

Visual Anthropology – From wide to close

VISUAL STORYTELLING

SPACES

PEOPLE

OBJECTS

Establishing

ARCHITECTURE

RELATIONSHIP

ARTEFACTS

MOODS



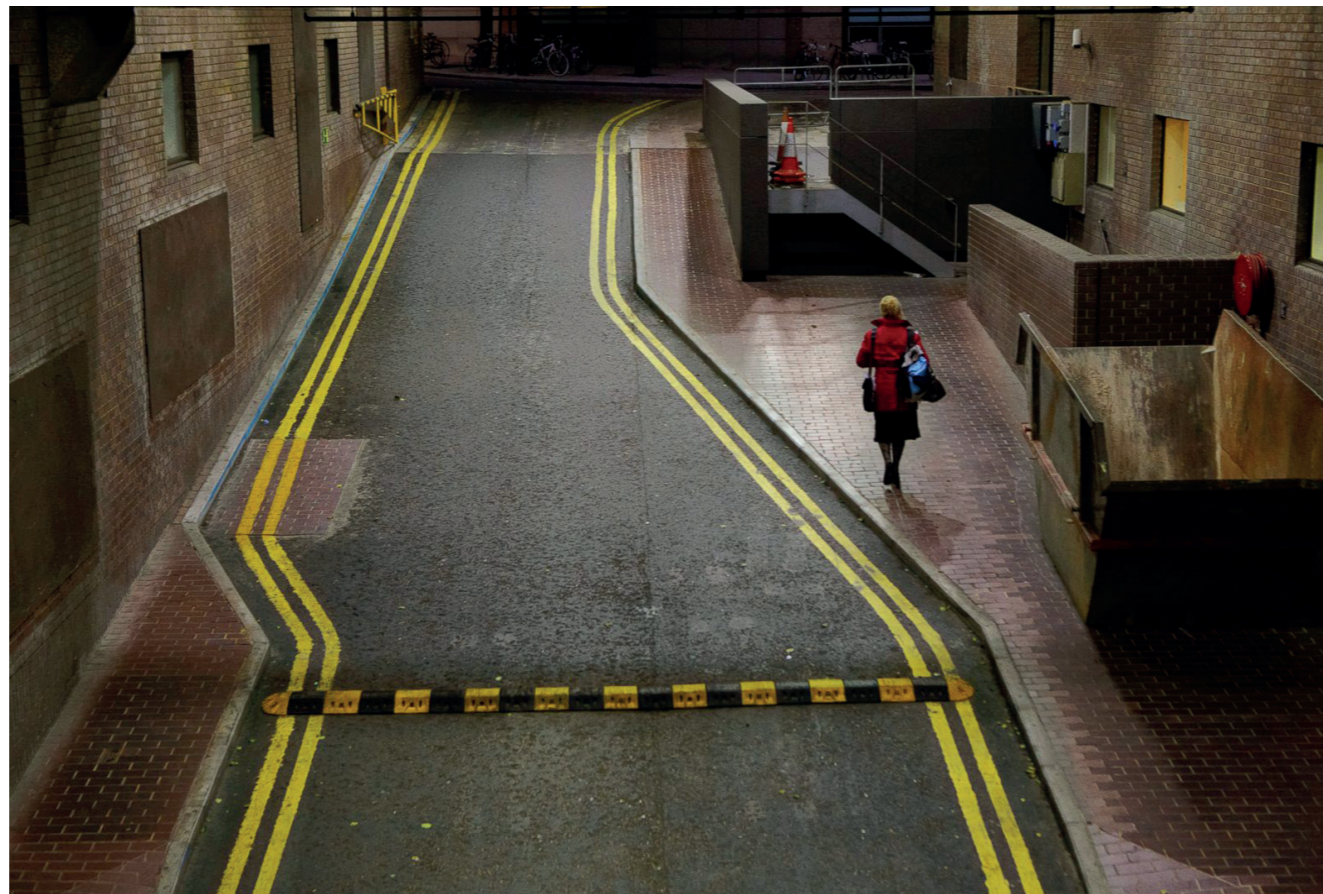
WIDE SHOTS **ESTABLISHING SHOTS**

Give a sense of space.
What is the theatre of your action?
Move back to frame the whole scenerie.
Bring in some air alike in design.
White space.

