



# Welcome

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Martin Dudley Barber MPSSA

A woman in a red robe is shown from the waist up, standing against a dark, starry night sky. The background features silhouettes of bare trees and a faint, glowing blue light source. The woman's face is partially obscured by the fabric of her robe.

## Creative Altered Reality Creative Photography

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1. General Overview
2. Definition
3. Origin and History
4. Photographers and Artists
5. Commercial art
6. Judging
7. Understanding of artistic perception



## •A few words on judging

Always feel honoured. Your opinion matters to others

- Look at what's in the image and not just what's wrong with it .
- Don't take the seat as a judge unless you love "ALL" aspects of photography.
- Study : Art , The masters, Principles of Photography
- Never Assume
- Be Inspired by the work you see, and inspire others with your comments

# General Overview

## •What is Altered Reality ?

- The Term “Altered Reality” is vague
- Simply Capturing an image on a camera, we turn a 3-dimensional, real-life subject into a 2-dimensional Image, “Altering Reality.”
- All lenses distort and “Alter Reality”. Wide angle lenses give a much wider perspective and make the background more distant , Longer lenses give a much narrower perspective and make the background seem much closer
- Camera settings such as Aperture, Shutter Speed can “Alter the reality” of the image and subject
- Flash and lighting setups outside and in studio environments all “Alter the Reality” of the subject you capture from what it was before you captured it.
- Any post processing techniques such as, exposure, contrast, sharpening, colour adjustments, black and white, cropping, dodge and burning , focus stacking , multiple exposure (HDR), spot healing , noise reduction, all Alter the Reality of the original capture of the image.



# General Overview

## •What is Altered Reality ?

All of these are used by photographers in every image we capture to be used in ways to explore and showcase our own creative approach to the “ART of Photography”.

We are Image Creators.

This is not the genera “Altered Reality” or  
“Creative Photography”

- So then ....

## What is Altered Reality or Creative Photography ?

- Altered reality is a creative expression using photography as its main medium.
- It's an expression of art, feelings, thoughts, emotions and the creative process and imagination of its creator or institution.
- It's a reflection of different processes and techniques involved in the creation of these images and forms of artistic expression of its creator, and created for its aesthetic value

# Definition



# PSSA Definition

- **Altered Reality and Creative or Visual Art**
- An image created by altering reality in an obvious manner, created digitally or in camera. The intention is the creation of an image that conveys a feeling or message or tells a story
- Creative photography is a means of expression and a way for the author to make a personal photographic statement. These images should go beyond the straightforward pictorial rendering of a scene. The image does not have to employ derivative or manipulative techniques to be Creative or Visual Art, However all work should be that of the author and not copied or derived from elsewhere.



# Definition

## • PSA Definition



- “Altered Reality.” The image may be of any subject matter and must obviously display a change in the natural, colour, form, shape or any combination of these three.
- All images must be original and may not incorporate elements produced by anyone else.
- Artwork or computer graphics generated by the photographer may be incorporated in the original photographic content.
- Images may not be constructed entirely within a computer.
- Original images must be made by the photographer on photographic emulsion or captured digitally. All images must be original and may not incorporate elements produced by anyone else. Original images must be altered by the maker, artwork or computer graphics generated by the entrant may be incorporated, if the original photographic content predominates.

# History

•1826 or 1827 – Niépce makes what is now [the earliest surviving photograph](#), a landscape. It requires an exposure in the camera that lasts at least eight hours and probably several days.

Hippolyte Bayard, a French photographer, was the first to suggest combining two separate negatives, to create a balanced photograph.

The technique was also used to create new, original compositions and provided new ways for photographers to be more **Creative** with their work.

He invented his own process and presented the world's first public exhibition of photographs on 24 June 1839. He claimed to have invented photography earlier than [Louis-Jacques Mandé Daguerre](#) in France and William Tybalt in England, the men traditionally credited with its invention.

**Combination printing** is a photographic technique of using the negatives of two or more images in conjunction with one another to create a single image.



