

# Visual Storytelling

**Pocket Sized Publicity**

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Emporia Public Schools

# **Main Topics:**

- **Smartphone Photography**
- **Telling Your Story**
- **Building The Brand**



GRAVEL GURU

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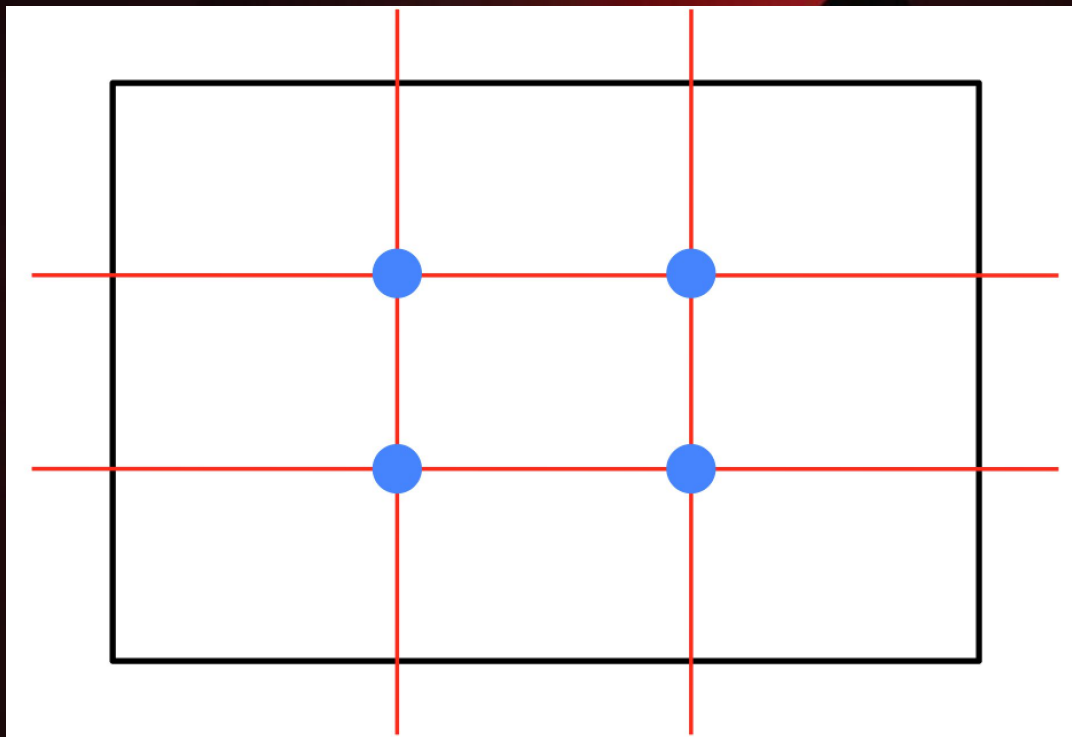
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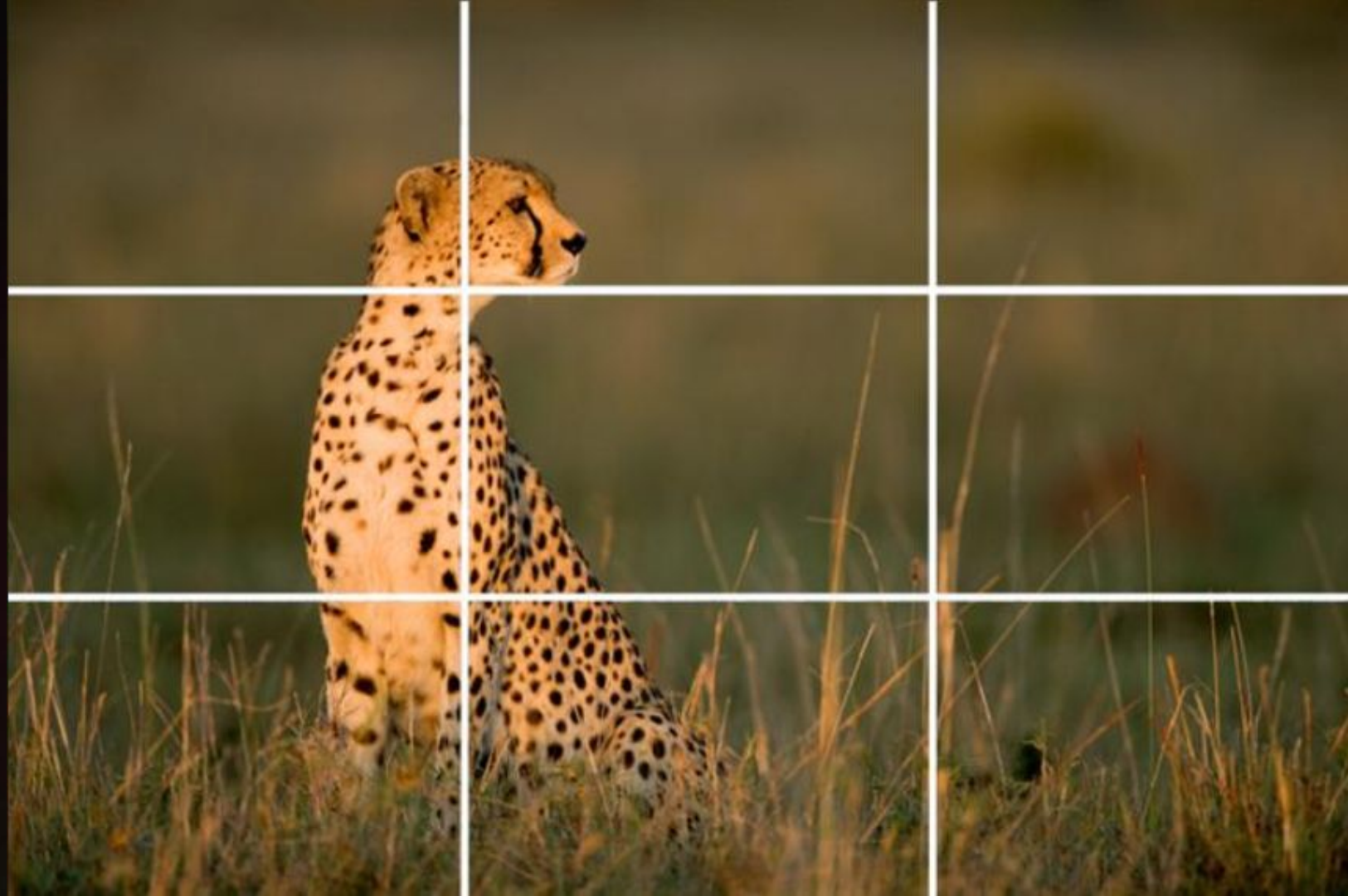
LUMIX

