



Themes & Projects #2

“EXHIBITIONS in a BOX”

Dallas Camera Club
2023
Nancy Mack



themes & projects

THEMES and PROJECTS – Dallas Camera Club

In Person - Nancy Mack

This is a 5-part, multi-month class ending with a final personal project created by participants.

March 28 – Introduction to photographic themes and how to pull these together in a cohesive manner.

Assignment: look for themes in your current collection of photos OR designate a theme and create a new body of work.

April 25 – Editing the collection. Introduction to a variety of possible project layouts, either online or printed. These will include website, slide show, portfolio, book, zine and other formats.

Assignment: decide how best to showcase your theme; outline a brief proposal for your personal project and begin selecting a format.

May 23 – Participants will share their proposed project with others for discussion and suggestions.

July 11 – Participants will share progress to date on their project for discussion and suggestions.

Sept 12 – Participants will share the final project with the group.
Applause!





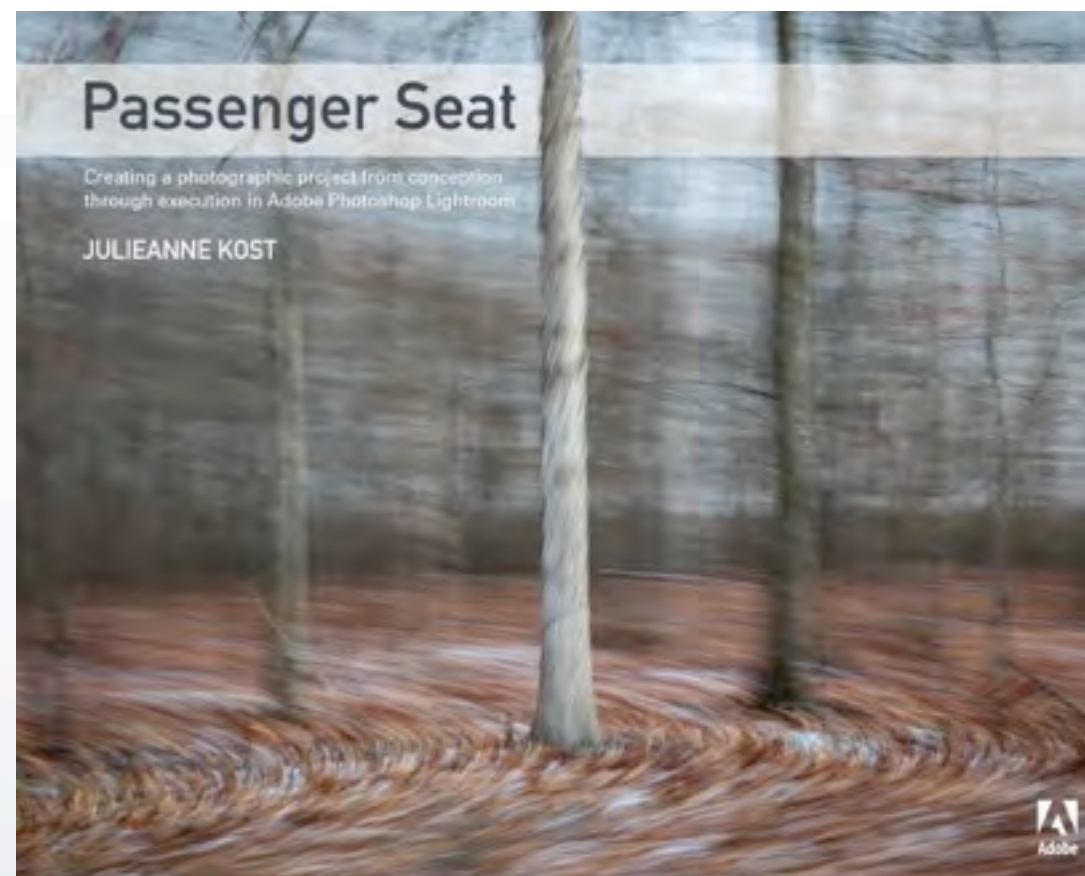
alternative plan

Nancy Mack will drone on for 5 months

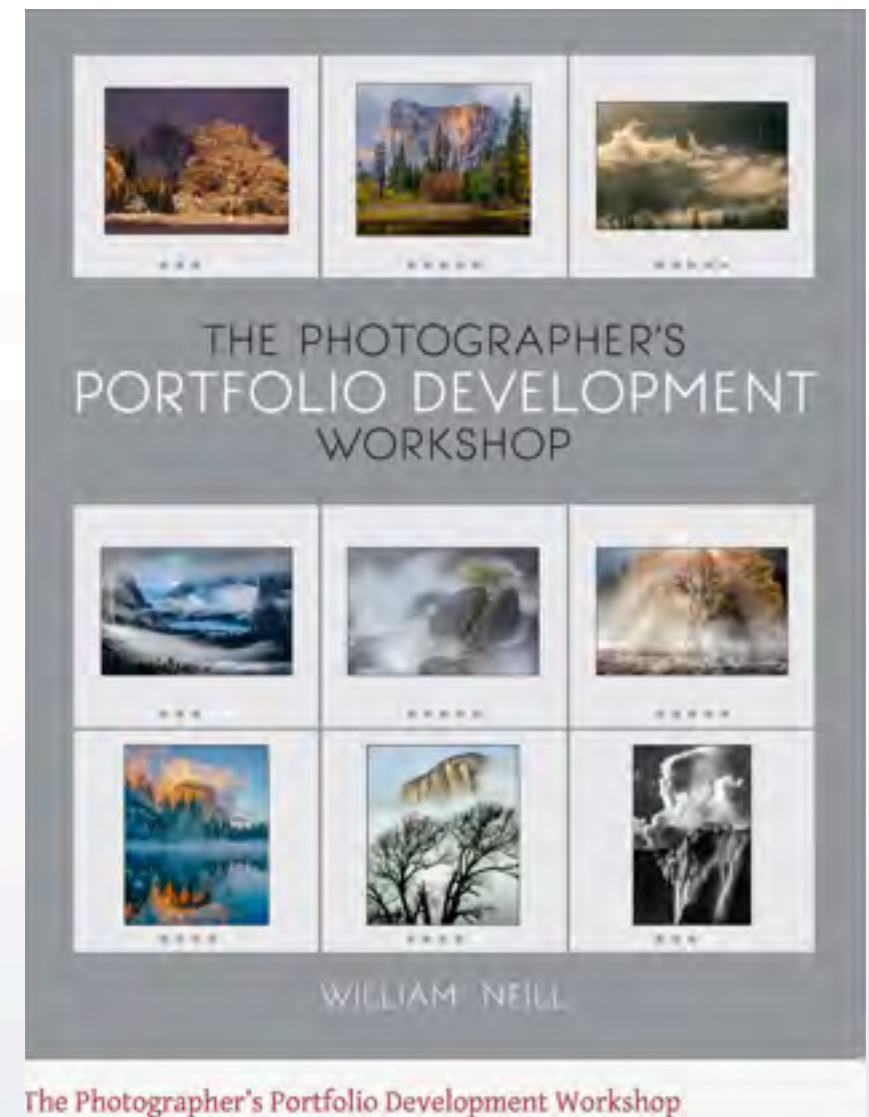
OR

you can complete this course by reading two wonderful books on the subject of

THEMES & PROJECTS



Passenger Seat: Creating a Photographic Project from Conception through Execution in Adobe Photoshop Lightroom





PROJECT

Give us YOUR personal VIEWPOINT on a subject

Tell the world what you saw/experienced and how you felt about it
in a visual form:

single photograph (we have lots of these in boxes under the bed)

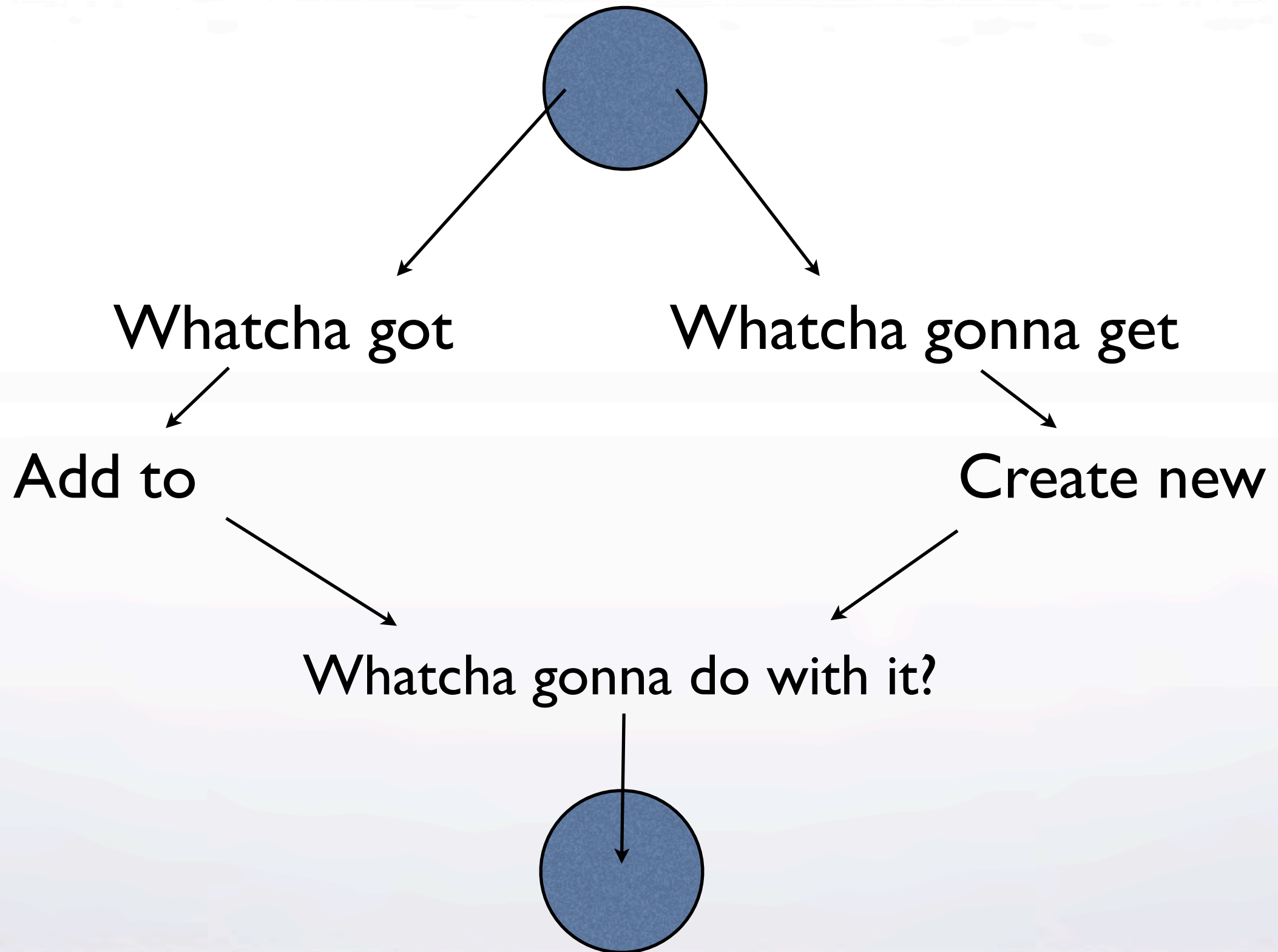
series of photographs (we have hundreds on hard drives)

photograph(s) with words (we can create these)

Gather these and present them in a selected format



YOUR PHOTOS



YOUR PROJECT



editing

By this time you should have selected your theme and photos to illustrate the theme.