Everything is a stage once framed;
Rural, industrial, urban landscape
Human, intimate, inner landscape
[from outer to inner-spaces]

STEP BACK
COMPOSE
STAY STILL









MIDDLE SHOTS

ESTABLISH RELATIONSHIPS

Middle shots capture human behaviours
in their space, as family, at work...

People to people

People to space

Men and machines

People and pets

People and things

from chaos to stillness

BE ALERT —OBSERVE

HUNT THE MOMENT











CLOSE UP
BUILDING CONNECTION

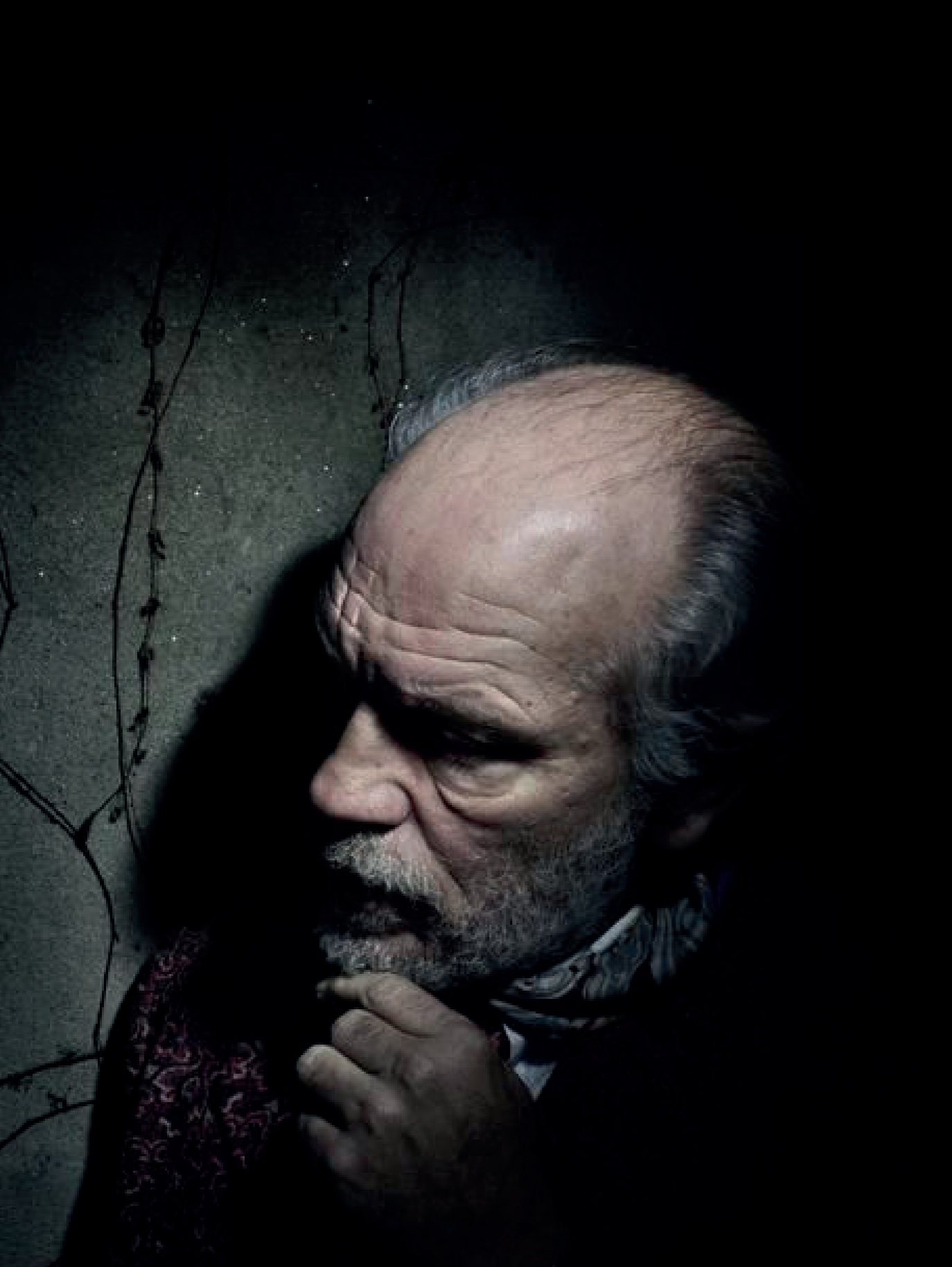
Get closer to the human face

Between light and shadow
Between laughs and cries
In the fold of someone's thoughts

