with 80% of what we communicate involving our actions and gestures versus only 20% being conveyed with the use of words.²

Every day, we respond to thousands of nonverbal cues and behaviors, including postures, facial expressions, eye gaze, gestures, and tone of voice. From our handshakes to our hairstyles, our nonverbal communication reveals who we are and impacts how we relate to other people.

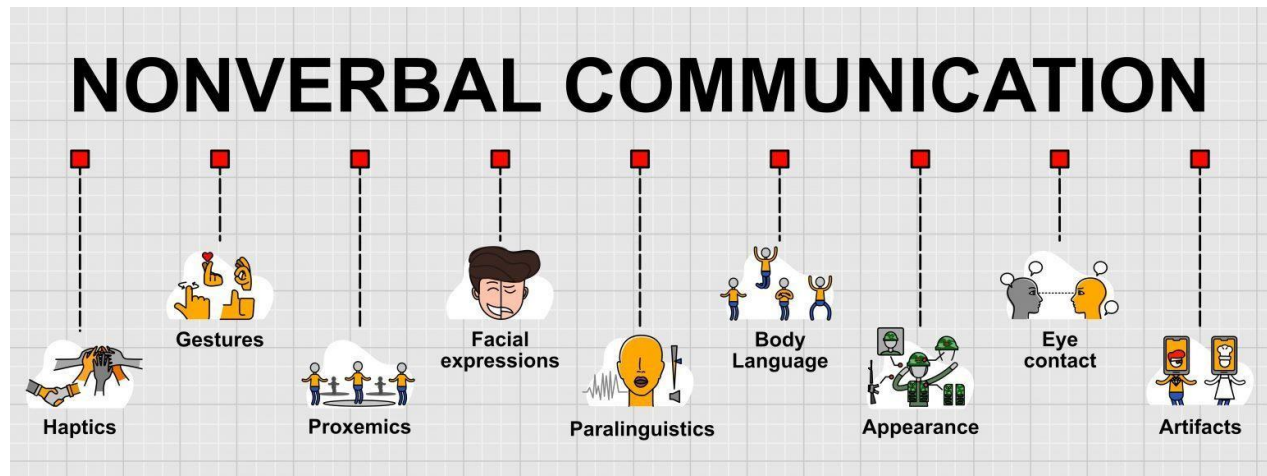
9 Types of Nonverbal Communication

Scientific research on nonverbal communication and behavior began with the 1872 publication of Charles Darwin's *The Expression of the Emotions in Man and Animals*. Since that time, a wealth of research has been devoted to the types, effects, and expressions of unspoken communication and behavior.

Nonverbal Communication Types

While these signals can be so subtle that we are not consciously aware of them, research has identified nine types of nonverbal communication. These nonverbal communication types are:

1. Facial expressions
2. Gestures
3. Paralinguistics (such as loudness or tone of voice)
4. Body language
5. Proxemics or personal space
6. Eye gaze, haptics (touch)
7. Appearance
8. Artifacts (objects and images)



Facial Expressions

Facial expressions are responsible for a huge proportion of nonverbal communication.³ Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say.

While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and giving a "thumbs up" sign. Other gestures are arbitrary and related to culture.

Nonverbal communication via gestures is so powerful and influential that some judges place limits on which ones are allowed in the courtroom, where they can sway juror opinions. An attorney might glance at their watch to suggest that the opposing lawyer's argument is tedious, for instance. Or they may roll their eyes during a witness's testimony in an attempt to undermine that person's credibility.

Paralinguistics

Paralinguistics refers to vocal communication that is separate from actual language. This form of nonverbal communication includes factors such as tone of voice, loudness, inflection, and pitch.

For example, consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret a statement as approval and enthusiasm. The same words said in a hesitant tone can convey disapproval and a lack of interest.

Body Language and Posture

Posture and movement can also provide a great deal of information.

Proxemics

People often refer to their need for "personal space." This is known as proxemics and is another important type of nonverbal communication.

The amount of distance we need and the amount of space we perceive as belonging to us are influenced by several factors. Among them are social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity.

The amount of personal space needed when having a casual conversation with another person can vary between 18 inches and four feet. The personal distance needed when speaking to a crowd of people is usually around 10 to 12 feet.

