



Personal Project Report

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Title of the project: Photography BlogSpot

Goal statement: My personal project goal is to create a Photography BlogSpot of photographs that capture the multicultural characteristic of the Parap Markets and allow me to extend my knowledge of the photography elements of composition, lighting, colour balance and perspective.

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Investigating

Define a clear goal and context for your project, based on personal interests.

The goal I have set for my personal project is to create a Photography BlogSpot that captures photographs of the Parap Markets. After completing my mind-map of personal project ideas, I decided to develop my photography skills and create a BlogSpot of photographs that capture the multicultural characteristics of the Parap Markets, which reflects the variety of cultures represented in Darwin.

From a photography point of view, the Parap Markets is a great place to spend time developing my photography skills, as there is so much colour and varying lights that change from the opening time of 7am until the closing time of 2pm. This goal has allowed me to practice taking photographs at different times of the day and extending my understanding of how to use my Nikon D30 DSLR camera effectively in a variety of lighting situations. All the shapes, movement and colours of the Parap Markets have given me an opportunity to focus on four key photography elements that I have developed:

- composition
- perspective
- lighting
- colour balance

This project is based on a personal interest because I am very interested in photography and when I finish school would like to go to university and complete an Arts Degree with a major in photography and a minor in communication that will hopefully open doors for a future career in photo journalism. This personal project has only focussed on the photography aspect of this career goal, as I want to be able to fully develop these skills and at a later date in my Stage 1 and Stage 2 classes I can begin to develop the skills needed to communicate as a photojournalist.

I am also interested in photography because it is such an easy to access art form. With iPhones and Instagram today anyone can develop their simple photography skills, I want to develop these skills using my Nikon D30 SLR camera, to show that although photography is a very accessible art form, there is a lot more involved in taking a good photo than capturing a photo with my iPhone and using an Instagram filter to enhance the image.

The global context I have chosen for my personal project is 'Personal and Cultural Expression.' The global context of 'Personal and cultural expression' allows me to explore the following question: what is the nature and purpose of creative expression?' The area of exploration within this global context is 'our appreciation of the aesthetic.' I want my photography to be aesthetically pleasing and show others how I appreciate a well-constructed and aesthetic image.

Through my personal project I want to develop my photography skills and explore ways in which I can improve as an amateur photographer. I want to show viewers of my BlogSpot how a photograph that has excellent composition, perspective, lighting and colour balance can effectively capture a scene from the Parap Markets. Through my Personal project I want others to appreciate the aesthetic appeal of the variety of cultures represented at the Parap Markets. The global context of personal and cultural expression and the area of exploration of our appreciation of the aesthetic has given greater purpose to my project as it enabled me to focus on developing the four elements of photography to create a series of aesthetically pleasing images.

Identify prior learning and subject-specific knowledge relevant to the project

Prior learning

The prior learning I have that helped me create my Photography BlogSpot was a Casuarina Senior College Night Class on the basics of Digital Photography. This class was a 10-week course that was held for 2-hours every Wednesday night. At this night class I learnt the 7 basic elements of photography:

- Composition
- Lighting
- Colour balance
- Impact
- Technique
- Centre of interest
- Perspective

This class gave me the prior learning of composition, lighting, colour balance and perspective that I focussed on to create my project.

At this night class I learnt the basic functions of a DSLR camera, such as:

- ISO functions
- aperture
- depth of field
- shutter-speed

- use of flash

This foundational knowledge gave me the technical prior learning that I needed to create my project.

Subject-specific knowledge

The two subjects that I have studied over the past three years during the International Baccalaureate Middle Years Programme at Good Shepherd Lutheran College that have helped me establish prior knowledge for my project are Arts – Photography and Language and literature.

In Arts – Photography we inquired into how to develop our technical photography skills to create a series of images that capture what it means to be human. In this subject I was able to develop the skills I had learnt in the adult night class and I also learnt new skills such as the 'rule of thirds', using a light box and redirecting light to create a softer image. We also learnt the ethical decisions behind taking a photograph.

