

A black and white photograph of a street scene. In the foreground, a person in a patterned vest and light-colored pants is holding a large, round, woven basket. A woman in a dark top and long skirt is walking towards the camera, smiling. In the background, a group of people is standing on a cobblestone street. The air is filled with many small, round bubbles. The overall mood is festive and lively.

Photography

as a new visual language

THE LECTURE BY OLGA DMITRIENKO

BIO

MY WAY TO PHOTOGRAPHY

- **Born and raised in Moscow**
- **Started to do photography at the University, faculty of journalism**
- **First specialised on reportage photography, afterwards also studio and artistic photography**
- **Chose documentary portraits and photo-stories as a main professional direction**
- **Made projects and exhibitions in Russia and Italy**



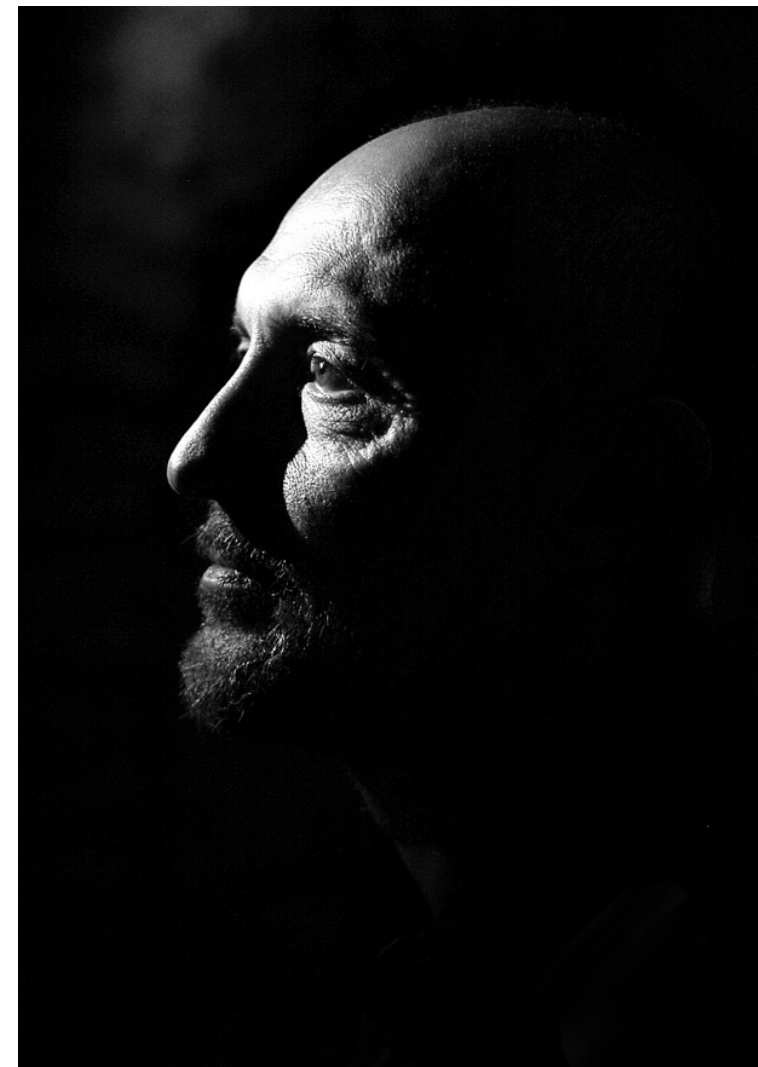
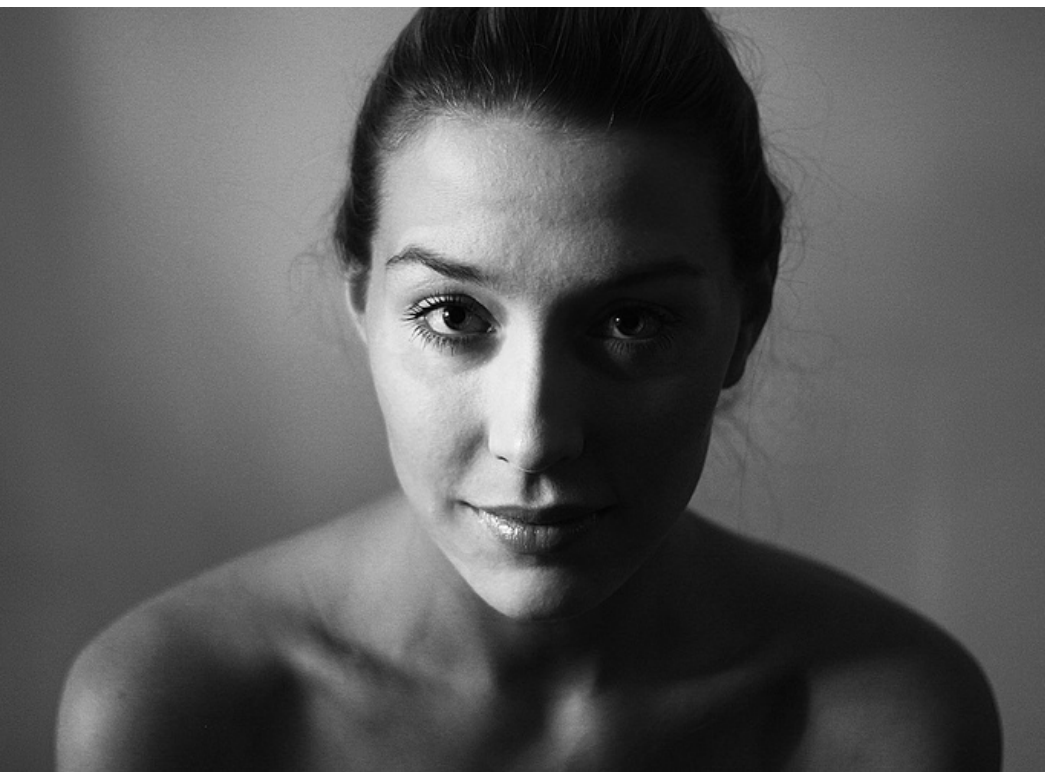