Eye Gaze

The eyes play a role in nonverbal communication, with such things as looking, staring, and blinking being important cues. For example, when you encounter people or things that you like, your rate of blinking increases and your pupils dilate.

People's eyes can indicate a range of emotions, including hostility, interest, and attraction. People also often utilize eye gaze cues to gauge a person's honesty. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

Haptics

Communicating through touch is another important nonverbal communication behavior. Touch can be used to communicate affection, familiarity, sympathy.

Appearance

Our choice of clothing, hairstyle, and other appearance factors are also considered means of nonverbal communication. Research on color psychology has demonstrated that different colors can evoke different moods. Appearance can also alter physiological reactions, judgments, and interpretations.

Artifacts

Objects and images are also tools that can be used to communicate nonverbally.

People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them. Uniforms, for example, can be used to transmit a tremendous amount of information about a person.

Nonverbal Communication Examples

Think of all the ways you communicate nonverbally in your own life. You can find examples of nonverbal communication at home, at work, and in other situations.

Nonverbal Communication at Home

Consider all the ways that tone of voice might change the meaning of a sentence when talking with a family member. One example is when you ask your partner how they are doing and they respond with, "I'm fine." How they say these words reveals a tremendous amount about how they are truly feeling.

A bright, happy tone of voice would suggest that they are doing quite well. A cold tone of voice might suggest that they are not fine but don't wish to discuss it. A somber, downcast tone might indicate that they are the opposite of fine but may want to talk about why.

Other examples of nonverbal communication at home include:

- Going to your partner swiftly when they call for you (as opposed to taking your time or not responding at all)
- Greeting your child with a smile when they walk into the room to show that you're happy to see them
- Leaning in when your loved one speaks to show that you are listening and that you are interested in what they're saying
- Shoving your fist into the air when you're upset that something isn't working

Nonverbal Communication in the Workplace

You can also find nonverbal communication in the workplace. Examples of this include:

- Looking co-workers in the eye when speaking with them to be fully engaged in the interaction
- Throwing your hands in the air when you are frustrated with a project
- Using excitement in your voice when leading work meetings to project your passion for a specific topic
- Walking down the hall with your head held high to convey confidence in your abilities

Nonverbal Communication in Other Situations

Here are a few additional examples of nonverbal communication that say a lot without you having to say anything at all:

- Greeting an old friend at a restaurant with a hug, handshake, or fist bump
- Placing your hand on someone's arm when they are talking to you at a party to convey friendliness or concern
- Rolling your eyes at someone who is chatting excessively with a store clerk as a line begins to form
- Scowling at someone who has cut you off in traffic, or "flipping them the bird"

Nonverbal Communication Is Important

Nonverbal communication serves an important role in conveying meaning. Some benefits it provides include:

- **Strengthening relationships:** Nonverbal communication fosters closeness and intimacy in interpersonal relationships.
- **Substituting for spoken words:** Signaling information that a person might not be able to say aloud. This can be helpful in situations where a person might not be heard (such as a noisy workplace) or in therapy situations where a mental health professional can look at nonverbal behaviors to learn more about how a client might be feeling.
- **Reinforcing meaning:** Matching nonverbal communication to spoken words can help add clarity and reinforce important points.
- **Regulating conversation:** Nonverbal signals can also help regulate the flow of conversation and indicate both the start and end of a message or topic.

