# BubbleLife

# Photography Internship Program

# About BubbleLife Photography Internship Program

BubbleLife Media begins its Photography Internship Program at the start of each school semester or summer. We seek self-motivated, creative photography interns who are interested in growing with the modern media industry. During the eight-week program, interns are required to complete eight photo essays. These photos can be published on one or all of the 60+ communities on BubbleLife.

Through the Photography Internship Program, we strive to mold our interns as more than photographers. We provide insight in new media and teach them to brand themselves as photographers and storytellers in the digital industry. The intern program curriculum includes (but is not limited to) the following:

- Mastering your camera and its features
- Composing photos based on Rule of Thirds, leading lines and the Golden Ratio
- Framing a photo to add to visual aesthetic
- Arranging photos in an eye-catching essay
- Writing compelling headlines and captions
- Experimenting with different photo perspectives
- Following legal guidelines within the photography field
- Learning rules of photography and how to break them through Lomography

- Finding a balance between editing and over-editing photos
- Defining and manipulating your own brand's image
- Using WordPress to create a website and add RSS feeds
- Working with Content Management Systems to post and edit photo essays
- Fully understanding the ins and outs of BubbleLife.com
- Creating and establishing presence through your BubbleLife Connect site

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# Weekly Syllabus

As a BubbleLife intern, we expect you to come to the program with knowledge of composition rules, as well as photography ethics and laws. We will touch on the legal expectations of a photographer, but it is up to the intern to ensure that his work is ethical.

Each week, we give interns a specific assignment so they can practice a range of photography skills. However, we do not restrict interns to one perspective or cumbersome guidelines. We hope to foster growth among photography interns and help them discover their own style.

## Week 1: Event Gallery

The intern will cover a local or school event. This practice will focus on capturing people, understanding your camera and using BubbleLife's event calendar.

## Week 2: Landscape/Architecture Series

The intern will choose an outdoor facility or building to capture. This assignment will focus on composition rules including Rule of Thirds, leading lines and the Golden Ratio.

## Week 3: Food Photography

The intern will photograph a dish from a local restaurant or his own kitchen. This will test the interns' knowledge in lens adjustments and lighting settings.

## Week 4: Portrait Photography

The intern will photograph a local person in a series of portraits. This will allow the intern to practice using different angles.

# Weekly Syllabus

## Week 5: Action Gallery
The intern will take a series of action shots at a sports event, music concert, local zoo, etc. This will allow the intern to practice using the proper shutter speed.

## Week 6: Lomography
The intern will learn the basics of Lomography. This will allow the intern to experiment with unconventional composition and style.

## Week 7: Forced Perspective
The intern will experiment with different heights and angles to reshape the image of a photo. This will allow the intern to think about composition as a subject itself.

## Week 8: Freedom Photography
The intern will decide which theme to practice. This will allow the intern to experiment and establish his own style.

To graduate from the program, interns are expected to complete all eight assignments. Each task must be completed correctly and on time to meet the editorial team's standards.

## Week 1

Prior to the beginning of your internship, click on the "BubbleLife Local News" tab at the bottom of BubbleLife's home page. This will be your preliminary reading to educate you on our company's theory.

Next, sign up at bubblelife.com in your neighborhood. Then, sign up for BubbleLife Connect to create your own site. The account name is your first and last name and the URL is bubblelife_intern.

**Once you've signed up and logged in, click on the "Connect" tab and post your content.**
**Follow these instructions:**
1. Click "Post Article" under the "PR and Content" heading on the left side.
2. Type in the text and add the photos through "Click to Upload" or "drag and drop" feature.
3. Click "Publish" and you'll be directed to a page that says at the top "You still need to distribute your post." Click the tab that says, "Send to BubbleLife.com" and make sure the button changes to say "Shared" in green letters. You also have the option to send the story to multiple neighborhoods if it's relevant.
4. Then, scroll to the bottom box and check it where it says, "I've completed all the distribution steps above" and click continue. That means you're finished, and that the photo essay is on its way to the editorial team. You will receive an email notification when the post has been approved.