Hippolyte Bayard Self portrait, Salt print (1847)

The first and most famous mid-Victorian photomontage (then called Combination Printing) was "The Two Ways of Life" (1857) by Oscar Rejlander, followed shortly thereafter by the images of photographer Henry Peach Robinson such as "Fading Away" (1858).



*The Two Ways of Life*, a moralistic photo montage of Rejlander's own work, 1857—a choice between vice (at left) and virtue (at right)



Robinson's *Fading Away* (1858)



Henry Peach Robinson 1870

**Henry Peach Robinson** was best known for his pioneering Combination Printing- joining multiple negatives or prints to form a single image; an early example of photomontage. He joined vigorously in contemporary debates in the photographic press and associations about the legitimacy of 'art photography' and in particular the combining of separate images into one. He wrote the influential essay *Pictorial Effect in Photography (1869), Being Hints on Composition and Chiaroscuro for Photographers*, published in 1868.

In 1870 he became vice-president of the [Royal](#) Photographic Society . He advocated strongly for photography to be regarded as an art form.

He defended composite photography, asserting that the creation of combination photographs were as demanding of the photographer as paintings were of the artist.



Henry Peach Robinson's "*Spring Flower*", 1873.



Henry Peach Robinson's *When the Day's Work is Done*, 1877.  
A combination print made from six different negatives.



H. P. ROBINSON PHOTO.

N. Y. PHOTOGRAPHIC CO.

"HE NEVER TOLD HIS LOVE"

Henry Peach Robinson's "*He Never Told His Love*", 1884.

The pioneering techniques of early photomontage artists were co-opted by the **Advertising Industry** from the late 1920s onward.

The American photographer Alferd Gescheidt, while working primarily in advertising and commercial art in the 1960s and 1970s, used photomontage techniques to create satirical posters and postcards.

Starting in the 1960s, Jerry Uelsmann became influential in the photomontage world, using multiple enlargers to utilize many techniques that would someday influence digital photomontage, down to the naming of tools in Photoshop. In 1985 he even published a book demonstrating and explaining his techniques, this was two years before Thomas and John Knoll began selling Photoshop through Adobe.

Ten years later in 1995, Adobe's creative director Russel Brown tried to get Uelsmann to test out Photoshop. Uelsmann didn't like it, but his wife Maggie Tyler did, and began using it to produce digital photomontage, becoming a founder of the modern genre.

The first Digital camera's hit the market in  
**1998**



*(Boat and Moon)* by Jerry Uelsmann, 1982, [Honolulu Museum of Art](#)





Photographer's

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In 1981 Maggie Taylor began to photograph while she was a student at Yale University majoring in philosophy. She primarily took photographs of suburban landscapes and strange objects found in yards.

Her work is featured in Adobe Photoshop Master Class: Maggie Taylor's Landscape of Dreams, Solutions Beginning with A, Alice's Adventures in Wonderland and No Ordinary Days.

Taylor's images have been exhibited in one-person exhibitions worldwide and are in numerous public and private collections including The Art Museum, Princeton University, The Fogg Art Museum, Harvard University, Harn Museum of Art, University of Florida; Museum of Fine Arts, Houston and The Museum of Photography, Seoul, Korea. The early beginnings of her process consisted of setting up found objects and photographs to create collages that she would photograph in film.

This was expensive and required extra consideration as one mistake could ruin the resulting images. She produces prints by taking photographs and scanning objects into a computer using a flatbed scanner, then layering and manipulating these images using Adobe Photoshop into a surrealistic montage. The flexibility of Photoshop technology allowed her to bypass these issues and shift her process to creating different layers that come together as one image.



**Maggie Taylor**



Maggie Taylor



## Annie Leibovitz

An American portrait photographer best known for her engaging portraits, particularly of celebrities, which often feature subjects in intimate settings and poses.

Leibovitz's photo of John Lennon and Yoko Ono, taken five hours before Lennon's murder, is considered one of [Rolling Stone](#) magazine's most famous cover photographs. The Library of Congress declared her a Living Legend, and she is the first woman to have a feature exhibition at [Washington's National Portrait Gallery](#).