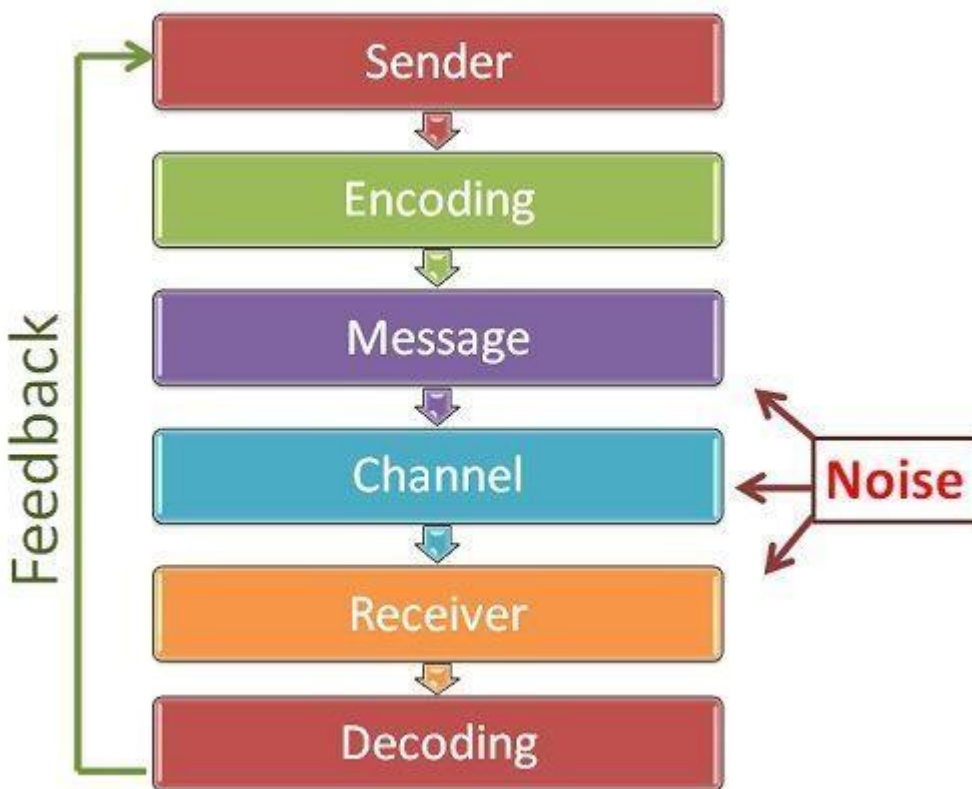
Communication Process

Definition: The Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding.

Simply, an act of conveying intended information and understanding from one person to another is called as communication. The term communication is derived from the Latin word “Communis” which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

Communication Process

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process:



1. **Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. **Encoding:** The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a

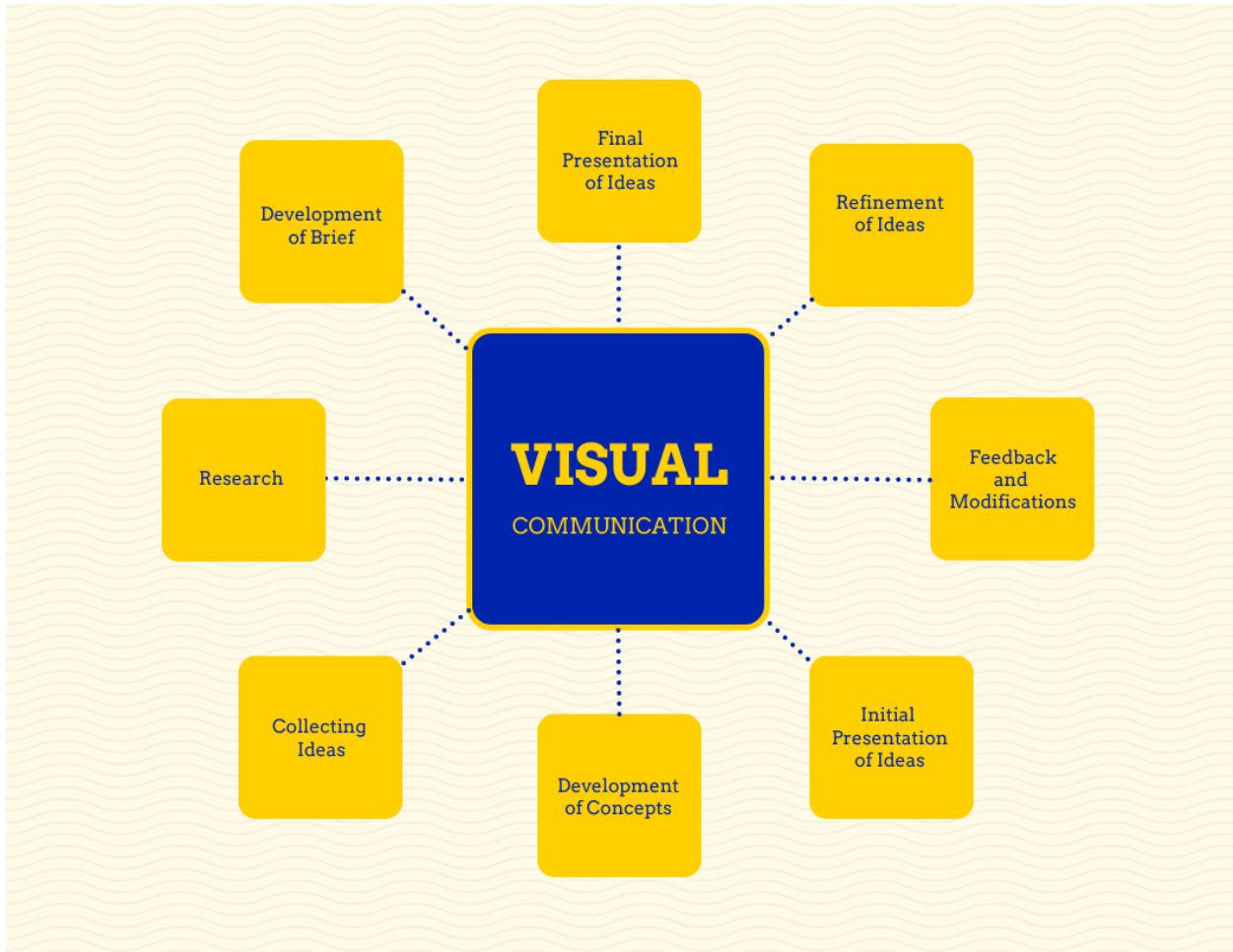
message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