With delicacy and discernment
Look for expressions, emotion









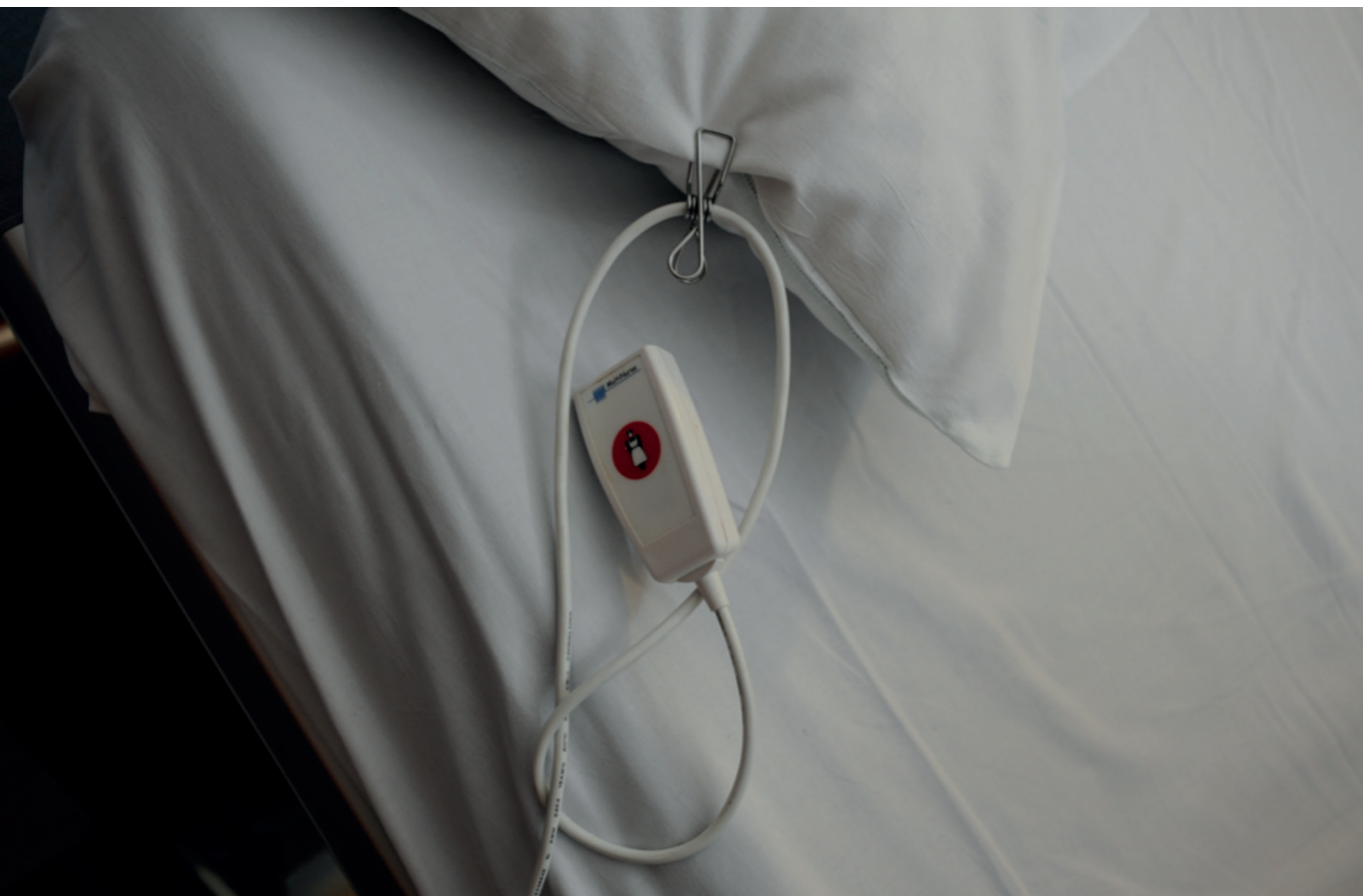


CLOSE UP
BUILD CONNECTION
ON A TANGENT

We often tell someone through
too many direct portraits

When every objects
Every human memory
Every details of evidence
Tells often a story better
In the interstice

With curation and poetry
Look for odd, kitsch, tender
footprints of life





MADAME GANDHI

By Deirdre O' Callaghan

In four shots/

wide shot [urban, gold, pop]

Middle [relationship with her instrument]

Close up [tells the bold dreamer]

Details [urban, gold, pop]



