

Imaging Partnership

DISCOVERING IMAGING IN GLOBAL EDUCATION

Needs and Wants

LESSON ONE

What you will learn:

- What is meant by 'Needs' and 'Wants'
- What is meant by the 'Maslow's Pyramid'
- The role that photography plays in self fulfilment
- That photography is a combination of technical and creative
- That photography can be a force for good

What you should be able to do:

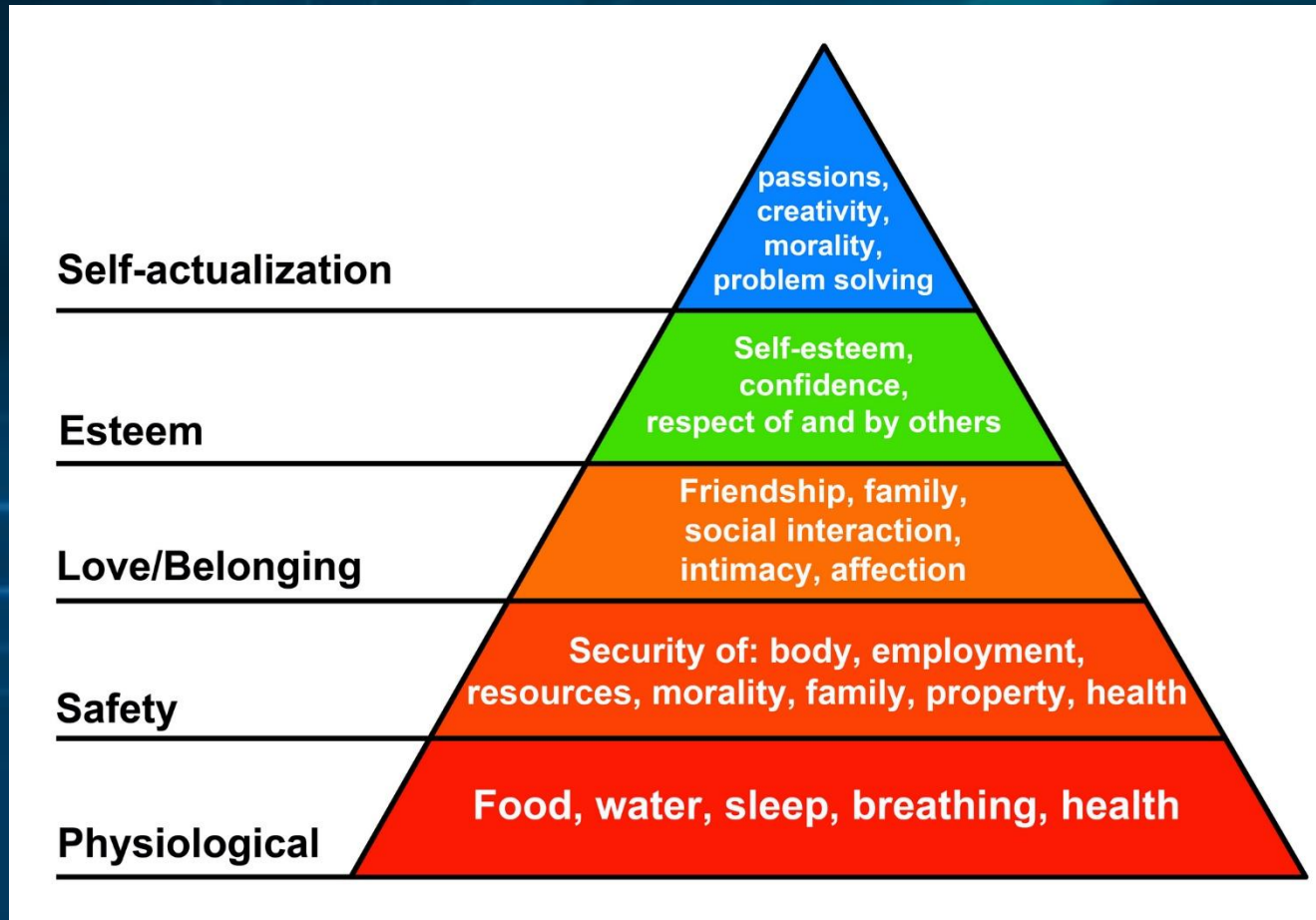
- Demonstrate how to operate camera using correct techniques required
- Discuss instances where photographers have brought about social change
- Demonstrate that they can take photographs from a number of different angles.