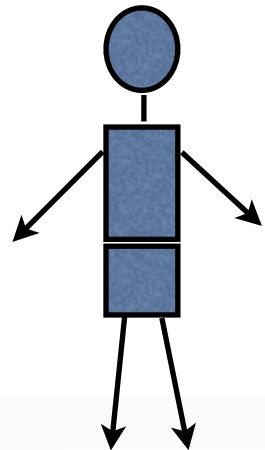
Each individual photo needs to be edited and the sequence needs to be edited.

- a specific series of images needs to be checked for: size/dimensions, color consistency, viewpoint/perspective, dust spots, edge patrol, style, subject matter, etc.
that is a personal task
- editing for sequencing may be done by sharing images with someone else who might see defects, inconsistencies, edits that we personally miss.

edit with your mouse...and edit with your heart
are you moved? will your viewer be moved?



sequencing



Leo Mack
engineer

How Leo Operates:
ORGANIZED

	A	B	C	D	E
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

2

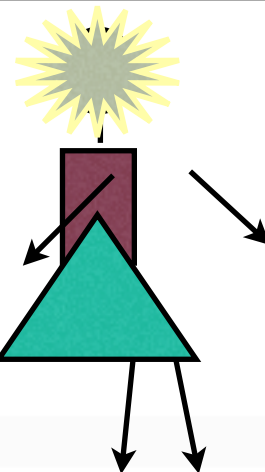
I

3

5

I

5



Nancy Mack
artist

How Nancy Operates:
RANDOMLY

4.

10

I I.

7

1

6

9

8

SEQUENCING, arranging or ordering can be simple or very complicated, depending upon the final use or PROJECT goal.

There are hundreds of ways to sequence:

size, style, color, viewpoint, lens choice, season, location, topic, b/w, toned, date, subject, chronology, view, perspective, time, etc.



theme vs. storytelling

This is a very difficult concept.

A THEME is a subject, but could be a verb or an idea.

Like items or groupings comprise a THEME.

STORYTELLING is how you present that THEME.

In a story, every part of it fits together to make a unified
and satisfying dramatic whole.

Stories usually have an audience.

The STORY is the THEME in action.

Entice your viewer.

IF this image is presented...then **WHAT** goes next?

Julianne Kost, Photo Stories



storyboarding

For the photographer, a very easy way to do this is to create a contact sheet of a group of photos and print directly from Lightroom or export to Photoshop and print.

A more economical way would be to export individual images to Word, Illustrator or InDesign and print in b/w to a laser printer.

They can be small “thumbnails” because they are only references at this point.

Cut up the grid and arrange the individual images in an order that shows your idea. The images can be moved around to refine the sequence.

<https://www.examples.com/business/photography-storyboards.html>

<https://www.studiobinder.com/blog/storyboard-photography-ideas-template/>

<https://www.unshuttered.org/lesson/information-and-visual-narrative/>

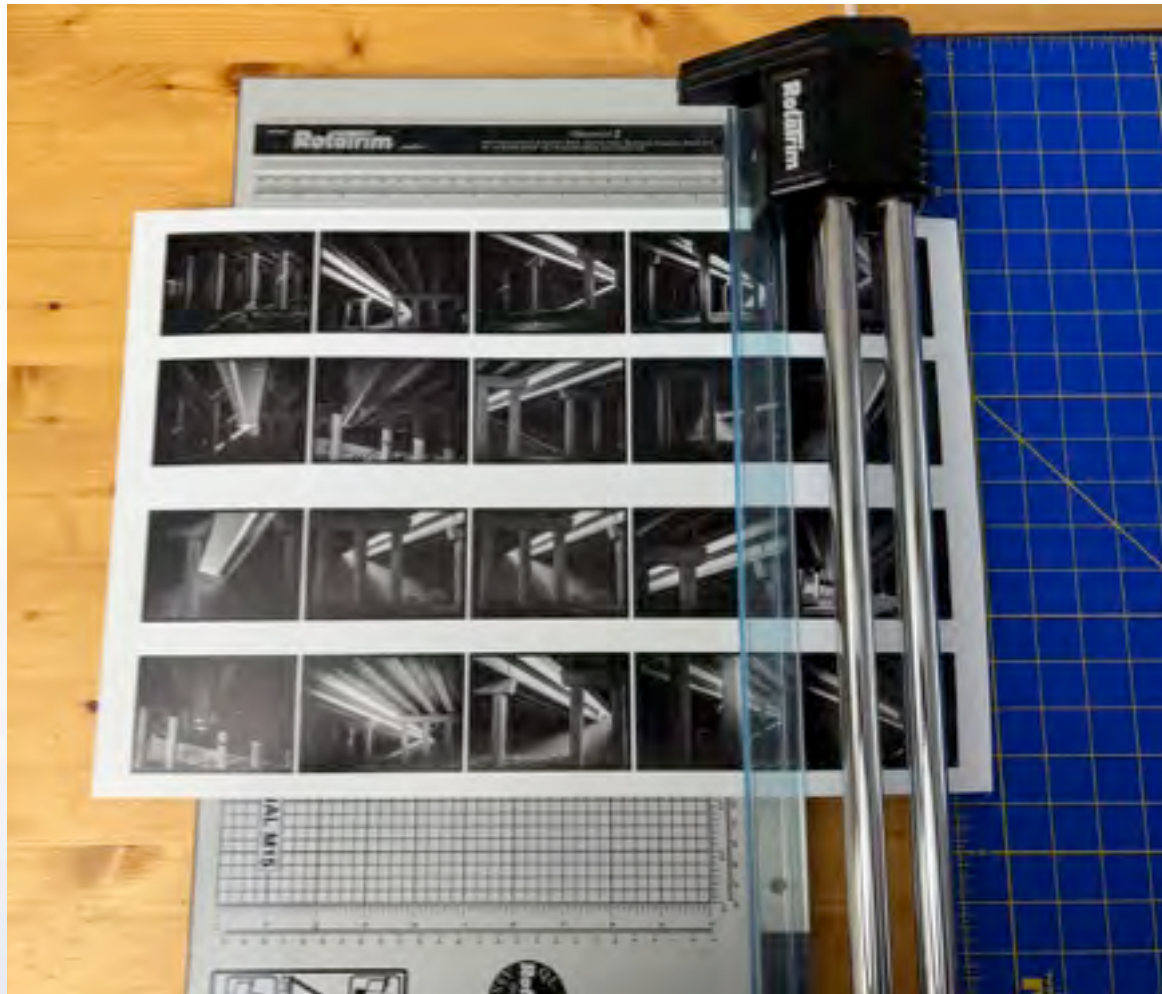
<https://www.canva.com/create/storyboards/>

<https://boards.com/how-to-storyboard>

<https://www.studiobinder.com/blog/storyboard-examples-film/>



Cutting into small “thumbnails”





Arranging/ordering/sequencing



Arrange your small prints on a surface and move them around as necessary to tell your story.