PHOTO-SERIES

MAKING A PHOTO-STORY



The first thing to do for a true and deep story - make a good connection with your protagonists

To be able to integrate
with their lives



To help them be natural
in your presence



To have a sincere interest
and feelings
(photos reflect your attitude)







A "deep" life-story may take several months or even years

ONE-DAY STORIES

FASTER AND EASIER BUT STILL INVOLVING

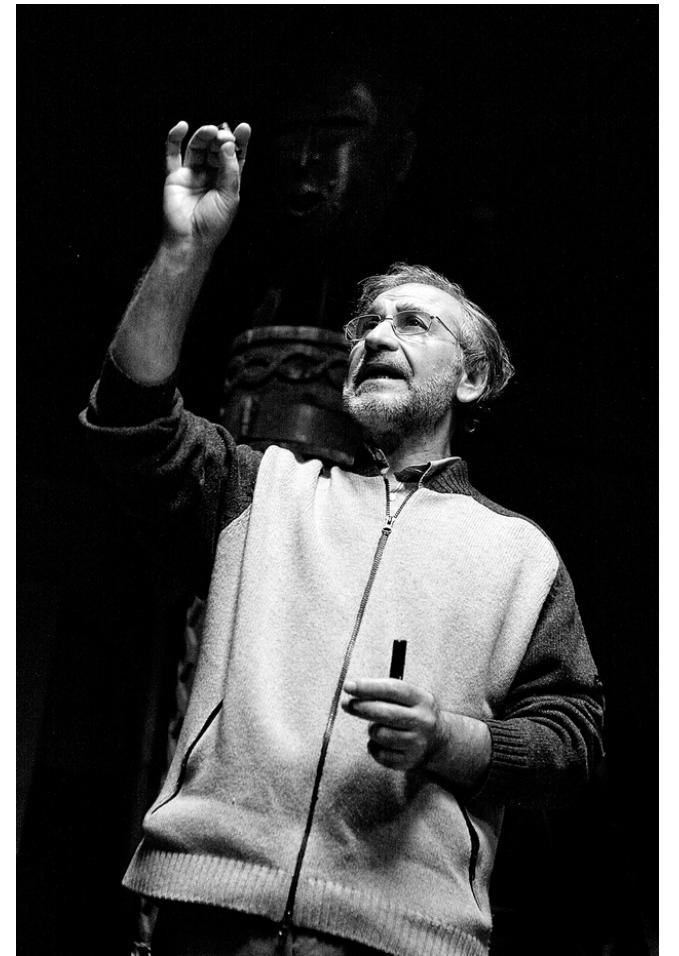




Short stories are not about all the aspects of
life of a person so it may be done
in a shorter time or even in one day

But it's still about sincerity and good
emotional connection. And also it's about
ability to represent the traits of character of
the person you may not know very well yet







A black and white photograph of two elderly men standing outdoors and talking. The man on the left is older, with white hair and a beard, wearing a dark striped jacket over a button-down shirt. He is holding a pair of glasses in his right hand. The man on the right is younger, with short white hair, wearing a light-colored polo shirt. He is gesturing with his hands as he speaks. The background is a blurred outdoor setting with trees and a building.

Photography and communication

"two friends" who support each other

1 Photography may help to interact with each other

2 Communication skills help us to find new people and stories for future projects

3 The possibility of sharing photos make us feel more connected

4 Photos are international - a language that all people can read



THEN & NOW

PHOTOGRAPHIC APPROACH THEN AND NOW

**Technically
difficult, big,
expensive**

**Only the most
precious
moments and
people**

**For family and
friends to watch
in albums time
after time**

**You needed
certain skills**

**Very easy, little,
may be very
cheap, unlimited
quantity of shots**

**Every pretty thing
you see (object,
stranger, your own
reflection
in a mirror :)**

**For everybody
who is online,
here and now in
the present
moment**

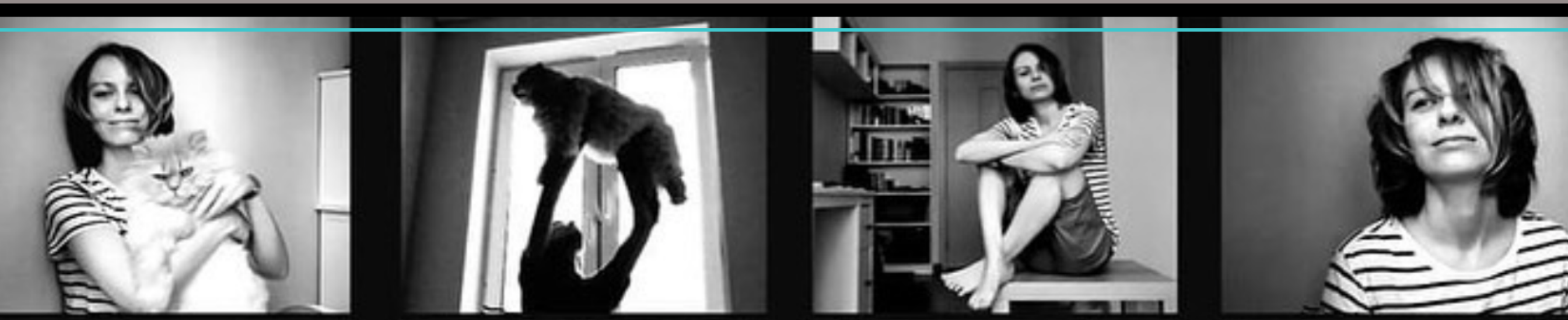
**Very easy and
fast to do**



Advantages & Disadvantages

- **We can capture everything we want and as much as we want**
- **Sharing lots of stuff immediately and feel psychologically in touch with people we choose to feel in touch with**
- **Economically and technically available for everyone**
- **Lots of opportunities of self-expression and self-promotion**