# Smartphone Photography













# Smartphone Photography - Getting Started

1. Reset your phone.
2. Turn off the “Extras”.
3. Decide what photo orientation works for this project.





# Smartphone Photography

## Do:

1. Clean your phone. (Inside & Outside)
2. Research and learn about your phone.
3. Practice creating images at other times.
4. Plan ahead for storage options. (Google Drive & Dropbox)
5. Find good lighting.
6. Use support. (Tripod, Gorillapod, Etc...)

# Smartphone Photography

## Don't:

1. Zoom. (Walk Closer)
2. Expect to fix it in a magical app.
3. Feel bad about taking a minute to check the photo.
4. Wait days to share the photo.
5. Over edit.

# Telling Your Story

Ideas are cheap. Ideas are easy. Ideas are common.  
Everybody has ideas. Ideas are highly, highly overvalued.  
Execution is all that matters. - *Casey Neistat*



**Who, What, When, Where, and Why**



# Captions Matter

## AP Style:

*Democratic presidential hopeful U.S. Sen. Barack Obama, D-Ill., delivers his policy on Iraq speech, Wednesday, Sept. 12, 2007, in Clinton, Iowa. Obama called for the immediate withdrawal of all U.S. combat brigades from Iraq, with the pullout being completed by the end of next year. (AP Photo/Charlie Neibergall).*

#EmporiaProud



# Building The Brand

#Emp<sup>o</sup>riaProud



A young woman with brown hair in pigtails is smiling and holding a red smartphone. She is wearing a white t-shirt with 'BAD HABITS' printed on it and blue jeans. The background is a rustic interior with wooden beams, a spiral staircase, and a refrigerator. Large yellow text is overlaid on the image.

**YOU CAN'T**



# DO WHAT YOU CAN'T

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