THEME: morning walk photos



Lightroom Collection for the landscape images edited in the same style, but not yet arranged.



project statement

Create a phrase or 3-4 sentences describing your end product:

Theme:

Story:

Format:

Beginning, Middle, End **OR** all images of equal value

Examples

#1: I want to use my cloud photos to make a slide/video presentation with music. It will use 25 images and it will last 3 minutes. My story tells of gentle, wafting clouds, billowing clouds and storm clouds - a growing crescendo of weather!

#2: I will create a website that has the following links: 4 image categories, contact link, about me link. I will select 30 images that showcase my best work.

#3 I will make a book using 30 images taken during a trip to Acadia National Park in Maine. There will be introductory text/photos giving an overview of the park; sunrise images; the body of the book will be best images detailing the park in the fall; and, ending images of sunsets. The layout will be done in Lightroom and published by Blurb.

homework!

homework!



formats

slide shows/video (this could include a portfolio of images)

see DCC training class material on slideshows (scroll down for examples):

<https://www.dallascameraclub.org/d/e5c35980-4367-48a9-9d6e-b6888a1924d4>

Long Form Slideshows - Steve Reeves

[PDF](#) [VIDEO](#)

Creating a Slideshow with Lightroom and Photostage - Alan Daniel and Dennis Fritsche

[PDF](#) [VIDEO](#) Also see material from 2021 [HERE](#)

DCC Lockdown Challenge Videos

<https://www.dallascameraclub.org/d/3b3caacb-739b-4b3c-b6d7-7f9c9253f666>

Potpourri videos 2022

<https://www.dallascameraclub.org/d/6612ee0e-d29f-4884-a9cf-ff425d18ed0d>

Potpourri videos 2021

<https://www.dallascameraclub.org/d/80c92780-f842-43d6-9635-0f8af787ed5f>

Potpourri videos 2020

<https://www.dallascameraclub.org/d/e62325f0-c494-454f-a99f-3137a0fbd6b9>

The Day the Earth Stood Still - Frank Richards [VIDEO](#)

Julianne Kost, slideshows

Kost formats her images as diptychs for slideshows





formats

website or online presentation (this could include a portfolio of images)

Look at the websites of your favorite photographers

Websites

see DCC training class material on websites:

DCC training: [VIDEO](#) from February 7, 2023, describes what websites members use

Dennis Fritsche Notes [PDF](#)

Bob Robinette provided a link to a VIDEO about different website considerations and options

If you are a member of the **Plano Photography Club** many members have their websites listed:



If you are a member of the **Plano Photography Club** many members have their websites listed:

[Home](#) [Activities](#) [Galleries](#) [Training/Education](#) [Membership](#) [News](#) [Resources](#) [Competitions](#) [About](#) [Organization](#) [My Account](#) [Help](#) [Contact](#)

Member Websites and Galleries

These are the online photo galleries of Plano Photography Club photographers who have chosen to be listed on this page. Only active members can have their site included.

NOTE: These sites have neither been reviewed nor screened for content.

If you want to have your gallery added to this page, please provide us a link via email at gallery@planophotographyclub.com.

Photographer	Gallery Link
Don Champlin	flickr.com/photos/92907873@N04/albums
Alan Daniel	flickr.com/photos/alandanielphotography/albums
Michael Farnham	michaelfarnham.smugmug.com
Hunter Folsom	hunterfolsom.org
Dennis Fritsche	dennisfritsche.com
Linda Grigsby	flickr.com/photos/texasbychoice/albums
Don Hooton	https://www.flickr.com/photos/donhooton/albums
Sanjay Kaul	skaulphotography.com
Priscilla Killion	pdkillionimages.com
Dennis Kraft	dennispkraft.wixsite.com/dpkphoto
Dan Leffel	boldlightphoto.com
John Lehman	flickr.com/photos/windsweptphoto/albums
Michael Losurdo	michaelloosurdophotography.com
Sam Lucas	flickr.com/photos/samhoustonlucas/albums
Cliff McKenzie	flickr.com/photos/cliff_mckenzie/albums
Bud Mullar	flickr.com/photos/bmallar/albums
Anita Oakley	@anitaophotos
Bob Peterson	petersonsemail.us
Larry Petterborg	flickr.com/photos/lpetterborg/albums
Parvin Stiles	https://www.flickr.com/photos/parvinstilesphotography/albums
David Swinney	flickr.com/photos/swinneys/albums
Jason Ware	galaxyphoto.com
Sam Wilson	flickr.com/photos/encountered_moments/albums
Nock Wong	flickr.com/photos/126008119@N06/albums

*****Links are not live here - go to the website:



formats

website or online presentation host programs

Flickr

SmugMug

SquareSpace

Adobe Portfolio (free with Creative Cloud)

Instagram

FACEBOOK

Zenfolio

Photoshelter

Most of these host programs are easy to use and include drag and drop and instructions. Some have a wealth of features (selling). Most are fee-based, with a range of pricing for various features.



formats

printed formats (this could include a personal portfolio of images)

series of printed images:

matted
boxed
in container
in envelope
printed on metal, wood (Full Color)

assumes there is no formal
order and viewer can look
at the photos in any order

book
journal/diary
album
calendar (Shutterfly, VistaPrint)

images are in a specific
sequence

alternative process:
cyanotype, gold leaf, sewn, cut,
slashed, woven, etc.