3. **Message:** Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.
4. **Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.
5. **Receiver:** The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.
6. **Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
7. **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

Note: The Noise shows the barriers in communications. There are chances when the message sent by the sender is not received by the recipient

Understanding Communication

A famous quote says - "The way we communicate with others and with ourselves ultimately determines the quality of our lives" The process of passing any information from one person to the other person with the aid of some medium is termed as communication. The first party who sends the information is called the sender and the second party who receives the information, decodes the information and accordingly responds is called the receiver or the recipient. Thus in simpler terms communication is simply a process where the sender sends the information to the receiver for him to respond.



Visual communication

Visual communication is the practice of using visual elements to get a message across, inspire change, or evoke an emotion.

Visual Communication exists in two parts; communication design and graphic design:

- Communication design refers to crafting a message that educates, motivates, and engages the viewer.
- Graphic design uses design principles to communicate that message in a way that is clear and eye-catching to the intended audience.

What visual communication is really about at its core is selecting the elements that will create the most meaning for your audience. These elements usually include text, icons, shapes, imagery, and data visualizations.

Some strategies that are common in visual communication are:

- Showing the impact of your work by using data visualization
- Outlining processes and flows by using shapes and lines
- Creating more memorable information through the use of symbols and icons
- Telling stories through visuals and data
- Harnessing color to illustrate importance and attract attention

Importance of Visual communication

The chances of your workforce being made up of people from one generation with one personality type and one learning style are pretty slim.

The modern workplace landscape sees us working cross-generationally and cross-culturally, with individuals from all walks of life who have different learning styles, and different backgrounds.

This reality makes for a very interesting group of colleagues and carries the benefit of multiple distinct perspectives. Of course, it also presents some significant challenges that employers and managers need to address in order to communicate effectively and keep the full workforce as engaged as possible.

An individual's reception to and retention of information provided can vary greatly depending on where they land on each of the spectrums listed above but also on how the information is provided.

Examples of visual communication

There are tons of good graphics and visual design elements that you can add to your communication stack. Here are a few of the most common:

- GIFS
- Screenshots
- Screen recordings
- Videos
- Pie charts
- Info graphics
- Data visualizations
- Slide decks
- Social media posts

Visuals keep things fresh and exciting; don't be afraid to incorporate more than one of the examples discussed above.

Creating images isn't exclusive to those with formal graphic design training or with access to expensive, high-end tools. Simple screenshots are a great example of an easy way to create your own image while conveying a message in a meaningful way.

Characteristic of visual communication

1. It is transmission
2. Need of Media
3. To motivate a response from receiver.
4. To create understanding in others
5. Base for action and cooperation
6. Required at all levels of managements and at all times
7. Proper understanding on message
8. Communication may be a transmission of facts, figures or feelings

The Core Elements of Audio Visual Communication

Audio visual or AV communication brings together audio, visual and interactive media components designed to inform, motivate, persuade or simply entertain target audiences. It relies on stimulating the senses through multimedia for a more immersive and memorable experience compared to traditional static content.