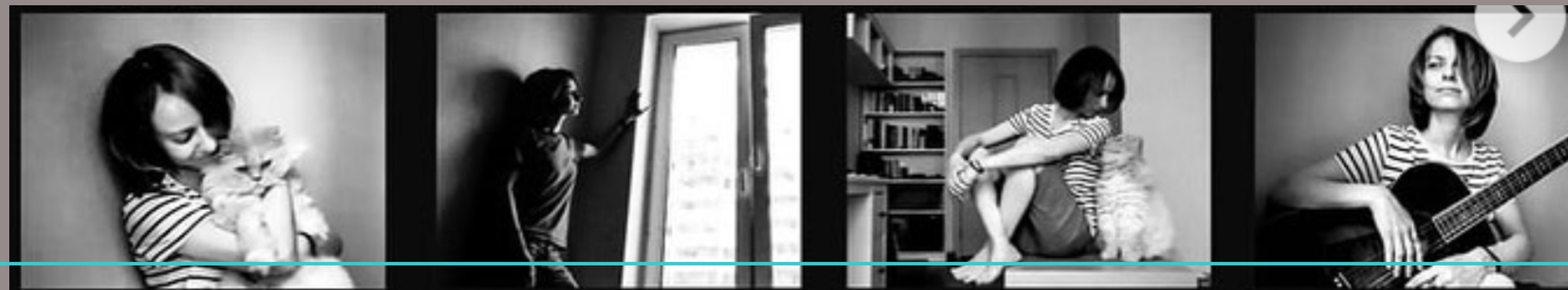
- **Lots of junk-photos, messy archives that are very difficult to clean up**
- **We are less present in the real life and more focused on a virtual one**
- **We are accepting lower quality, sometimes don't see the difference between good and bad shots.**
- **Floods of content, publicity and high competition**



Face-time photography

a new genre of the pandemic period

The way to arrive FROM virtual TO real private space of the person and capture it using a frame of the laptop or smartphone instead of a camera's viewfinder. This way is technically poor but very special from creative and documentary point of view. And it's a particular genre that represent this historical period.



PHOTOGRAPHY AS SYMBOLS. ILLUSIONARY COMMUNICATIONS



We have parallel virtual lives

by capturing and choosing only
the fragments of life we'd like to
show. Even if it's true it's not true

We "read" more photos and less text

Our perception is more and more
adapted to get info from pics
(both actual and emotional)
It's usually superficial

Pictograms integration

Possibility of personalisation of
emoji and virtual stickers to add
more visuality also into text





WHY/IF WE STILL NEED PROFESSIONAL PHOTOGRAPHERS?

To combine "fast" and "slow" photography

by using not only smartphones but also analog cameras or digital mirror cameras for high quality pictures. Still make sense to keep good shots for long time and not only for fast sharing

To learn and get inspired

It's still useful to learn theoretical and technical part like specificities and physics of light/shadows, colours and composition.

While learning we can see examples of well-made pictures

Work with other photographer is a useful communication

In the modern time of selfies and smartphones with HD cameras and tones of apps and free presets we can manage by ourselves. But like this we have only one point of view. Creative collaborations may show other interesting perspectives

WHAT TO DO FOR YOUR CREATIVITY?

My opinion and suggestions

Study basics

Classical art, composition, painting, old photography.

To break the art-rules you need to know them.

It will also help you to develop a good sense of taste

Learn new trends

Just to know what is going on - to analyze why you like/don't like it and why it is trendy

Use critical thinking

To choose which content really deserves your time to watch

Don't compare

Don't compare yourself with other artists and bloggers, don't focus on the fact who is better, art it's not a sport, just express yourself and boost your skills



Personalize trends

Don't try to be mainstream just by copying, suggest your own interpretations, feel free to show something totally new

Study yourself

Your thoughts, feelings, values, ask yourself questions - this helps you to understand better your personality and creativity
The art is a reflection of us first of all, think about how and what/why you want to say/show

Believe in yourself

Don't give up your creative goals and dreams, it's never too late!
Sometimes you may feel down but it will pass, keep on going!