In our Language and literature visual literacy unit the concept we have just finished exploring is 'perspective'. Our statement of inquiry has been 'seeing is all a matter of perspective.' In this unit we explored the features of advertisements and the thought process that goes into creating an image with a message. We covered visual literacy features such as salience, vector, reading path, modality and the features of an image.

Through inquiring into the visual literacy features we were able to identify how the artists choices sent a message to the viewer and images are made of meaningful components. This subject-specific knowledge has helped me develop the element of perspective in my photography and given me the guidance to make effective choices when composing my photographs.

Demonstrate research skills

Throughout this project I have developed my research skills, how to evaluate sources and how to apply this information to the context of my project – creating a Photography BlogSpot. For each of the sources I researched I firstly defined what I needed to research, I then identified how I will find these sources, their location and how to access the source. I then identified how I will extract the relevant information and use this information by applying it to taking the actual photographs and creating my BlogSpot.

For each of the sources I researched and choose to apply to the project, I evaluated these sources by answering the following questions: Authority – who is responsible for providing this information and what are their qualifications and level of experience? Accuracy – is the information accurate and can this be verified by other sources? Objectivity – does the provider of this information have any bias towards the

information they are providing and does this impact the accuracy of their information? Currency – is the information provided current and is there any more recent information that is more valid to my project? By evaluating each of my sources I was able to identify how each of my sources can be applied to my project.

Primary sources:

My two primary sources for this project were Australian photography Kirran Shah and world-renowned freelance and National Geographic photographer Steve McCurry. I was able to receive information regarding how to develop my skills in the photography elements of composition, lighting, perspective and colour balance by emailing Kirran Shah directly. Kirran provided highly accurate and effective information that I was able to transfer to my project. *(See Appendix 1)* I was able to find first-hand information from Steve McCurry on his YouTube channel where he explained the Nine Top Tips for Composition with examples from his work that validated the information. The information Steve McCurry provided was validated by Kirran Shah and other secondary sources, this information was simple and effective enough to apply to my own photography. *(See Process Journal, pages 15 – 21 for example)*

Secondary sources:

There is a large variety of online photography and Blog developing information that I was able to access and transfer to my own project. The websites I accessed to help me develop my photography skills were Digital Photography School, The Photo Argus, Digital Camera World and Photography Tuts Plus. I evaluated each of these sources and the authors of the articles on these sites and determined that the providers of this information were qualified and experienced, did not have bias towards a particular camera type and brand and the information was up-to-date and relevant as these articles were all published in the last 5 years. The information given on each of these sites can be verified as accurate as the information provided is verified on other photography sites. *(For an example of this see Appendix 2)*

The websites I accessed to help me develop my blog creating skills are The Creative Image and Photography Concentrate. I evaluated both of these sources and the authors of the articles on these sites and determined that the providers of this information were qualified and experienced, did not have bias towards a particular Blog provider and the information was up-to-date and relevant as these articles were all published in the last 5 years. The information given on each of these sites can be verified as accurate as the information provided is verified on other blog developing sites. *(For an example of this see Appendix 3)*

Planning

Develop criteria for the product/outcome

Once I had compiled all my research with my goal statement, global context and identification of prior learning and subject-specific knowledge I created 5 specifications for my Photography BlogSpot. These specifications will determine what I wish to accomplish and provide a guideline for how I know when I have achieved my Personal Project goal.

My specifications are as follows:

1. My Photography BlogSpot must have 8 images that capture the colour and activity of the Parap Markets.
2. My Photographs need to demonstrate my developing understanding and application of the photography elements of perspective, composition, colour balance and lighting.
3. My BlogSpot must be aesthetically pleasing and easy to view by having lots of white space surrounding the images.
4. My photograph headings need to be simple and descriptive.
5. My Photography BlogSpot needs to reflect the colourful and multicultural characteristics of Darwin.

Criteria for success

I then transferred these specifications to the criteria for success rubrics so that as I progressed through creating my product/outcome I could continually self-assess and improve and when I had completed by actual project I could self-assess and ensure I had created an excellent product.