To truly understand the essence of audio visual communication, it's essential to dissect its core elements and comprehend how each contributes to the whole. At its heart, AV communication integrates audio and visual components like IQ to create a holistic and engaging experience for the audience.

Audio Component

Audio is a vital element in AV communication, responsible for delivering spoken words, music, sound effects, and more. Whether it's a motivational speech, a musical performance, or an informative podcast, audio enhances the emotional impact of the message and complements the visual content.

Visual Component

The visual aspect encompasses images, graphics, videos, and animations. These elements are designed to capture the audience's attention, convey information, and evoke emotions. Visuals play a pivotal role in storytelling, brand promotion, and educational content.

Interactive Media

In the realm of AV communication, interactivity is the catalyst that transforms passive viewers into active participants. This includes features like interactive touch panels, mobile device integration with wireless sharing devices, and lecture capture devices, allowing the audience to engage with the content, making the experience more personalized and memorable.

The Impact of AV Communication

The benefits of professionally designed AV communication solutions include higher audience engagement, improved information retention, strengthened brand and emotional connections, enhanced experiences, and extended reach.

Improved Information Retention

People tend to retain information better when it's presented in a multimedia format. AV communication leverages this to ensure that the messages and content are remembered more effectively.

Strengthened Brand and Emotional Connections

AV communication is a powerful tool for fostering emotional connections. The combination of visual storytelling, compelling audio, and interactive elements can evoke strong emotions, leading to a deeper connection with the audience.

Enhanced Experiences

Whether it's an interactive training session or an educational presentation, AV communication enhances the overall experience. It makes the content more enjoyable and memorable, leaving a lasting impression on the audience.

Extended Reach

The digital nature of AV communication means that content can be distributed far and wide. The reach of a live stream is no longer confined to a specific location or audience.

However, maximum impact requires technical, creative, and communication expertise to produce quality multimedia content, operate equipment, choose appropriate channels, and distribute to the right audiences.

However, maximum impact requires technical, creative, and communication expertise to produce quality multimedia content, operate equipment, choose appropriate channels, and distribute to the right audiences.

Principle of communication

The 8 basic principles of communication are clarity, timeliness, coherence, urgency, conciseness, correctness, courteousness, and completeness.

Concept and Process of communication

Communication is a two-way process involving the following elements: a sender, a message, a medium, a channel, a receiver, a response and feedback. However, it is not sufficient to have just all these elements; there should be cooperation and understanding between the two parties involved

7 steps of the communication process

When the communication process is described in elements or components rather than sequential steps, the terms "sender" and "receiver" may be listed to clarify the process's participants. Thus, the seven elements are sender, idea formation, encoding, channel selection, receiver, decoding, and feedback.

Concept of communication

Communication is a two-way process which involves transferring of information or messages from one person or group to another. This process goes on and includes a minimum of one sender and receiver to pass on the messages. These messages can either be any ideas, imagination, emotions, or thoughts.

Communication skills

The communication process is made up of four key components. Those components include encoding, medium of transmission, decoding, and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver.

Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathizing.

Four types of visual communication

Visual communication is the use of images, symbols, and words to convey meaning. There are many different types of visual communication, which can be broken down into six main categories: graphic design, advertising, photography, illustration, web design, and video production.

Visual communication skills

Visual communication is the art of conveying information, ideas, emotions, and stories through images, symbols, colors, typography, and layout. It is a vital skill for graphic designers, web developers, marketers, educators, and many other professionals who need to communicate effectively with their audiences.

The significance of visual communication

Visual communication helps you cut through the noise and get your message across through high-quality, memorable content. These aren't the only reasons why visual communication is important. This form of communication: Attracts attention and boosts engagement.

The concepts of visual communication

Visual communication is the use of visual elements to convey ideas and information which include (but are not limited to) signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, and electronic resources.

Process of audio-visual communication

Audio visual or AV communication brings together audio, visual and interactive media components designed to inform, motivate, persuade or simply entertain target audiences. It relies on stimulating the senses through multimedia for a more immersive and memorable experience compared to traditional static content

Examples of audio-visual communication

Audiovisual language is understood as that which is transmitted through the senses of hearing and sight. Television, the Internet, and cinema are examples of audiovisual events. The combination of sound and image is known as a montage.

