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Learning.

Teaching Students to Create Photographs with Emotional Impact

In order to make websites effective, Web page designers must develop pages that quickly foster a visual and emotional connection to a target audience. A class project was developed to help students in the UW-Stevens Point Web and Digital Media Development program progress from literal visual interpretation of a series of photographs to creating a single image with a stronger emotional message.

Students were asked to create a series of 20 photographs on a campus-related subject of particular interest to them. As expected, students presented the photographs as individual pieces of the whole picture. Step two of the project asked students to create a PDF slide show including the 20 photographs and text that briefly explained each photograph. Step three asked students to replace those literal explanations with emotional statements regarding how they *felt* about each photo in the photo essay.

When this project was first given to students, they responded well to the concept of finding an emotional context with photographs, but still didn't develop stronger individual photographs. The curriculum was changed for the following semester to include two more steps. Step four asked students to examine the photos and re-take a series of five photos that condensed the emotional content of the 20 photos to five. Step six asked students to create one strong image to encompass the single most important emotional message to represent their chosen subject.

This presentation will include students' successes with the project and reflections on the project as a whole. Student projects will be shown and project requirements will be shared with the audience.