

Visual Storytelling

by David Coleman Photography & Workshops

NARRATIVE (PHOTO ESSAY): Typically tells a story through a sequence of events in the life of one person, event, or location. It has a logical beginning, middle, and end, and may be presented in chronological order.

1. THE HOOK - "Lead Shot" Photo essay's cover or thumbnail image. 1 image.
2. INTRODUCTORY - The "Setting" A wide-angle to establish the scene. 1 image.
3. MEDIUM - Focuses on one activity or one group. 1 or more images.
4. CLOSE-UP - Detail. Zeroes in on one element (hands / intricate detail of a building.) 1 or more images.
5. PORTRAIT - Either a dramatic, tight head shot or a person in his or her environmental setting. 1 or more images.
6. INTERACTION - The exchange shot between people. Emotions and gestures. People conversing or in action. 1 or more images.
7. SIGNATURE - Summarizes the situation with all of the key elements. 1 image.
8. SEQUENCE: A how-to, before and after, or series with beginning, middle, and end. 3 images.
9. CLINCHER - A closer that would end the story. Resolution to the story. 1 image.