The functions of audio-visual communication

Audio Visual communication is a dynamic and powerful tool that can transform how we share and receive information. As technology evolves, the possibilities for AV communication are endless. AV communication offers exciting opportunities to connect, inform, and inspire.

6 techniques for making your writing visual

1. Visual flashes. Look at TV and print adverts – see how expertly they can condense a thought into a moment of time
2. Do a full visual rewrite
3. Moving pictures
4. Location, location
5. Create an obstacle race
6. Use visual verbs

Visuals in news

Visual journalism uses images, graphics, videos and other visual elements to communicate news stories. While traditional journalism often relies on words, visual journalism speaks a language everyone can understand - the language of visuals!

Example of visual media

Types of visual media include digital and printed images, photography, graphic design, videos, animation, and more. Visual media is regularly viewed on billboards, smartphones, newspapers, screen projectors, posters, televisions, computers, and various other mediums and devices, including this one

Media in visual media

Visual media definition refers to any form of communication that utilizes visual elements to convey information, ideas, or messages. This can include a variety of mediums, from traditional forms like paintings and photographs to modern digital platforms such as videos, animations, and interactive graphics

Visual news story

The Content Marketing Institute defines visual storytelling as the method of using graphics, images, videos and photos to engage viewers in order to drive emotions and promote communication while motivating an audience to take an action.

SHOOTING SCRIPT

A shooting script is a key piece in the production of a motion picture. It's a version of a screenplay that includes detailed cinematography instructions laid out in the order that they'll be needed, such as certain camera shots, props, and locations.

The difference between a shooting script and an original script

While a normal script or screenplay follows the narrative of the film, a shooting script is a whole new document adjusted to serve the needs of the production team throughout principal photography. It's organized to follow the shooting schedule rather than the chronological story. A shooting script is a production-ready screenplay that details instructions for the film production crew. The director and cinematographer develop the shooting script by breaking down the scenes and assigning numbers to each shot within a scene

Chapter 5

Video Production Management

The Video Production Process

Phase One: Pre-Production

The first step in the process of creating a video is all about preparation and setting the groundwork. During this phase, it's essential to do the planning, research, problem-solving, and organization necessary **to set your video project up to be successful.**

The pre-production phase includes:

- Video strategy/goals
- Budget/scope
- Story selection
- Project timeline
- Script creation
- Talent/characters
- Production team/equipment needs
- Location Scouting

It's important to conduct a series of meetings. Again, this process will vary based on the team and the scope of your project, but here are some basics to help you get started.

1. **Fact Finding:** Bring your company stakeholders and our video production team together to discuss the purpose, strategy, and goals for your video project and how it will be used after it is finalized. This is the part of the process where you'll want to communicate things like branding, target audience, and the tone and feel for the piece.
2. **Pre-Production Meeting:** This meeting is typically held between our Multimedia Services team and the primary point person for the project. Make sure to set the timeline, identify the characters, and finalize any location details. This meeting can be done over the phone or in person.
3. **Site Visit (Optional):** Depending on the complexity of the shoot, it can be helpful to do a site visit to your location, especially if neither the producer or videographer has seen it.
4. **Shoot Preparation:** Prior to showing up on-site for filming, our team will ensure that scripts have been reviewed and approved, interview questions discussed, characters are checked,

schedule is finalized and locations are confirmed. All these details will help ensure that the production phase goes smoothly.

Phase Two: Production

The meetings are over, the preparation is complete. Now, it's time to have some fun! The production phase is where you capture all the interviews and footage for your video. This is the part where the story begins to come to life.

The production phase is where all the raw materials for your video will be captured. If you have specific visions, ideas, or visuals that you want to be included in the final product, be sure that you have clearly communicated that with your producer before the end of the production phase.

The production phase includes:

- Setting up the sound/lighting/video equipment
- Conducting interviews
- Recording voiceovers (if they are needed for your project)
- Capturing b-roll (extra footage that is used to support your story)

Especially if you are using an external video team, we recommend the primary point person is on location to act as the conduit between the video producer and your brand.