Get practical skills

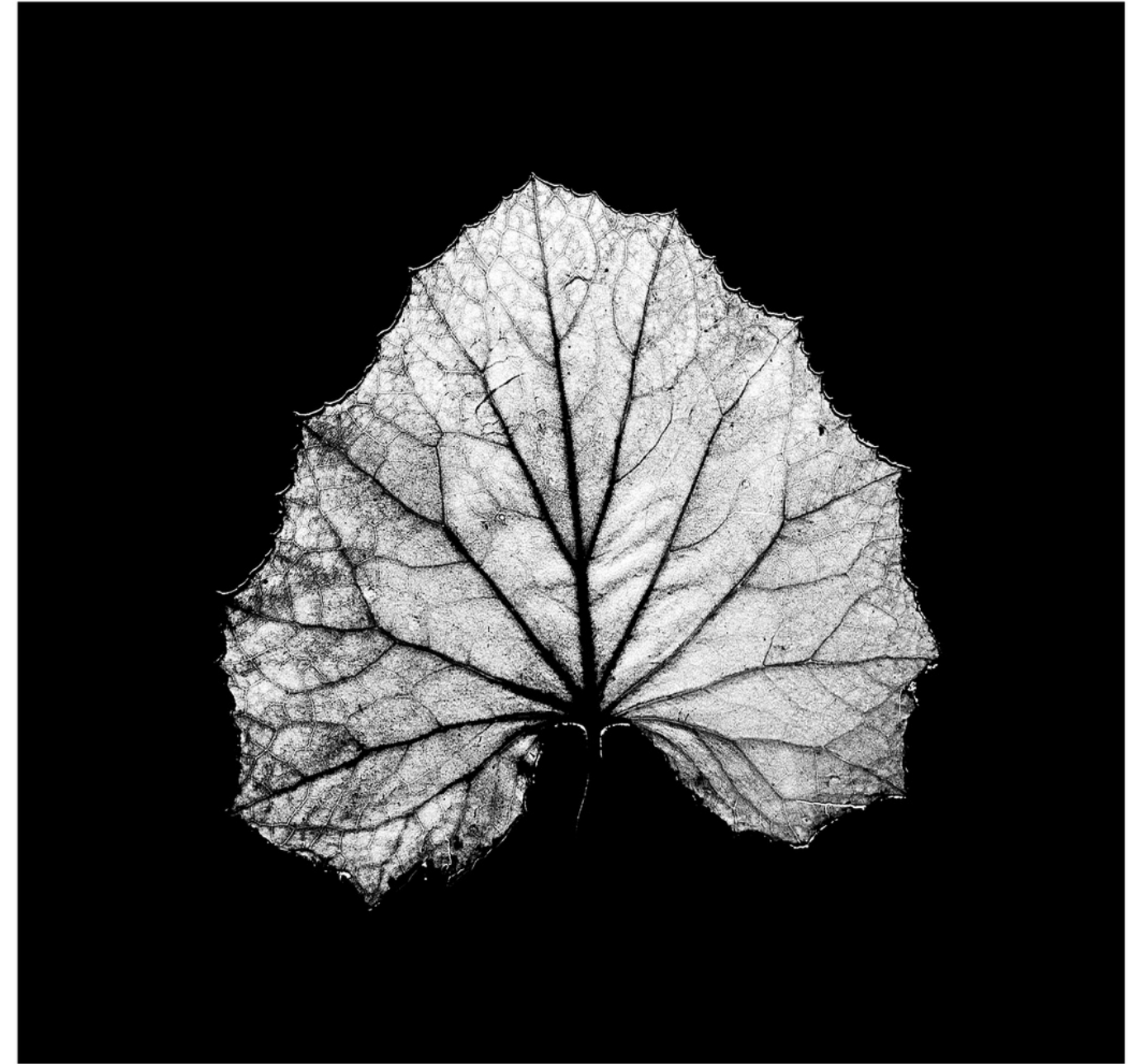
Develop other skills (whatever... management, soft-skills, languages etc.)
They may help to support your creative projects on a practical level. Collaborate with other professionals



We may substitute the technical aspects of photography with new devices
but our individuality, experience and creativity will always stay with us

**Photography like all the art is personalised - it is the way to show your own attitude
your vision of life and of a certain phenomenon or personality
And this is the main thing that makes YOUR photographic message unique**

Let's keep on creating new trends and directions in visual communications
and keep in touch with each other



Thank you for your attention! :)