Annie Leibovitz





Annie Leibovitz



Johnny Depp as Jack Sparrow



Roger Federer as King Arthur



Taylor Swift as Rapunzel



David Beckham as Prince Philip from Sleeping Beauty



Russell Brand as Captain Hook



Annie Leibovitz photo shoot



## Andreas Gursky

German photographer and professor at the [Kunstakademie Düsseldorf](#), Germany.



He is known for his large format architecture and [landscape colour photos](#), often using a high point of view. His works reach some of the highest prices in the art market among living photographers. His photograph [Rhein II](#) was sold for \$4,338,500 on 8 November 2011.

Before the 1990s, Gursky did not digitally manipulate his images. In the years since, Gursky has been frank about his reliance on computers to edit and enhance his pictures, creating an art of spaces larger than the subjects photographed





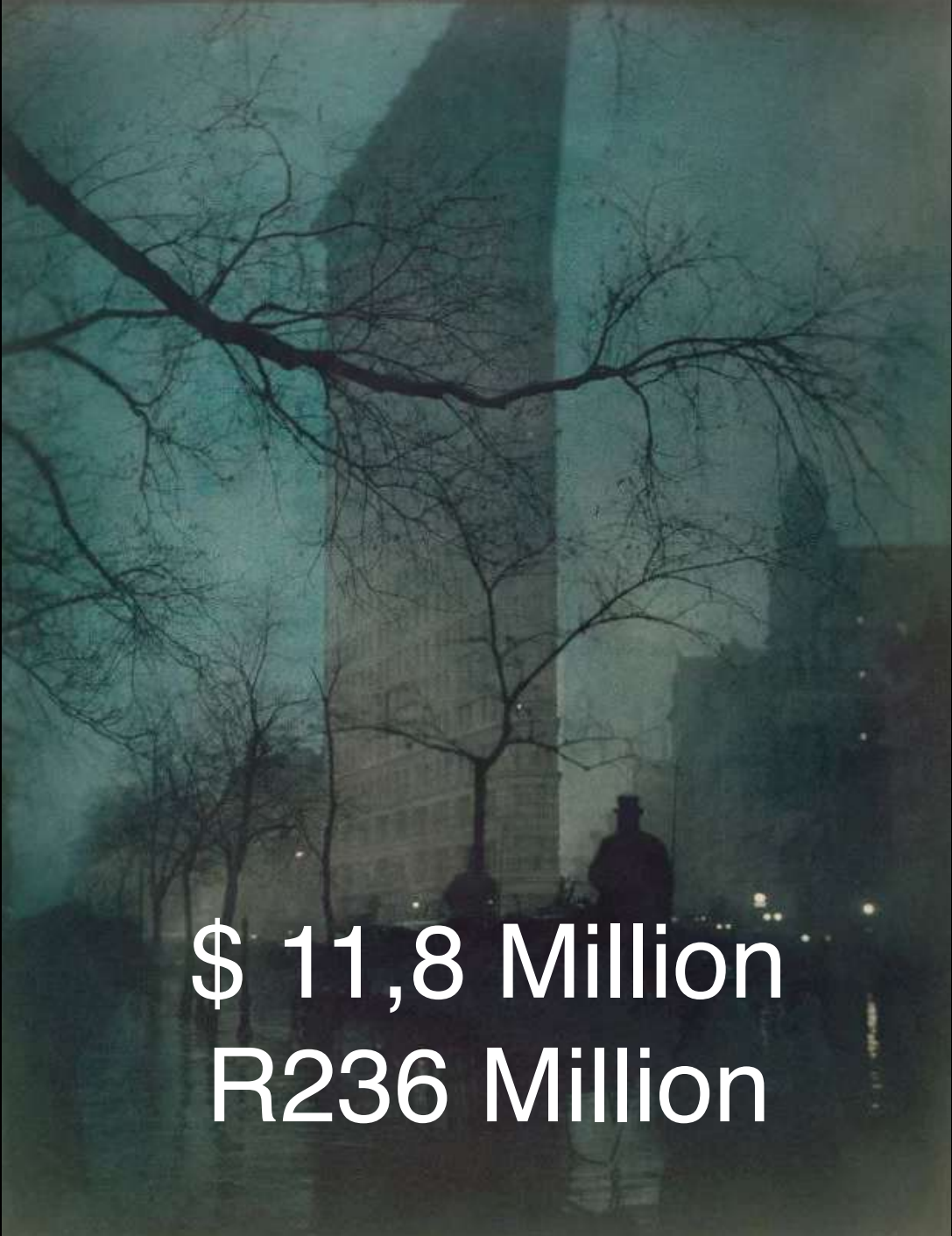
## Peter Lik

Peter Lik has spent over 35 years pushing the boundaries of fine art. A self-taught pioneer in the field of landscape photography, he has become synonymous with pristine images of cascading waterfalls, ethereal mountain peaks and peaceful desert canyons.









**\$ 11,8 Million**  
**R236 Million**

Edward Steichen The Flatiron



\$ 12,4 Million

R 248 Million

Man Ray Le Violin d'Ingres (1924)



Marcel van Luit

Marcel van Luit was born and raised in the Netherlands. He studied to become a teacher, but worked as a social worker before he started his career in art







# The Commercial Art Industry

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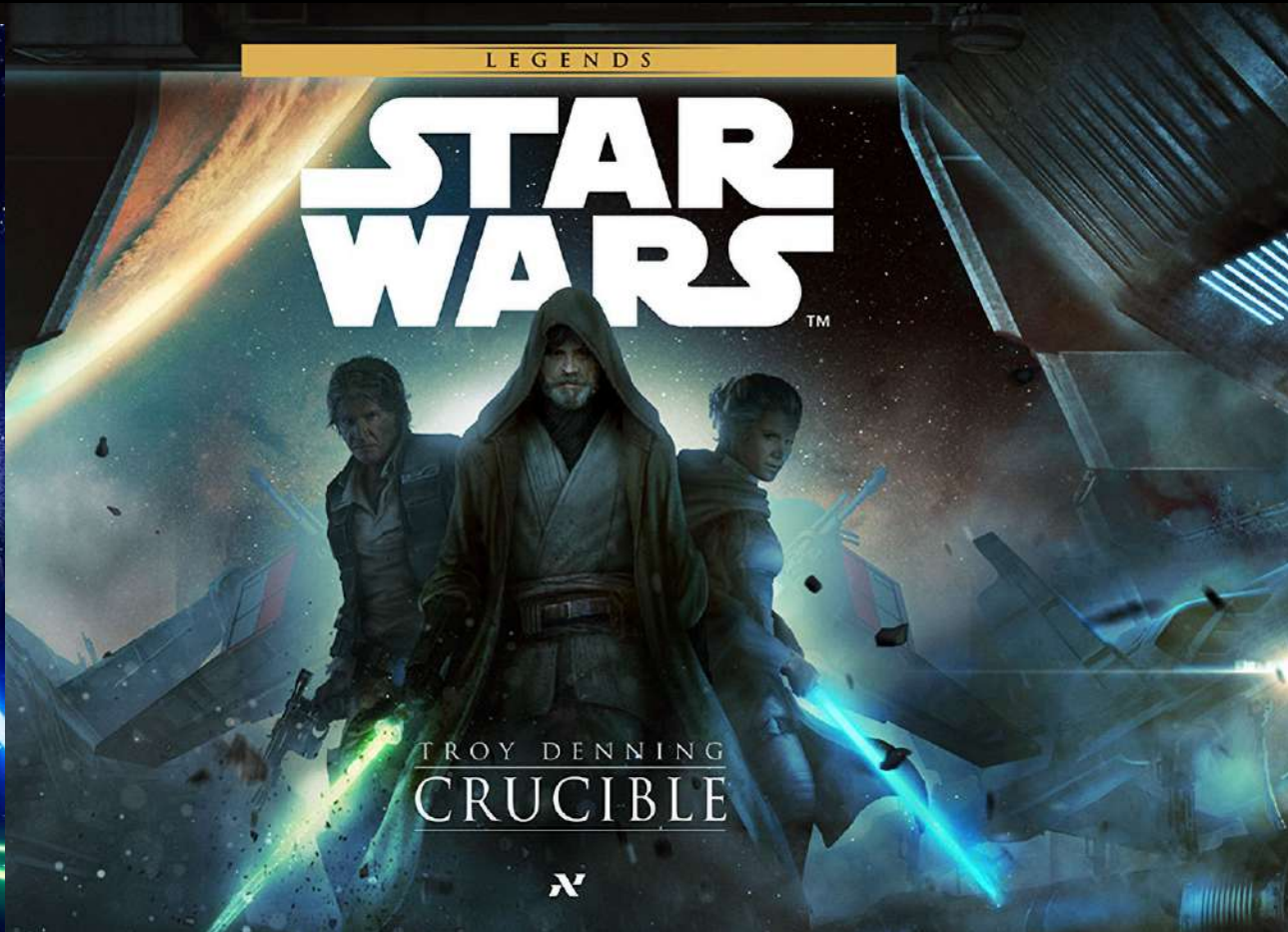