You've just learned how to post on a Content Management System. Although you may associate content with editorial, it also encompasses photography. BubbleLife Connect allows you to build your own digital portfolio as a photographer.

With your BubbleLife Connect account, you can post events as well as photo essays. Before submitting this week's photo essay, you must submit an event on the BubbleLife calendar. Simply click on "Post Event" under "PR & Content." Then fill out the appropriate information.

Before you attend the event, let's discuss photography laws. It's a constitutional right to photograph on public property and at public events. However, not all school events are public, depending on the district and location of the event.

If you are on private property (including a private school), you are legally obligated to comply with the owner's rules. So before you photograph an event, use reporting skills to gain information. Ask an event chair if the program is held on private of public property.

During the public event, focus on people. Take at least five photos to complete a gallery. Be sure to adjust your camera settings depending on the location of the event. If you're focusing on one person, consider lowering the depth of field to blur the background.

Once you've taken the photos, the next step is to edit them. There's a difference between editing and over-editing. Remember to never change the integrity of the photo, especially when it includes people. Avoid making the photo look unnatural or over-processed. Most importantly, note that photo editing is not a substitute for good photography.

For online pictures, it's important to reduce the size of the image to 50K or less. This way, the photo can be downloaded easily, especially on mobile devices. If you would like to include larger images, you can embed a link to another photo in the story.

To include a link, highlight a phrase and select the icon that looks like a chain. Type the link URL leading to the original story. Select "Target" and click on "Open in New Window (_blank)" to ensure you won't lose the reader when he clicks on the link.

For all photo essays, you must add a headline and captions that engage the reader and explain the scene. Remember, you're more than a photographer – you're a storyteller, and effective headlines and captions help you paint a narrative.

Think of a headline as your one shot to gain a viewer. Of course, follow journalism headline rules. BubbleLife headlines use all capitalized words. (Ex: BubbleLife Changes Neighborhood News)

# Program Lesson Plan

## Week 2

This week, you will practice landscape or architecture photography. If you choose to focus on landscape photography, visit a local park or trail. If you choose to practice architecture photography, visit a local church, business building, your house or school. Whether you select landscape or architecture, the subject must be in your hometown.

When taking these pictures, channel the basic rules of photography: Rule of Thirds, leading lines and the Golden Ratio. (If you're not familiar with these concepts, study them.) Nature and architecture both provide strong leading lines, and it's up to you to discover and capture them. Frame your photograph to focus on the most important object, whatever you decide that is.

For these subjects, consider what lighting would be best. If time allots, take photos in full sun as well as "The Golden Hour." Experiment with your camera and don't be afraid to take bad photos. Choose the five best photos and publish your gallery through your BubbleLife Connect account.

By this point, you should have a familiarity with BubbleLife and how the site works. To fully understand how BubbleLife operates as a news aggregator, you must have knowledge of RSS feeds, a web feed format that publishes frequently updated information.

BubbleLife uses RSS feeds to pull in content from other publications. For instance, when dallasnews.com publishes new content about Plano, BubbleLife updates the Plano site with the article. This way, BubbleLife can stay on the cutting edge of neighborhood news and events in all 60 communities.

BubbleLife editors have searched for the best news sources to add to each website's RSS feed. From local newspapers to school bulletins, we are constantly pulling in new content by subscribing to RSS feeds.

This familiarity with RSS feeds will help in Week 3 when you create a WordPress account. Remember that you are more than a photographer; you are a player in the digital world. Understanding the technology behind new media is crucial to success.

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## Week 3

Now that you've practiced the basic rules of photography, it's time to a have a bit of fun with food photography. It may seem easy to photograph food, (according to Instagram) but it's not always simple.

For this assignment, decide whether to go to a local restaurant or cook something in your kitchen. Remember that regular kitchen lights are notoriously difficult for food photography. Once you've decided on your subject, take some time to set up the scene. Consider using a reflector to bounce light back over the food. If your photographs look dark, add a white object. This will help you adjust your white balance later.

Now that you're adjusted to using BubbleLife, it's time to start spreading your brand as a photographer. Your brand is your online persona and your unique style as an artist.