images are in a specific
sequence/ or not



My system for international trips



formats

printed formats & online formats

PowerPoint or Word converted to .pdf:
online or printed

.pdf flipbook

zine - self-published, non-commercial print-work that is typically produced in small, limited batches.

chapbook - hand-stitched pamphlet

portfolio - thoughtfully designed visual selection and presentation of art and/or design

folio - collection of loose, unbound prints

business cards (MOO, VistaPrint)

cabinet cards - larger than a visiting card, has a photo

book: Blurb, Shutterfly, Full Color

greeting cards

booklet, brochure

flyer, leaflet, poster

handmade book



soft & hard covers, staple, saddle
stitch, wire bound

hand or machine sewn

images could be sequential
or not



zine - A zine is a self-published, non-commercial print-work that is typically produced in small, limited batches.

references for Zines:

- 1 ZINE
- 2 ZINE
- 3 ZINE
- 4 How to make a paper ZINE



zine

2013 Exhibition of folios, chapbooks and keepsakes at the Center for Photographic Art, CA. Good descriptions of the photo genres.



chapbook

chapbook - A chapbook is a hand-stitched pamphlet. In the colonial United States, street peddlers called chapmen sold chapbooks, which contained religious messages, political opinions, poetry, and popular pieces of literature. Today, chapbooks are still used as a way to self-publish.

Brooks Jensen, Editor of LENSWORK has a series of 8-page, handsewn, 6x8" chapbooks for sale:

<https://www.brooksensenarts.com/kokoro/chapbooks/chapbooks index.html>

The CENTER FOR BOOK ARTS, NYC, has held a chapbook competition for the past 25 years. The winners receive a monetary prize in addition to 10 copies of their chapbook. Chapbooks are not limited to art or photos. Many are collections of poetry. The bookshop sells a variety of chapbooks, including this one on chapbook history and making.

- 1 How to make a paper CHAPBOOK
- 2 How to make a paper CHAPBOOK



folio

Brooks Jensen, Editor of LENSWORK

JENSEN defines a “folio” as:

“To me, a "folio" is a collection of loose, unbound prints defining a content that is more like a book than a random stack of unsequenced prints. In my folios, I use a title page to lead things off, then typically a statement about the project, the images pages come next, sometimes an afterword is appropriate, and the last page is a colophon. They are sequenced, like a book, but loose, like a portfolio.”

They often come in “editions”.

Video link to Jensen describing/showing this folio:

NOTE: copy and paste link to work

<https://www.lenswork.com/workshops/folios.html>

This link has complete video tutorials for folios from Jensen:

NOTE: copy and paste link to work

<https://www.lenswork.com/workshops/folios.html#samplevideos>

(subscription membership may/may not be required for above links)





printed formats

Printing Services

Sending a format to be printed means a narrow choice of papers, sizes and types offered by individual printing services.

Blurb books offers a variety of templates, 5 paper choices, 3 types of books, 5 photobook sizes, 2 covers and an optional box. Blurb allows for the design process directly in Lightroom, but also offers other design tools:

BookWright, Adobe InDesign Plug-In, PDF to Book and Blurb for iPhone and iPad.

***[photographer Jared Platt presents a 3-part series on how to create and print a photobook with BLURB](#)

MixBook offers hardcover only, 2 shapes, 4 sizes, 3 covers and 4 papers and a large variety of themes. Design is done through the website.

Shutterfly is done through the online book editor or their app. Shutterfly offers 6 styles, 6 covers, a variety of design formats, matte or glossy pages.

Full Color offers a variety of books, booklets, pamphlets and brochures and a Photoshop template for designing. This assumes the customer understands how to format a multi-page book in Photoshop.

Other services offer similar choices and products.



handmade formats

The maker is in charge of:

size

format

paper choices

cover

binding

34 DIY Photo Albums To Showcase All Those Pics

Handmade Books and Journals

These are rather “artsy/craftsy” websites lacking the sophistication expected in a fine art photo book, but does offer some interesting formats and step-by-step directions and techniques that could be developed into a handmade creation.

How to Make a Homemade Book

Basic bookmaking

The PERFECT way to lay out a Photography Book

Review of photobooks - interesting variety of books and formats.

***** An alternative way to show off your images!**

Review of photobooks - interesting variety of books and formats.

The Book as Art Form

Photobook as collection or narrative; the book as object or the book as artform.

BLIND: Photography at first sight

Basic bookmaking and some stitching examples

***** How to make your own DIY photo book |**

Step by Step Bookbinding Tutorial

This website is an excellent example of constructing a fine art handmade photo book from the [Photo Book Guru](#).



all kinds of books!

photos can be sequential or not

- 1 orientation - vertical, landscape, square
- 2 printed books - offered in a variety of cover choices; papers, sizes
- 3 calendars - standard, diary books
- 4 blank books, albums, folio, portfolio - add photos
- 5 soft books, brochures, flyers, pamphlets
- 6 unusual book formats
- 7 altered and handmade books
- 8 collectibles, greeting cards, postcards, business cards
- 9 bindings
- 10 paper choices
- 11 bindings, handstitching paper books
- 12 paper sizes and folds
- 13 examples of handmade books

(examples of each)



size

- Size is dependent upon paper choices, unless the maker is comfortable with hand-cutting each page.
- A greater variety of papers are available to the maker (photo, printing and speciality papers)
- Decide on a book style and then refer to standard paper sizes.

Red River Paper

in Dallas offers this information on their website.

STANDARD SIZES	HARD TO FIND SIZES
4 X 6 PHOTO PAPER	8 X 10 PHOTO PAPER
5 X 7 PHOTO PAPER	9 X 13 PHOTO PAPER
8.5 X 11 PHOTO PAPER	8.5 X 14 PHOTO PAPER
11 X 17 PHOTO PAPER	11 X 14 PHOTO PAPER
13 X 19 PHOTO PAPER	12 X 12 PHOTO PAPER
17 X 22 PHOTO PAPER	16 X 20 PHOTO PAPER
	17 X 25 PHOTO PAPER
PANO FORMAT	PHOTO & FINE ART INKJET ROLLS
8.5 X 25 PANO	13 INCH WIDE ROLLS
13 X 38 PANO	17 INCH WIDE ROLLS
PANO INFO AND HELP	24 INCH WIDE ROLLS
Learn more about pano printing and get special offers from our partners.	44 INCH WIDE ROLLS
	36 INCH WIDE ROLLS



of pages, thickness

After deciding on a format and size, the number of pages is important.