Level of achievement	Specification 1	Specification 2	Specification 3	Specification 4	Specification 5
Excellent 7-8	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets in an excellent manner.	My photographs show an excellent demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is excellently aesthetically pleasing.	My photograph headings are simple and descriptive in an excellent manner.	My photography BlogSpot reflects the colourful and multicultural characteristics of Darwin in an excellent manner.
Substantial 5 – 6	My Photography BlogSpot has 8 images that	My photographs show a substantial demonstration of	My BlogSpot is substantially aesthetically	My photograph headings are substantially	My photography BlogSpot substantially

	capture the colour and activity at Parap Markets substantially.	perspective, composition, colour balance and lighting.	pleasing.	simple and descriptive.	reflects the colourful and multicultural characteristics of Darwin.
Adequate 3 – 4	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets adequately.	My photographs show an adequate demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is adequately aesthetically pleasing.	My photograph headings are adequately simple and descriptive.	My photography BlogSpot adequately reflects the colourful and multicultural characteristics of Darwin.
Limited 1 – 2	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets in a limited manner.	My photographs show a limited demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is very limited in its ability to aesthetically please.	My photograph headings are simple and descriptive in a limited manner.	My photography BlogSpot reflects the colourful and multicultural characteristics of Darwin in a limited manner.
No evidence 0					

Plan and record the development process of the project

After developing my specifications for my Photography BlogSpot and placing this into the criteria for success rubric I then developed a Gantt Chart (*see Appendix 4*) in which to plan the progress of creating my Photography BlogSpot. I decided to break my actual photographing into two week-long time slots. This gave me an opportunity to take my photographs, edit and then self-assess the images against my specification of “developing my understanding and application of the photography elements of perspective, composition, colour balance and lighting.” This proved to be effective as I was able to concentrate on developing two photography elements in one week, rather than attempting to focus on all four elements in one week. I sought feedback from Kirran Shah regarding my implementation of the four photography elements, and his feedback was given within 12 hours allowing me to make improvements on the photography element of colour balance within my projected timeframe.

My original plan was to develop my BlogSpot using WordPress over two weeks, however, the sources I used to help me develop my BlogSpot (*see Appendix 3*) were very thorough and I was able to create my BlogSpot in a space of one weekend. Thus my plan to stretch this process out over a two-week period was

reduced and I was able to tweet my BlogSpot and make it live within the space of one weekend. Throughout the process of creating my Photography BlogSpot I was able to stick to the deadlines I created in my Gantt Chart and provide regular check-ins with my supervisor.

Demonstrate self-management skills

Self-management has not been one of my strengths throughout Year 6 to Year 9 of the Middle Years Programme, however the Personal Project gave me an opportunity to develop self-management skills. The areas of self-management that I was able to develop through the personal project are my organisation skills, in particular, planning strategies and taking action to achieve both a personal and academic goals. I also developed organisational skills by being able to synthesize lots of research and bring this together to create my Photography BlogSpot. By creating my personal project I was able to manage my state of mind by demonstrating perseverance and persistence. The personal project felt quite large, drawn-out and time consuming so by persisting and persevering I was able to develop my affective skills. My reflection skills developed throughout the personal project as I had to keep a process journal and record all my reflections throughout the process of taking photographs, creating titles and building my BlogSpot. By consistently reflecting, I was able to improve each step of the way and in doing so improved my overall project.

Taking action

Demonstrate thinking skills, communication skills and social skills

In order to complete my Photography BlogSpot I had to critically and creatively think to solve problems that occurred throughout the process. I have broken down each stage of creating my Photography BlogSpot into photography elements and blog creating with examples of how I have demonstrated my critical and creative thinking.

Colour Balance

On the morning I set out to capture photos with accurate colour balance, the natural light was clouded by some dark clouds from 8am until 9am so I missed some valuable lighting time for accurate colour balance, however, I was able to compensate this by ensuring that I choose subject matter such as the Chinese Good Luck Charms and Lassi Stall, as these were not blocked by shadows and I could apply the research from 'Introduction to White Balance' by Darren Rowse to my product. I held up a white sheet of paper next to these two scenes, held the shutter half way down and then turned the lens to the scene and took the photo. This research enabled my two images that capture colour balance to show a "truer colour cast". By applying the photography element of colour balance to these photographs, I was able to capture aesthetically pleasing images that capture the multicultural nature of the Parap Markets.