Needs and Wants



- Discuss 'Needs' and 'Wants' through Maslow's pyramid, addressing the roles of Science and Photography.
- One important idea in economics is that of needs and wants. Needs would be defined as goods or services that are required. This would include the needs for food, clothing, shelter and health care. Wants are goods or services that are not necessary but that we desire or wish for. For example, one needs clothes, but one may not need designer clothes. One does not need toys, entertainment, gems, etc.. One needs food, but does not have to have steak or dessert. One does not need glamorous trips, mall shopping, etc..

Maslow's Hierarchy of Needs



Needs and Wants Quiz

Goods or services that are necessary for living such as food, clothing, shelter are

- Needs Wants Advertising

Goods and services that are not necessary for living such as toys, games, entertainment are

- Needs Wants Advertising

Many times people think they need things that they in fact want due to the power of

- Scarcity Advertising Distribution

A time when there are not enough goods and services to meet people's needs is

- Scarcity Advertising Distribution

This is an important part of economics that helps insure people's needs and wants are met

- Scarcity Advertising Distribution

Creativity and Photography



- Understanding photography as a creative art and the role that plays in self fulfillment
- Photography is at the heart of contemporary visual culture. It is a medium of documentation and illusion, communication and artistic self-expression. Within the fine arts and commercial applications, media and social networks our lives have become so interconnected through photography that it is hard to imagine a world without it. More than any generation before we are also photographic makers - capturing and sharing the moments in our lives, promoting our ideas and expressing our points of view through images.

Camera Basics



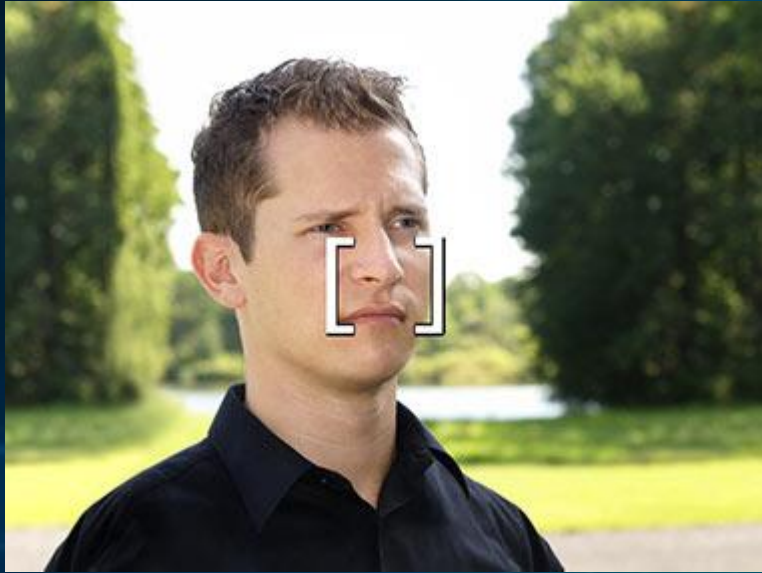
- Understanding that photography is a combination of technical and creative aspects and that a sound understanding of how to use a camera is required in order to achieve creative results. Skills include correct holding, focusing, backgrounds.

Holding the camera



- Holding the camera steady is one of the keys to preventing blurry images
- Make sure you are standing securely, with feet slightly apart
- Hold the camera comfortably in both hands
- Tuck your elbows in for more support

Focussing



- To make sure your subject is in focus, with the subject in the centre of the screen, press the shutter button half way.
- The camera will 'beep' or the cross or box will turn green to tell you the image is in focus.
- Press the shutter button all the way down to capture the image.

Backgrounds



- If you're taking a photograph of a person, it's easy to concentrate on their face so much that you miss what else is going on in the image.
- You should try to look at what's going on in all parts of the picture, including the background.
- It's very easy to have a tree growing out of someone's head if you're not careful!