Depending upon how many images are to be printed, thickness may vary.

30 images = 30 individual pages (more or less) + endsheets, cover, etc.

Some papers lend themselves to folding; others are heavy and add considerably to the thickness of the book.



paper selection

- Will the book be printed on heavier photo paper?
- on lighter printing paper?
- on a speciality paper?
- on a combination of papers for cover and body?

Red River Paper

in Dallas has a variety of photo printing papers

Paper Arts

in Dallas has a variety of specialty and printing papers.

Paper Connection

in Rhode Islands offers excellent speciality and printing papers.



binding

Will the weight of the paper and the binding be compatible?

Will the book be handsewn?

Sewn on a sewing machine?

Stapled, glued, etc.?

How will the cover be attached?

Is the book presented in a box, envelope or container?

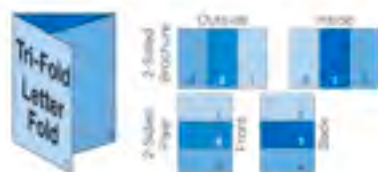


folding guidelines

FOLDING GUIDELINES

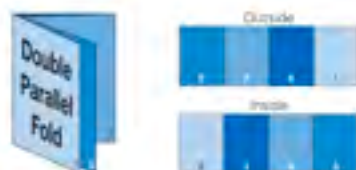
Designing your printed piece to work with the folding that you have chosen is very important. The folding default is head out/head up (the top or right side of the first page will be the visible panel once folded). Our state-of-the-art computerized folder is capable of folding sheets of paper up to 20" x 28" and folding down to a finished size of 3". We also have with the ability to do an open or closed gate-fold.

Letter-fold / Tri-fold - paper is folded in thirds, with one flap covering the other (ex. 8.5" x 11" folds to 3.6875" x 8.5", and fits into a standard #10 envelope). Letter fold uses slightly different sized panels to ensure that the panel that folds in fits nicely and doesn't fit the fold of the other panels.



Letter / Tri-fold - Outside panels are slightly larger

Paper Size	Panel 5/16	Panel 6/3	Panel 1/2
8.5" x 11"	3.625"	3.6875"	3.6875"
8.5" x 14"	4.625"	4.6875"	4.6875"
11" x 17"	5.625"	5.6875"	5.6875"
11" x 25.5"	6.575"	6.5875"	6.5625"



Double Parallel fold - paper is folded in half and then half again. The inside pages are slightly smaller than the outside pages.

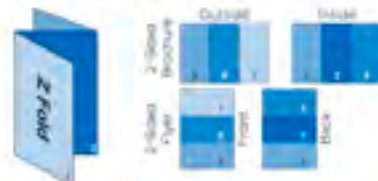
Double Parallel fold - Panel 6/5 are slightly smaller

Paper Size	Panel 5/3	Panel 2/4	Panel 6/3	Panel 1/2
8.5" x 11"	2.69"	2.77"	2.77"	2.77"
8.5" x 14"	3.437"	3.521"	3.521"	3.521"
11" x 17"	4.205"	4.265"	4.265"	4.265"
11" x 25.5"	5.312"	5.396"	5.396"	5.396"

All measurements are in inches.
All panel measurements are width of that panel.

Continued next page

Z-fold - paper is folded in thirds, accordion style (ex. 8.5" x 11" folds to 3.667" x 8.5", and fits into a standard #10 envelope).



Accordion fold - similar to a Z-fold, paper is folded in fourths/fifths, accordion style. Each panel is the same size.



Z / Accordion fold - All panels are the same size

Paper Size	(3) Panels	(4) Panels	(5) Panels
8.5" x 11"	3.667"	2.75"	—
8.5" x 14"	4.667"	3.5"	—
11" x 17"	5.667"	4.25"	3.4"
11" x 25.5"	6.5"	5.375"	5.1"



Half-fold / Bi-fold - paper is folded in half (ex. 11" x 17" folds to 8.5" x 11", 8.5" x 11" folds to 5.5" x 8.5" ...).

Gate-fold - paper is folded with the two outside panels each folding towards the middle. The two panels that fold in are slightly smaller than half of the sheet.



Gate fold - folding panels are slightly smaller than half

Paper Size	Panel 5/4	Panel 6/3	Panel 1/2
8.5" x 14"	3.46875"	7.0625"	5.46875"
9" x 12"	2.96875"	6.0625"	2.96875"
11" x 17"	4.2875"	8.5625"	4.2875"
11" x 25.5"	6.34375"	12.78125"	6.34375"

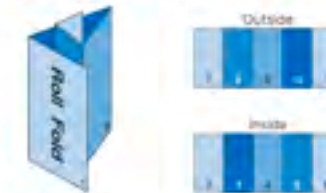
Closed Gate / Double Gate fold - a gate fold that is folded in half.



Closed Gate fold - outside panels are slightly smaller than quarter

Paper Size	Panel 6/5	Panel 2/4	Panel 6/3	Panel 1/2
8.5" x 14"	3.4875"	3.5625"	3.5625"	3.4375"
9" x 12"	2.9875"	3.0625"	3.0625"	2.9375"
11" x 17"	4.2875"	4.28125"	4.28125"	4.2875"
11" x 25.5"	6.3125"	6.4375"	6.4375"	6.3125"

Roll fold - paper is folded in fourths/fifths, rolling in on each other (like a spiral). The panels each get a little smaller so that they can fit inside each other.