Lighting

As the natural lighting from the sun was clouded by dark clouds, I had to work extra hard to capture the best lighting. I wanted my lighting photos to capture the soft light that shines through the colour tarps above the Parap Markets stalls. To compensate for this I chose to apply my researched information from 'The Complete Beginners Guide to Natural Light' by Andrew Gibson by taking these two photos "from a long angle which reveals form and texture." By applying the photography element of lighting to these photographs, I was able to capture aesthetically pleasing images that capture the multicultural nature of the Parap Markets.

Perspective

I struggled to find the correct place at the Parap Markets to demonstrate forced perspective without intruding on very busy stallholders. I ended up deciding to use my favourite raspberry smoothie cup and a dish of noodles to demonstrate my research of forced perspective. I chose to incorporate both Steve McCurry's advice from the Vlog 'Nine Photo Composition Tips' with Jeff Meyers article '10 Rules for Photo Composition' to take these two images. I chose to use the natural lines of the silver bench and the edges of the table to natural frame these objects as per Steve McCurry's advice. I also incorporated Jeff Meyers

advice to 'fill the frame' to give a more 'interesting take on things.' By applying the photography element of perspective to these photographs, I was able to capture aesthetically pleasing images that capture the multicultural nature of the Parap Markets.

Composition

When taking my photographs that capture composition effectively I transferred Jeff Meyer's advice in '10 Rules for Photo Composition' by simplifying the scene and using the rule of thirds. I chose to simply photograph simple scenes with aesthetically pleasing composition of focussing on just one stall with human movement. When taking my second photograph to capture composition I chose to apply the rule of thirds and framing as recommended by both Steven McCurry on this Vlog and Jeff Meyer to effectively capture the composition of the Indonesian stall. By applying this photography element of composition, I was able to capture aesthetically pleasing images that capture the multicultural nature of the Parap Markets.

Creating the BlogSpot

Creating my Photography BlogSpot took a total of 10 hours, as I needed to update my MacBook Pro to OS X Yosemite to use the add-ons necessary for WordPress. The process of creating a WordPress BlogSpot was very straightforward. By following the information presented by Andrew Gibson in the article 'How to create a Photography Website with WordPress' I was able to create this BlogSpot and upload my images with the correct headings in no time.

I had to creatively think of the best way to make sure my Photography BlogSpot was aesthetically pleasing and complimented by photographs. I chose to transfer Lauren Lim's advice from the article 'The Secrets of Successful Photography Blogging' and "be consistent in the layout of your blog", "go for quality over quantity" and "use descriptive and meaningful titles." I chose to use a simple Calibri font that has smooth lines and allows lots of white space. As I had already chosen to use just eight photographs, I was able to ensure I had quality images, over a large quantity of images with limited quality. *(see Appendix 6)*

Reflecting

Evaluate the quality of the product/outcome against criteria

Specification 1

6 / 8

I chose to give specification 1 – My Photography BlogSpot must have 8 images that capture the colour and activity of the Parap Markets – 6 out of 8. The reason for this is my Photography BlogSpot captures the colour of the Parap Markets in an excellent manner, however the activity of the Parap Markets is lacking. To improve against this specification I could have taken a ladder with me and captured some high angle photos of the people moving throughout the markets using a slow shutter speed to capture the movement of the Parap Markets in an excellent manner.

Specification 2

8 / 8

I chose to give specification 2 - My Photographs need to demonstrate my developing understanding and application of the photography elements of perspective, composition, colour balance and lighting – 8 out of 8. The reason for this is that my photographs show an excellent demonstration of perspective, composition, colour balance and lighting. This has been verified by one of my primary sources, photographer Kirran Shah from his feedback on my final product.

Specification 3

7 / 8

I chose to give specification 3 - My BlogSpot must be aesthetically pleasing and easy to view by having lots of white space surrounding the images – 7 out of 8. The reason for this is that my Photography BlogSpot is aesthetically pleasing and easy to view because I have left lots of white space and used a simple and consistent font that makes it easy to view. To gain greater feedback for this specification, I could have also requested feedback from a professional blogger to gain their perspective, hence, I've only given myself 7 out of 8, rather than 8 out of 8.