Madame Gandhi by Deirdre O' Callaghan

In four shots: wide [urban] – Middle [relationship] – Close [Bold dreamer] – Detail [gold/red]



THE END
Q&A TIME

Google Music

Adelaide + Matt

Define your respondents

In four shots/

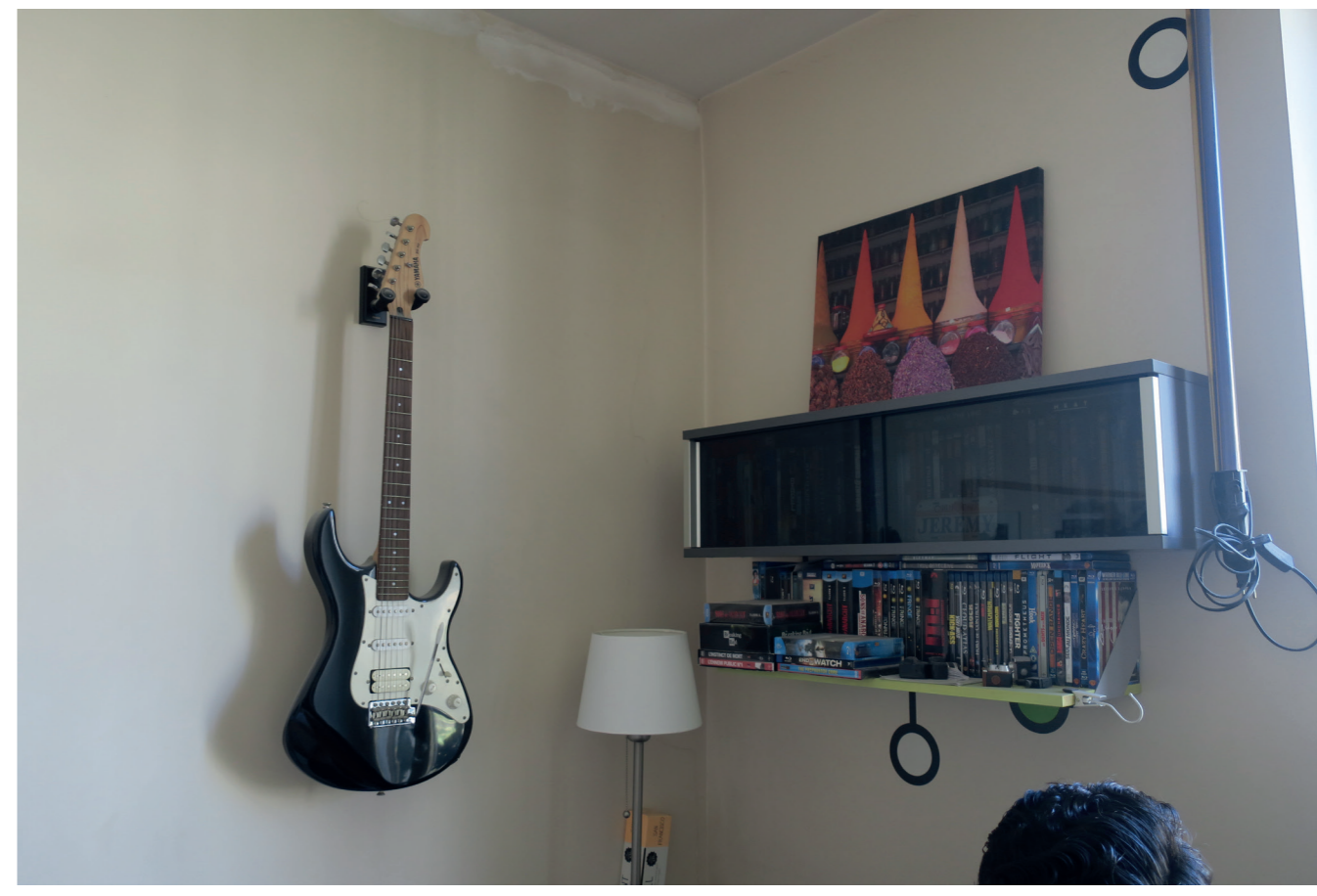
wide shot [sets the scene, gives a sense of space]

Middle [relationship –people and tech, people and cats, etc.]

Close up [captures emotions]

Details [captures socio–cultural clues]





Compare

Frontal portraits with people facing the camera

v/s

Portraits in situ with people busy doing something else

What works best for you?