Roll fold (5 Panels) - each panel is incrementally smaller

Paper Size	Panel 1/6	Panel 5/5	Panel 8/4	Panel 10/3	Panel 1/2
9" x 9"	3.075"	3.1575"	3.2"	3.2957"	3.2957"
11" x 17"	3.275"	3.3375"	3.4"	3.4937"	3.4937"
11" x 24"	4.675"	4.7375"	4.8"	4.8937"	4.8937"
11" x 25.5"	4.975"	5.0375"	5.1"	5.1937"	5.1937"



Roll fold (4 Panels) - each panel is incrementally smaller

Paper Size	Panel 6/5	Panel 2/4	Panel 6/3	Panel 1/2
8.5" x 14"	3.4063"	3.4687"	3.5625"	3.5625"
11" x 17"	4.1563"	4.2887"	4.5125"	4.5125"
11" x 24"	5.9063"	5.9687"	6.0625"	6.0625"
11" x 25.5"	6.2817"	6.3125"	6.4529"	6.4529"

All measurements are in inches.
All paper measurements are width of that panel.

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Bookbinding and making handmade books

Instructions:

Example #1 Four Keys Book Arts

Example #2 Kettle Stitch Binding

Example #3 Japanese Stitch Binding

Example #4 Saddle Stitch Binding

Coptic stitch bookbinding (also called Coptic binding) is a way of binding pages of a book together without glue or staples. Like other types of hand binding, it's an ancient art form.





parts of a book

Sections of a Book

1. Half-title page
2. Title page
3. Copyright page
4. Dedication
5. Epigraph
6. Table of Contents
7. Foreword
8. Preface
9. Acknowledgements
10. Introduction

Physical Parts of a Book

- Book cover or book boards: the outer coverings of your book.
- Joint: the exterior part of the book that bends or creases when the book is opened.
- Hinge: the interior part of a book's joint — its inside edge.
- Head: the top part of the book.
- Tail: the bottom part of a book.

The Anatomy of a Photo Book

Gatekeeper Press

Basic Parts of a Book to Know Before Publishing

- Front Matter
 - [1. Title page](#)
 - [2. Copyright page](#)
 - [3. Dedication](#)
 - [4. Table of contents](#)
 - [5. Foreword](#)
 - [6. Acknowledgments](#)
 - [7. Preface or Introduction](#)
 - [8. Prologue](#)
- Body Matter
- Back Matter
 - [1. Afterword or Epilogue](#)
 - [2. Appendix or Addendum](#)
 - [3. Glossary](#)
 - [4. Bibliography or Endnotes](#)
 - [5. Index](#)
 - [6. Author biography](#)

Photobook Definitions & Terms

Photobook Journal: The Contemporary Photobook Magazine



parts of a book



name

author

date published

copyright information

published/produced by

paper type

printer

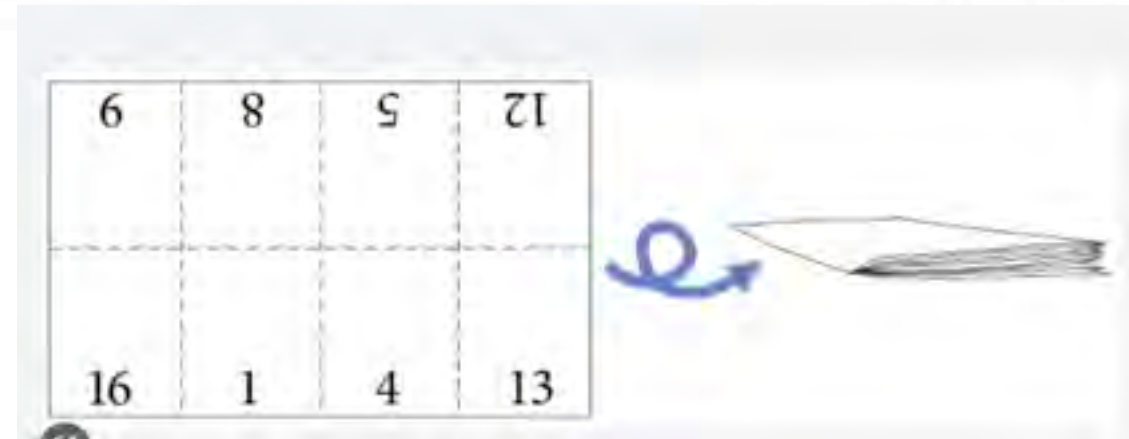
typeface

edition



Signature

A signature (sig) is a sheet of paper printed with four or more pages of a book. It is folded to the approximate final page size and to put the pages in numerical order. The more common signature impositions are 4, 8, 16, 32, and 64 pages, which are formed by folding the sheet in half one or more times.



Bleed

Bleed refers to an extra 1/8" (.125 in) of image or background color that extends beyond the trim area of your printing piece. The project is printed on an oversized sheet that is then cut down to size with the appearance that the image is "bleeding" off the edge of the paper.

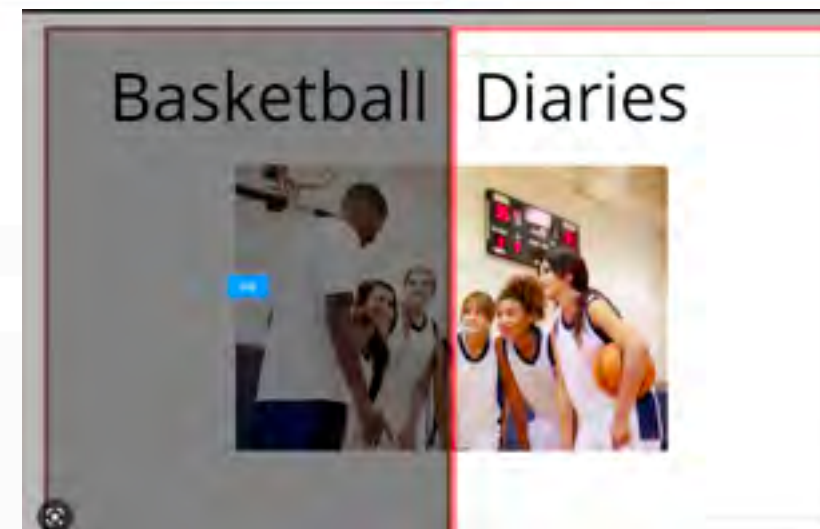




Gutter

the inner margin of the leaves of a bound book; adjacent inner margins of facing pages when book is open.