Specification 4

8 / 8

I chose to give specification 4 - My photograph headings need to be simple and descriptive – 8 out of 8. The reason for this is that each of my headings are simple and describe the subject matter of the photograph effectively.

Specification 5

6 / 8

I choose to give specification 5 - My Photography BlogSpot needs to reflect the colourful and multicultural characteristics of Darwin – 6 out of 8. The reason for this is grade is because I could have focussed each photograph on a different culture represented in the Darwin rather than a selected few. To improve this I could have planned each of my images around a different culture – this would have made my initial goal more rigorous and challenging.

Reflect on how completing the Personal Project has extended your knowledge and understanding of the topic and the global context

Through creating my Photography BlogSpot I have extended my knowledge and understanding of the topic of photography and blog creating.

My knowledge of photography has extended in the following areas:

Composition: From my research and application I learnt that composition is best applied when the scene is simplified and the frame filled. Jeff Meyer explains “you should zoom in to fill the frame, or get closer to the subject” as a way of filling the frame to get the most aesthetically pleasing photograph using the element of composition. After applying this knowledge research to my own photography I found that the simplest scenes that had their frames filled were the most aesthetically pleasing photographs, this has extended my knowledge of the photography element of composition.

Perspective: My source from The Photo Argus by Tara Hornor explains, “when looking to create an image in which the subject is bigger than the object, use framing to compare the objects with false perspective.” I was able to apply this information when taking my photographs of the delicious smoothies at the Parap Markets, by using the camera frame in comparison with the person in the background, I was able to make the smoothie cup look very different. My research and application of this research has extended my knowledge of the photography element of perspective.

Colour balance: From experimenting with the basic tips and tricks from the source Introduction to White Balance by Darren Rowse, I was able to attain correct colour balance by taking a blank sheet of white paper with me to photograph my photos. When I photographed colourful scenes, I simply focus the camera on the white sheet of paper and held the shutter half way down and then redirected the camera to the Parap Market scene and this allowed a much truer reflection of the colours. This simple technique has extended

my knowledge of the photography element of colour balance – I can apply this same technique to the future photographs I take where I want to achieve optimal colour balance.

Lighting: My knowledge of how to ‘paint with light’ using my camera has been extended through this project. By applying my Arts teacher Ms Galletly and freelance photographer Andrew Gibson’s advice to my own photographs, I was able to make the most of the outdoor lighting situation at the Parap Markets. I chose to take my photos from 7.30am – 9.30am on both photographing days so I could have the soft natural light, not the hard light that is present from 10 am until 3pm. By applying this information, my photos have soft natural light that has helped me reach my goal of creating photos that allow viewers to appreciate the aesthetical nature of photography and extended my knowledge of the photography element of lighting.

My knowledge and understanding of creating a Photography BlogSpot has been extended in the following areas:

Creating headings for photographs: In the source ‘The Secrets of Successful Photography Blogging’ by Lauren Lim she states “use descriptive, meaningful titles.” I transferred this information to the headings for my own photographs as well as using some of the poetry techniques I had learnt in my Language and literature subject. For example, the title for my raspberry smoothie is “Smooth and silky raspberry smoothie” as I have made this descriptive and meaningful and also used the poetry techniques of rhyme, rhythm and alliteration. I have applied this research and information to all the headings of my photographs, thus extending my knowledge and understanding of how to create headings for photographs on a Photography BlogSpot.

Creating a photography BlogSpot using WordPress: I have extended my knowledge and understanding of web-based programs and have discovered an entire online community dedicated to fixing technical issues in WordPress. This information is very valuable, and it will inform my future projects. Through creating my own BlogSpot using WordPress I was able to extend my knowledge and understanding of how to create photography BlogSpot using WordPress.

How has completing the Personal Project extended my knowledge and understanding of the global context?

Through completing my personal project my knowledge and understanding of the global context Personal and cultural expression has been extended. Through researching photographers and online photography

blog developers I could explore how they have expressed their personal and cultural expression through developing their technical skills in a medium they enjoy.