Phase Three: Post-Production

After the production phase is finished, the producer and editor go to work. During the post-production phase, your video production team will begin the process to organize, plan, and edit the actual video.

Your producer will carefully review all the footage and transcribe all of the interviews conducted. Then, they will assemble the story and the video editor does their magic to bring all the pieces together.

The production phase includes:

- Logging the interviews
- Producing the final story
- Music selection
- Video editing
- Reviews/approvals
- Final Delivery

Your video production team will handle all the nuts and bolts of making your project come to life. So, just sit tight and wait for the magic to happen. This process takes some time and creativity, so don't expect that it will happen overnight.

Every production company will have different timelines for the post-production phase, but you can plan for it to take approximately 6-8 weeks unless another timeline has been discussed.

Once our video team has created a draft of the video project, it'll be time for your project point person and key stakeholders to step back into the mix

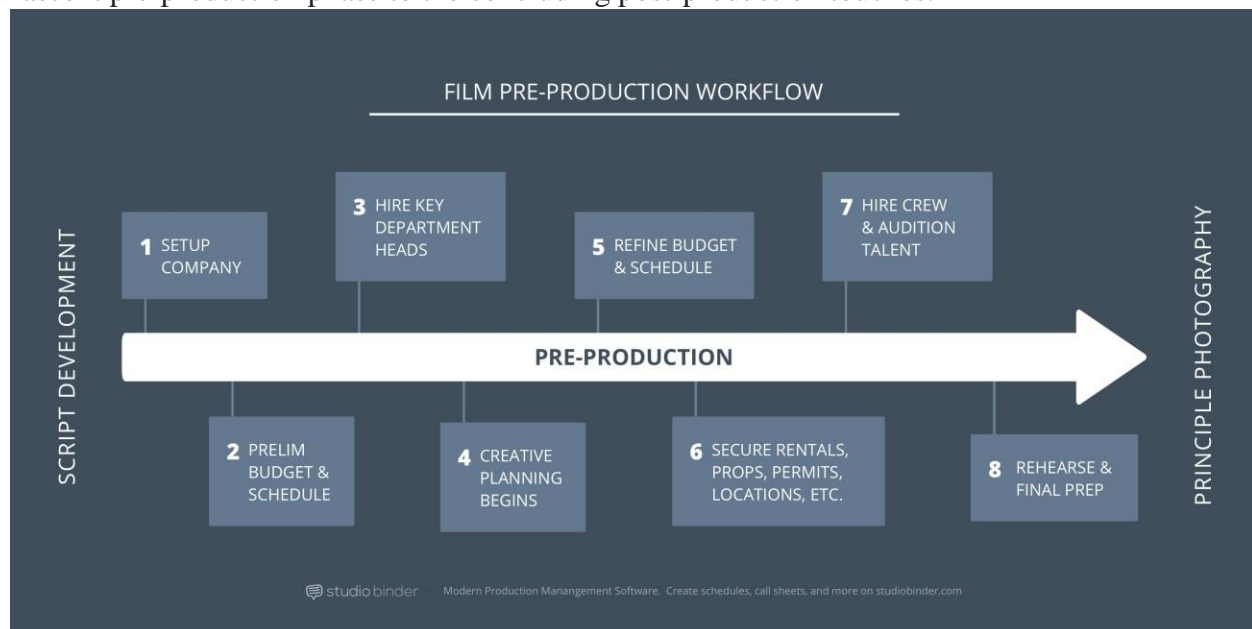
- **Initial approval and revisions:** Once the initial version of the video is edited, it's time to review the work. Assuming there are some changes that need to be made, the revision process can begin. If you are working with a video company, there may be a pre-defined number of revisions or hours set aside for revisions.
- **Final Delivery:** Once the video is finalized and approved, it's time to export the video to its final format. All platforms (YouTube, Facebook, etc) have slightly different specifications for optimal video playback. This should be discussed thoroughly in the pre-production process.

Video production process important

- **Dependability:** Whether you're shooting on location, in a studio, or in an office space there are a lot of moving pieces that have to come together. Does the time and place work for all members involved? How about actors or spokespeople? Identifying all of these details is crucial, and it is essential to do it in a logical, systematic fashion.
- **Predictable Timeline:** Video production takes time. For anything more than an iPhone video, you don't just pick up a camera one day and have a video in your hands the next. So, how much planning time do you need before the shoot and how much editing time afterward? It's only guesswork unless you have a real process. An established and tested video process can help you go from an educated guess to an accurate prediction.
- **Fewer Revisions:** When you nail down your objectives, discuss the details in pre-production, and then execute to match your vision, you shouldn't end up with many revisions at the end of

your project. On the other hand, if you go through that whole project without a real process, you may end up with problems that require extra editing and time to resolve.