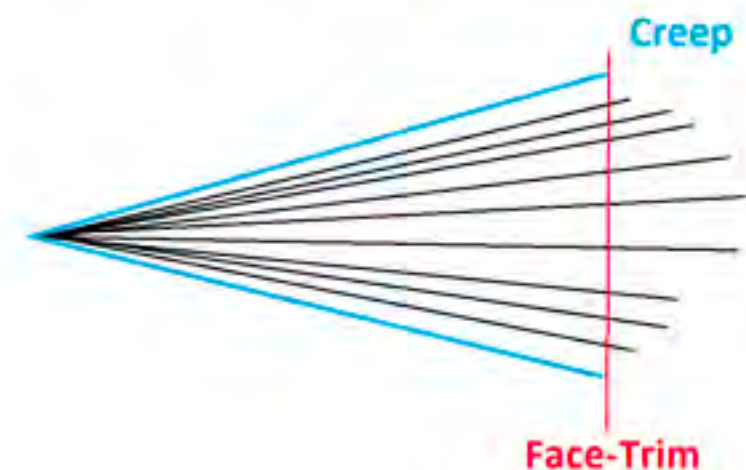
It is best to add a photo across two pages only when it is a double page spread (centerfold) - the inner most pages of the signature where the paper is continuous.



Creep

Page creep refers to the fanning out of **pages** that can occur when they're folded and gathered together. As you fold more pages together, the thickness of the **paper** pushes the inner pages out. Once the folded sheets are bound together, the face-trim will cut off the edges of the inner-most sheets. This is called "creep". Creep occurs because the trim margins of pages in inner signatures of saddle-stitched books are actually narrower than pages in outer signatures.

How creep affects saddle stitch booklets





will the images be in a box, container, envelope?

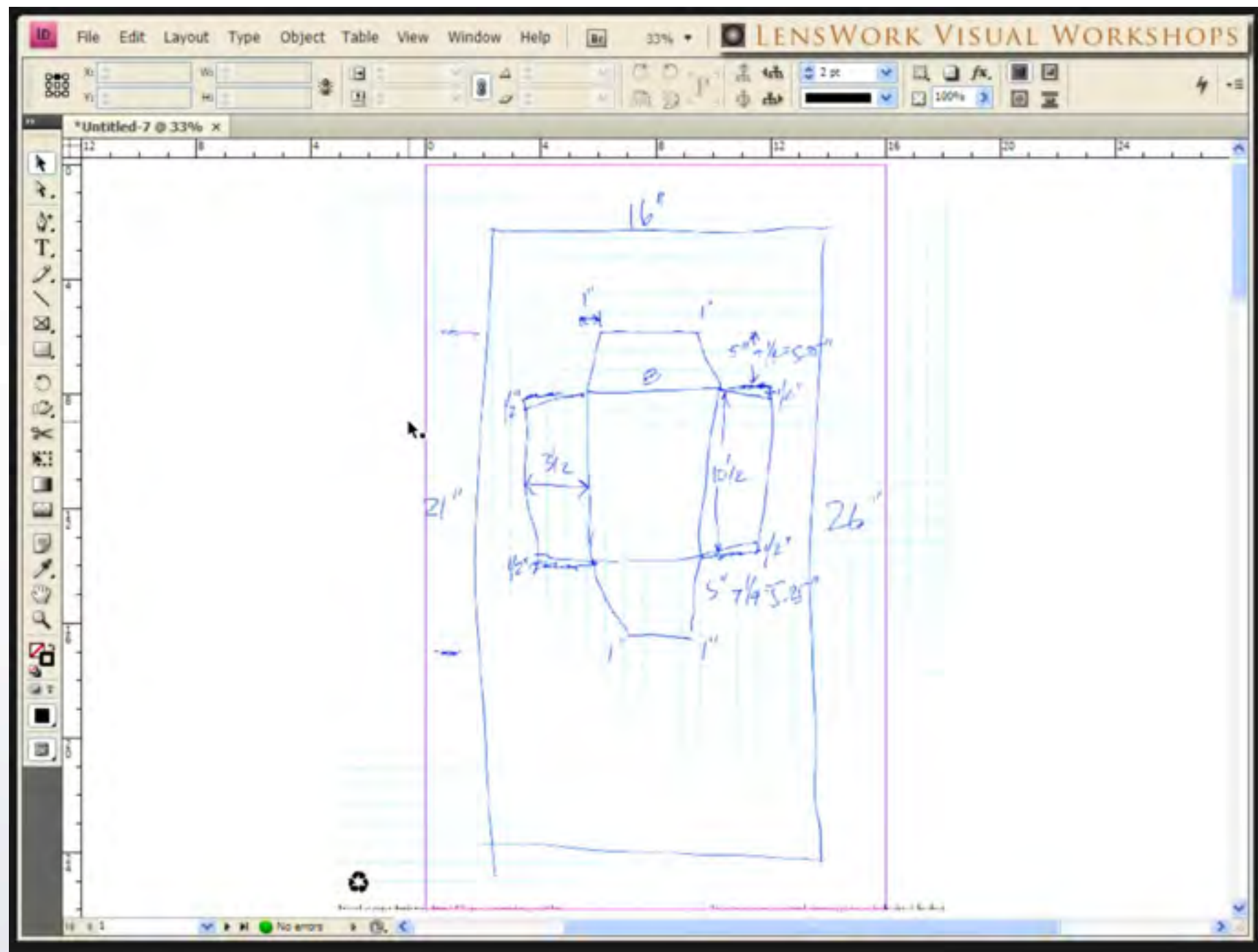




photo project makers are us!



Assignment: decide how best to showcase your theme; outline a brief proposal for your personal project and begin selecting a format.

May 23 – Participants will share their proposed project with others for discussion and suggestions.

**THEME
STORY
FORMAT**