The Personal and cultural expression guiding question is what is the nature and purpose of creative expression? Through creating my photography BlogSpot I have been able to explore the characteristics of creative expression for myself personally. I have discovered that the primary characteristic of my cultural expression is the ability to visually capture what I see around me. Through exploring this global context I have come to believe that the purpose of creative expression is to explore and in that exploration find what is aesthetically pleasing for the individual. Living in Darwin I have found myself surrounded by many different cultures and each culture expresses itself differently. Many of these cultures are reflected at the Parap Markets and through capturing these with my camera lens I have seen the ways in which these cultural groups express themselves, primarily through families working together, food and community.

The area of exploration I decided to focus on through my personal project was 'our appreciation of the aesthetic'. Through developing my technical skills and application of the photography elements of composition, lighting, colour balance and perspective, my knowledge and understanding of the appreciation of the aesthetic has extended as I have gained professional perspectives of what makes an aesthetically pleasing photograph that others can appreciate.

Reflect on development as a learner

Through completing the personal project I have developed as a learner. By enduring this large and sustained-inquiry I have grown to be a more balanced learner. As I have had to carefully manage my outside of school time, my ability to plan and stick to a plan has been tested and improved. With homework from 8 other subjects as well as basketball training and weekend games I felt the overwhelming pressure of being overloaded with schoolwork. However, creating my development and process plan at the start of creating my Photography BlogSpot with the other school and sport requirements in mind was beneficial. I had to practice resilience when I became overwhelmed and also ensure that I took time to relax and read BlogSpot's for pleasure, as well as the personal project.

I have also developed as a reflective learner. In all subject areas I have to provide a reflection at the end of each learning experience and summative task, however, not continuous reflection each step of the way. Although I do this thinking continually, the personal project required me to reflect using my process journal as a documentation tool. By continually assessing my strengths and limitations as an amateur

photographer and BlogSpot developer I gave more thoughtful consideration and this helped me develop as a reflective learner.

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Appendix

Appendix 1 – Notes from interview with primary source Kirran Shah

1. When your taking photographs, what composition choices do you make?

The composition choices I make when taking a photograph is that of framing. A well-framed images is aesthetically pleasing (your goal) and provides the viewer with a frame for viewing. For e.g., my image of the Indian guru at the markets in Delhi, India I placed the main object in the centre of the frame. Although the eye is drawn to the background (a orange-washed wall), I have made the depth of field to only focus on the guru applying his ceremonial paint, to create a frame for this image – thus composing the objects in an aesthetically pleasing way.

2. As most of your photos are taken in natural light, what technical decisions do you make to illuminate the main object?

I choose to use an IOS setting of 200 as this allows the majority of light to seep into the image. Photograph is basically about capturing light – a very poetic art form – so you need to ensure the time of day is correct. I find the light from 7am until 9am is effective and the light from 3pm until 5.30pm is good light for photographs. Balance is an importance principle in capturing light, ensure you have a 50/50 balance of light and shadows to create an effective image.

3. Your photographs have great perspective, the viewer actually feels like they are behind the lens of your camera, what angles do you feel is best for photographing a market scene?

Exactly that, photograph what you see from a variety of perspectives as you walk through the markets. A trick here is the rule of physical thirds as I like to call it. This means, take a shot crouched down from a low angle, a mid-angle shot and a high angle shot. Depending on the subject matter, with these three photographs you can make an artistic choice in editing as to which photograph you feel gives the best perspective for this image. The beauty of digital photography is the ability to take multiple shots and then in the editing process choose the most aesthetically pleasing images.

4. How do you make choices surrounding colour balance?

Colourful objects always catch the eye of a viewer, however, too much colour can often make an image quite unaesthetically pleasing. The secret to a photo with a good photo balance is to ensure you have warm and cool tones in the image, as well as a balance of the neutral tones of black, white and grey. When photographing a market scene this can be difficult as there is often an explosion of colour from all sides, this is where you need to take time to decide which angle you wish to take the image from and search for neutral backdrops.