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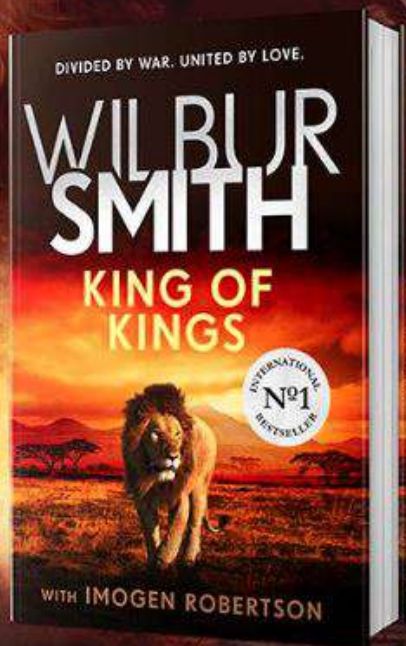
LEGENDS

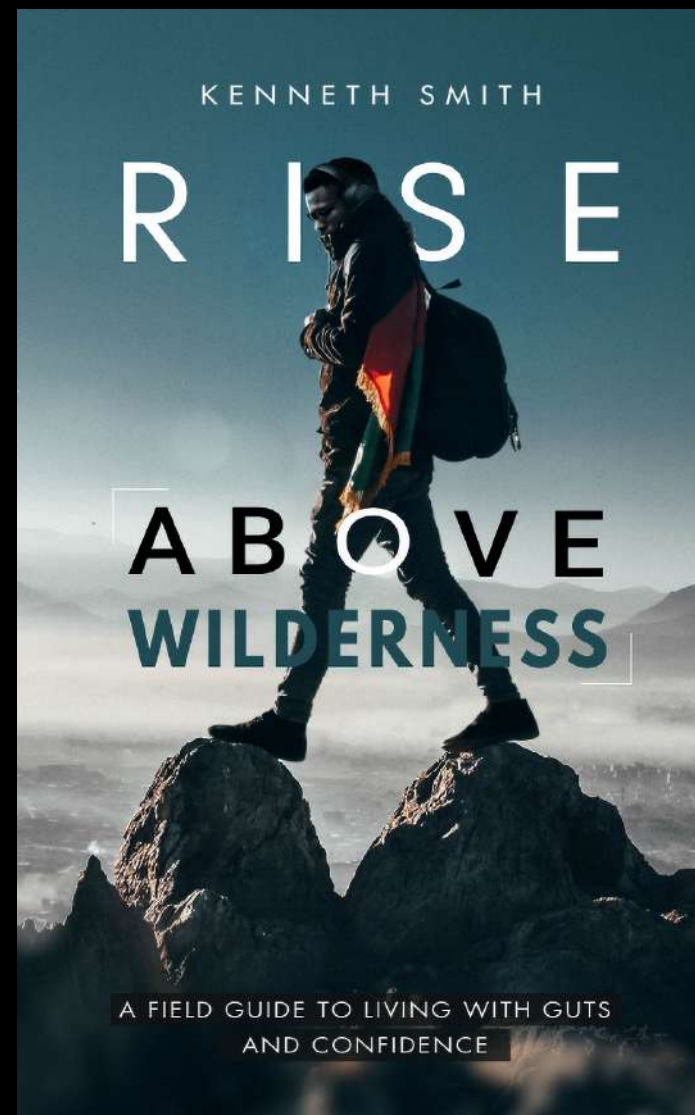
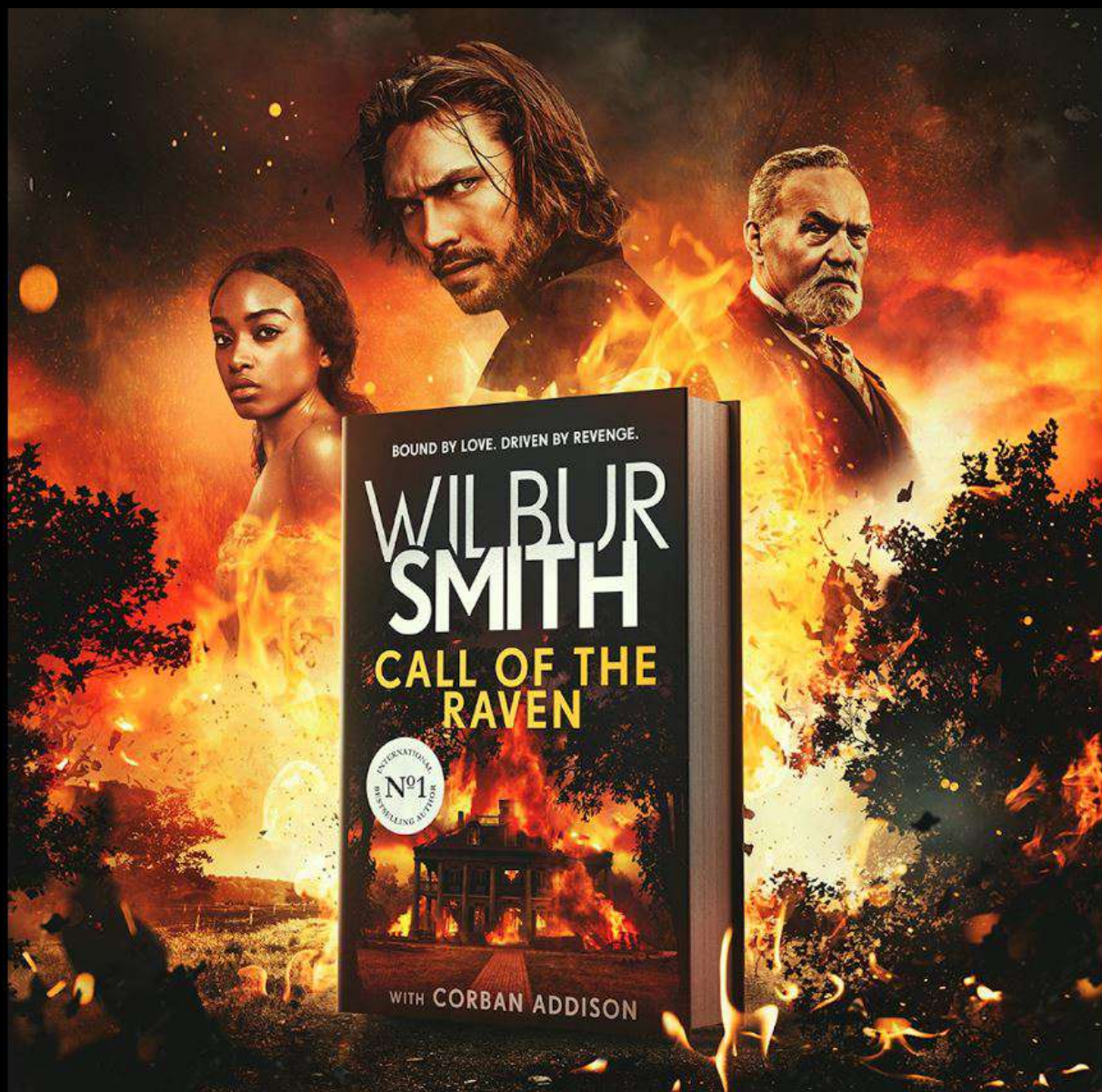
**STAR  
WARS**™