After you've posted the gallery, promote your own brand by pushing the content to all social media platforms. Outside of photojournalism, this type of self-promotion may seem strange. Within the industry, it's expected.

Establish an online presence for your own brand by creating an account on wordpress.com. Not only will a personal blog further your brand, it serves as a place for your online work. Before you create an account, check out other blogs on WordPress. After some research, it's time to set up an account.

1. Go to wordpress.com and click "Get Started."
2. Fill out the form and name your blog. This can be as simple and identifiable as your name.
3. Choose a free account unless you would like to buy the domain. For this practice, a free account is acceptable.
4. Choose a theme for your blog. This sets the tone of your site, so choose carefully. Of course, you can change the theme at any time.
5. Go to the "Dashboard" and arrange your site.

Once you've set up a WordPress site, you can add a header, menu, pages, posts and media. WordPress offers several themes for photographers, so take some time to look on the site. Play around with the features until you're happy with your blog and you feel like it represents you well.

Now that you (and your brand) have your own website, you can integrate your BubbleLife Connect site into your blog by using an RSS feed. To find the RSS feed for your Connect account:

1. Go to your Connect site. (not the "Tools" page, but the site viewed by the public) Click "View" to see this site at any time.
2. Scroll to the bottom of the page and look for an orange RSS icon on the lower right side of the page.
3. Click on the RSS icon to display a list of RSS feeds for your Connect site.
4. Copy the link for the "All Posts" RSS feed.
5. On your WordPress site, use the link from the above step to retrieve your articles. Add an RSS feed under the "Widgets" tab.

Be sure to upload all BubbleLife assignments to your WordPress. Displaying your work is crucial to growing your brand as a photographer.

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# Program Lesson Plan

## Week 4

For this assignment, take a series of portraits of a local person. This could be a teacher, a parent, a local official or a friend. Choose someone who is interesting, and, of course, who wants to be featured on BubbleLife.

Before you take your portraits, think about the best setting. Use lighting and depth of field to capture the emotion of your subject. Remember the Rule of Thirds when looking through your lens.

## Week 5

This week, you will practice taking action shots at a sports event, music concert, local zoo, etc. In order to take a compelling action shot, you must be aware of your camera and its functions. Consider shooting at a higher shutter speed to capture the moment.

When arranging your gallery, try to place the photographs in a series. Capture a football player throwing and running; photograph a tiger on the prowl. Be sure to include the surroundings, whether it's a stadium of students or crowd of music fans.

## Week 6

Now that you've mastered photography rules, it's time to break them all. When Lomography began, photographers used a LOMO PLC camera to take spontaneous, often blurry pictures. Lomography is still practiced with different cameras, but the same philosophy: "Don't Think, Just shoot."

### This week, you will practice Lomography by following The Ten Golden Rules:

1. Take your camera everywhere you go.
2. Use it any time – day and night.
3. Lomography is not an interference in your life, but part of it.
4. Try the shot from the hip.
5. Approach the objects of your Lomographic desire as close as possible.
6. Don't think.
7. Be fast.
8. You don't have to know beforehand what you captured on film.
9. Afterward either.
10. Don't worry about any rules.

Your photos won't be perfect, but that's the point of Lomography. They capture life, which isn't perfect either. Take photographs that are authentic; capture moments that are real. Forget the rules and the expectations and let go.

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# Program Lesson Plan

## Week 7

Before this week's assignment, look up some examples of forced perspective photography. This technique uses optical illusion to make the subject look different. Think about a tourist "holding up" the Leaning Tower of Pisa.

In this practice, the composition is the subject itself. Without an interesting perspective, the object would look ordinary. Change the perspective by experimenting with the depth of field. Be prepared to take multiple pictures to snap the perfect shot.

## Week 8

For the last assignment, you are free to practice any type of photography. You can redo another assignment, experiment with black and white pictures or use film photography. This exercise should be a culmination of the skills you've gained throughout the program, as well as an example of your personal style, or brand, as a photographer.

After the eight-week program, it is our hope that you will have the skills and confidence to thrive in digital media. Any questions or concerns throughout the internship should be directed to Caitlin Giddens at caitlin@bubblelife.com.

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