Appendix 2 - Example of Source Evaluation

Source Evaluation

Secondary Source #2: 5 Tips for Creating Excellent Forced Perspective Photographs

Authority:	Tara Hornor is the senior editor for Creative Content Experts, she has published 2000+ photograph and graphic design articles for a variety of photography blogs. From examining several of Tara's articles for a variety of websites she has a lot amount of influence and presence in the online photography and design community.
Accuracy:	The information given in this source is accurate as it has provided examples of the advice to prove that this is accurate information.
Objectivity:	The information Tara provides does not have any personal bias as she is simply relating experience and does not refer to any particular brand of camera, but rather the features that all cameras have. She is primarily referring to camera angles that can be transferred to any camera.
Currency:	This article was written in 2013, so the information is current. However, as the information is primarily about camera angles the currency of the site is not as relevant as camera angles can be also applied to analogue photography.

Appendix 3 – Source Verification Example

Lauren Lim BlogSpot Article:

A Few More Tips For Successful Photography Blogging

- **Learn how to write for the web:** People skim, and you need to be conscious of that when you write! Check out [Copyblogger](#) for the best info on this topic
- **Link to relevant information:** Links are great ways to improve both the value of your content, and your SEO rank, so when you can, provide links for your readers
- **Don't blog other people's photos:** A very odd trend. If you're a photographer creating your own photography blog, focus on showing off *your* work to your clients!
- **Use descriptive, meaningful titles:** Trying to trick the Google robots never works, and the popular trend of using post titles like "London Wedding Photography – Kate and William's Wedding" won't help your SEO. All it will do is make your blog post titles look messy
- **Install Google Analytics:** Knowing where your visitors come from, and how they interact with your site is super valuable. And [Google Analytics](#) is super powerful and super free
- **Have an RSS feed:** An [RSS feed](#) lets your readers subscribe to your blog. Most blogs have one built in, but make sure your readers know to subscribe so they can stay on top of your content

Andrew Gibson BlogSpot Article:

WordPress Themes

Once you've got WordPress installed and running, log into it to access the dashboard – this is the screen where you get to make posts and control every aspect of your WordPress website.

One of the first things you'll want to do is to change the theme. WordPress comes with a basic theme – it works but it's not very exciting. But how do you find a theme to suit you? One way is by looking at other websites built with WordPress – there is usually a link to the website from where they obtained the theme at the bottom. There are also a number of themes on the [WordPress website](#).

Appendix 4 – Gantt Chart

Task	Description of Task	Resources Required	Week 1	Week 2	Week 3	Week 4	Week 5
Photography Element: Colour Balance	At the Parap Markets I will take my first series of photographs and transfer my research of colour balance to capturing my images that focus on Colour Balance.	Tripod Nikon D3					
Photography Element: Lighting	At the Parap Markets I will take my first series of photographs and transfer my research of lighting to capturing my images that focus on lighting.	Tripod Nikon D3					
Photography Element: Composition	At the Parap Markets I will take my first series of photographs and transfer my research of composition to capturing my images that focus on composition.	Tripod Nikon D3					
Photography Element: Composition	At the Parap Markets I will take my first series of photographs and transfer my research of perspective to capturing my images that focus on perspective.	Tripod Nikon D3					
Finalising Photographs	Finalise the 8 final images. Conduct any minor editing necessary before saving for publication. I will contact photographer Kirran Shah and seek feedback and then apply that feedback to improving my photographs.	Nikon D3 MacBook Skype Primary Source: Kirran Shah					
Writing Photograph Headings	For each image I need to create effective headings as per my specifications.	MacBook					
Creating BlogSpot	Create BlogSpot page using WordPress.	MacBook WordPress					
Upload Images	Upload my images with the correct headings to create an aesthetically pleasing BlogSpot with aesthetically pleasing images.	MacBook WordPress					
Going Live	I will Tweet my BlogSpot and make my Photography BlogSpot go live. I will use hashtags such as #darwinnt #topendliving #parapmarkets in my bid to promote the Parap Markets.						

Supervisor Feedback	I will email my Supervisor, Ms Teunissen, the link to my BlogSpot and seek feedback. Any improvements she recommends I will add to my BlogSpot.						
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