TROY DENNING  
CRUCIBLE

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OUT NOW





VOL. 154, NO. 4

OCTOBER 1978

# NATIONAL GEOGRAPHIC

CONVERSATIONS  
WITH A GORILLA 438

DREAM ON, VANCOUVER 447

NEBRASKA'S SAND HILLS 493

DJIBOUTI, NEW NATION  
ON AFRICA'S HORN 518

AN AMERICAN RETRACES  
"TRAVELS WITH A DONKEY" 535

SUNKEN TREASURE  
OF ST. HELENA 562

OFFICIAL JOURNAL OF THE NATIONAL GEOGRAPHIC SOCIETY WASHINGTON, D.C.

06.2018

# NATIONAL GEOGRAPHIC

## PLANET OR PLASTIC?

18 billion pounds of  
plastic ends up in  
the ocean each year.  
And that's just the  
tip of the iceberg.

*"Plastics aren't inherently  
bad. It's what we do,  
or don't do, with them  
that counts."*

— SYLVIA EARLE  
NATIONAL GEOGRAPHIC  
EXPLORER-IN-RESIDENCE



GOOD  
THINGS  
HAVE A WAY OF  
COMING  
TOGETHER.

Introducing the new Clyde's burger, made with grass-fed, hormone-free beef. Now our produce isn't the only delicious thing from local farms.



[www.clydes.com](http://www.clydes.com)

GOOD  
THINGS  
HAVE A WAY OF  
COMING  
TOGETHER.



The Whopper *DAY 28*



THE BEAUTY  
OF NO ARTIFICIAL  
PRESERVATIVES



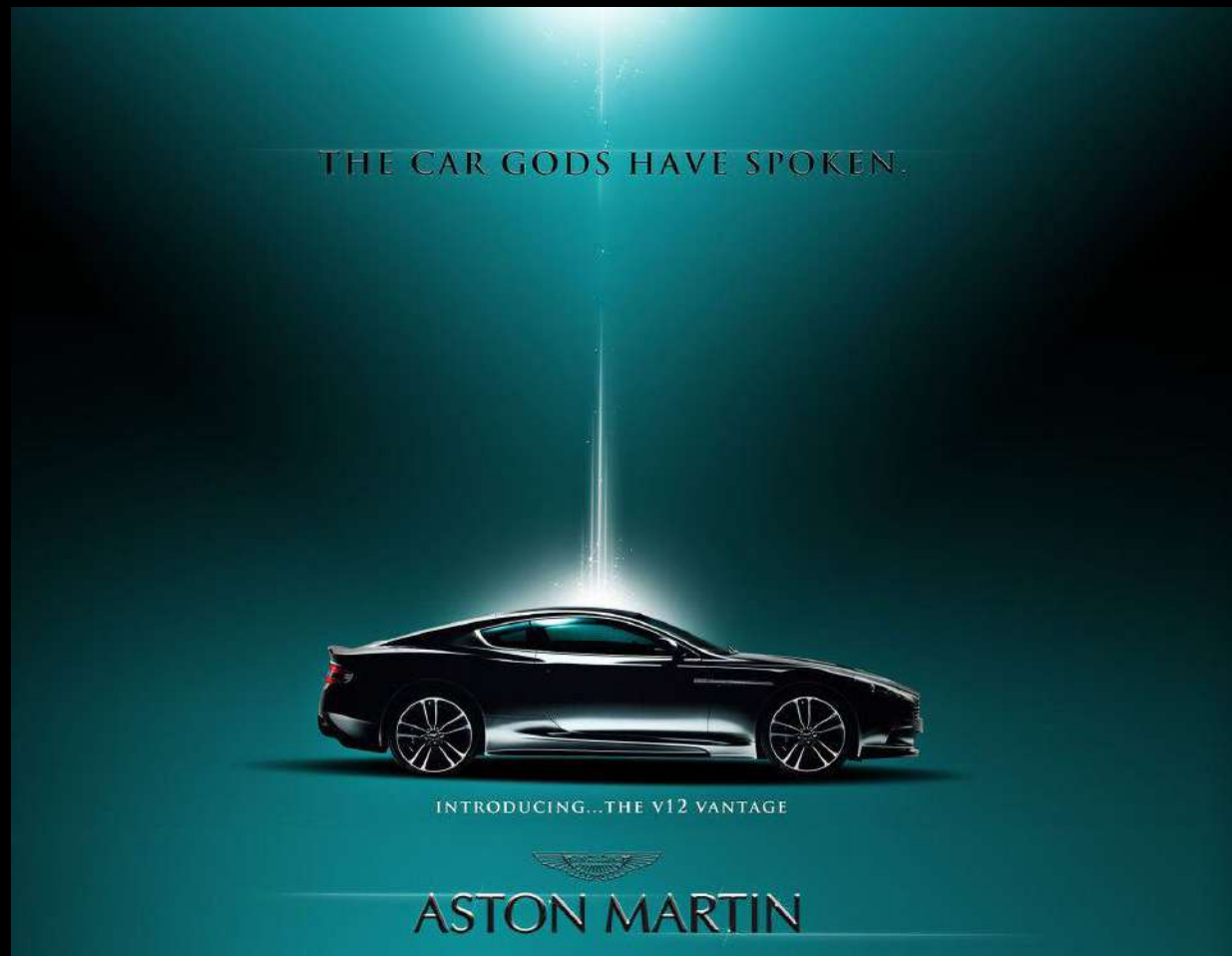


SHIFT INTO AWESOME.  
NEW 5-SPEED DATSUN TURBO-ZX.

**DATSUN**  
WE ARE DRIVEN

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This advertisement features a silver Datsun Turbo-ZX sports car shown from a front-three-quarter perspective, appearing to fly through a tunnel of light rays. A hand is shown in the upper left corner, gripping a manual gear shift knob. The overall aesthetic is dynamic and emphasizes performance.



THE CAR GODS HAVE SPOKEN.

INTRODUCING...THE V12 VANTAGE

**ASTON MARTIN**

This advertisement features a sleek, dark-colored Aston Martin V12 Vantage sports car shown in profile against a teal background. A bright, vertical beam of light shines down from the top center of the frame onto the car, creating a dramatic effect. The text is centered and uses a classic serif font, conveying a sense of luxury and exclusivity.





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CARRYING WHAT YOU NEED  
AND WHAT YOU CAN EVEN IMAGINE.

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MAXXIMO  
X 1500-1200

**IVECO**  
VOCE À FRENTE.







# Judging

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It's all in the title.....

Children of Ukraine

# Prerequisites of a good Creative Altered Reality Image

## The Photographer

### Left brain

I am the left brain.  
I am a scientist. A mathematician.  
I love the familiar. I categorize. I am accurate. Linear.  
Analytical. Strategic. I am practical.  
Always in control. A master of words and language.  
Realistic. I calculate equations and play with numbers.  
I am order, I am logic.  
I know exactly who I am.

1. A good previsualized idea or concept.
2. A Story, Thought, Emotion, Feeling or message to be shared.
3. Good, skilfully captured Images necessary for the composition or concept.
4. A good understanding of art
5. An understanding of perspectives
6. High end editing skills

## The Image

1. A good creative image with “IMPACT”
2. Strong Story Line
3. Good, skilfully captured Images
4. Well put together and presented
5. