SUMMING UP
WEEK 6:
CASE STUDIES

MAKING SCIENCE AND ENGINEERING PICTURES
A PRACTICAL GUIDE TO PRESENTING YOUR WORK

Keep These Goals in Mind

- Set image standards that are more than “good enough”
- What do you want to show the viewer? Your image should address this question.
- Draw attention to the science.
- Enhancements must not cause misrepresentation.
- Simplify where possible.

Some Techniques to Try

- Make images from simple pieces. Use photographic elements as building blocks for more complex images or to tell a story. Create a storyboard. Crop photos, try different arrangements and decide which components work best.
- Draw focus to critical details. Photos may stand as evidence of design viability or mastery of fabrication methods. Visually extract essential pieces or show them in isolation to highlight elements that may not be obvious in situ.
- Don’t be bound by existing orientation or geometry. Flip, reflect and rotate elements. Change the scale. Superimpose pieces.
- Keep final proportions in mind. Repeat elements or add background such that height/width ratio is appropriate for a particular display or publication.
- Compare the same image from different viewpoints. Change position and orientation of the camera or subject.
- Rework the composition to create variety within a set of repeated or similar objects.
- Use familiar lab or workplace objects to indicate scale.
- Tools, apparatus and processes are interesting. Include them in your photographs.
- Provide image options and flexibility when seeking to publish. The editorial viewpoint may define the "best choice” of color, scale, cropping, or acceptable enhancements.
- Use components or recognizable image details to create design elements for title slides, web pages or other sites of visual focus and interest.

Resource: Making Science and Engineering Pictures: A Practical Guide to Presenting Your Work

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