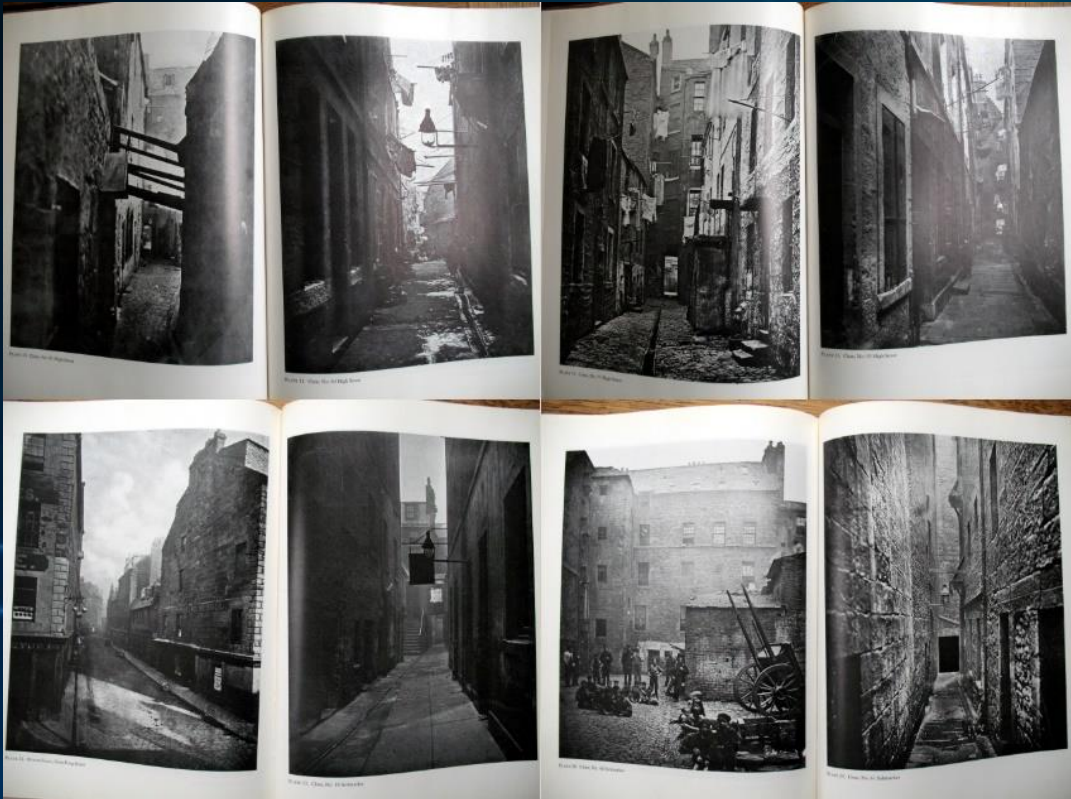
Activity



- Pupils to capture a range of images using correct techniques.

Photography as a force for good

- Discuss instances where photographers have brought to public attention situations around the world that needed to change and where images helped to bring about that change



Photography as a Force for Good

- In Victorian society based on class and the appearance of outward respectability, the British middle and upper classes, who were benefitting from new found wealth, were quite happy to ignore the nightmare in their midst.
- A new-found concern for the welfare of the poor arose from the 1840s onwards mainly because it became apparent that the overcrowded slums were breeding grounds of revolution and disease.

Photography as a Force for Good

- In Glasgow, a photographer was employed in 1868 to take photographs of some of the most run-down slums in the city that they planned to demolish and for this they chose a middle-class commercial photographer, Thomas Annan. Annan was employed to provide a visual record of poverty that could be used to convince decision-makers, who would never go into slums, that things needed to change.

Photography as a Force for Good

- The 1868 photographs of the alleyways that really stand out.
- The photographs are for the most part uniformly gloomy and sinister; the sky is a small muddy grey patch in the corner of the frame.
- Disease in the Victorian imagination was thought to be caused by bad air and dark unventilated conditions.
- Looking at the photographs in this way, what the Victorian viewer saw was the perfect breeding ground for crime, disorder, violence and disease, giving them an incentive to buy into slum clearance efforts.

My Photographs



My Photographs



My Photographs



My Photographs



So what have we learned?

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- What is meant by the 'Maslow's Pyramid'
- The role that photography plays in self fulfilment
- That photography is a combination of technical and creative
- That photography can be a force for good