Video production stands as one of the most influential mediums of the modern age. It serves a multitude of purposes, from corporate promotions and advertising to documentaries and feature films. Understanding the intricacies of the video production process ensures successful content creation. Let's embark on a journey through the detailed stages of video production, from its nascent pre-production phase to the concluding post-production touches.



1. PRE-PRODUCTION: LAYING THE GROUNDWORK

- Pre-production lays the blueprint for the entire video project. It's where ideas form, mature, and get structured. Essential tasks in this phase include:
- **a. Conceptualization:** At the heart of any video lies its concept. Brainstorming sessions, research, and discussions lead to a clarified idea tailored to the target audience.
- **b. Scriptwriting:** Once an idea takes shape, it transforms into a written script. The script acts as a roadmap, detailing dialogue, setting, and narrative flow.
- **c. Budgeting:** Every project has financial constraints. A well-detailed budget ensures a realistic and achievable video, accounting for equipment, crew salaries, location costs, and post-production expenses.
- **d. Casting and Crew Selection:** Choosing the right talent, whether actors or presenters, is vital. Similarly, assembling a skilled crew, including directors, camera operators, and sound technicians, ensures high production values.
- **e. Location Scouting and Permissions:** Finding the perfect backdrop for the video is essential. Once selected, obtaining necessary permissions and clearances becomes crucial.
- **f. Scheduling:** A detailed shooting schedule, accounting for all variables, ensures smooth operations during the production phase.

2. PRODUCTION: LIGHTS, CAMERA, ACTION!

- The production phase is where all prior planning manifests into tangible content. The principal activities in this phase include:
- **a. Setting Up:** Before any shooting begins, the crew sets up equipment, ensuring cameras, lighting, and sound gear are in optimal positions.
- **b. Filming:** The director leads the filming process, guiding actors and ensuring scenes align with the script. Multiple takes might be necessary to capture the perfect shot.
- **c. Sound Recording:** Good visuals need impeccable sound. Dedicated sound technicians capture clear dialogues and ambient noise, ensuring audio quality matches visual excellence.
- **d. Monitoring:** Dailies or rushes, immediate playbacks of what's been filmed, are reviewed to ensure quality and adherence to the vision.

3. POST-PRODUCTION: CRAFTING THE FINAL NARRATIVE

- Post-production is where the raw footage becomes a cohesive story. Precision and an eye for detail are pivotal in this phase.
- **a. Editing:** Editors review all the footage, selecting the best takes. They piece together scenes, ensuring a smooth narrative flow.
- **b. Sound Design:** Any inconsistencies in audio get refined. Soundtracks, sound effects, and voiceovers are added, and levels are balanced for clarity.
- **c. Visual Effects (VFX) and Graphics:** For videos needing additional visual elements, VFX artists and graphic designers add necessary effects, enhancing the video's visual appeal.
- **d. Color Grading:** Colorists adjust the footage's color, ensuring consistency and enhancing the video's mood and tone.
- **e. Feedback and Revisions:** The initial edited video undergoes reviews, and feedback leads to further refinements, ensuring the end product aligns with the initial objectives.
- **f. Final Rendering and Export:** Once everyone is satisfied, the video is rendered in the desired format, ready for distribution.

4. DISTRIBUTION: SHARING WITH THE WORLD

- With the video ready, the focus shifts to reaching the intended audience. Depending on the video's purpose, it might be shared on social media platforms, broadcasted on television, embedded in websites, or screened at events.



discovery

- Briefing
- Concept development
- Quoting



pre-production

- Scriptwriting
- Storyboarding
- Shot listing
- Location scouting / studio hire
- Talent and crew selection



production

- Filming
- Voiceover recording



post-production

- Editing
- Motion graphics and special FX
- Animation
- Music (original or library)
- Final edit, grade, mix and master



distribution

- DVD design / Duplication
- Website Upload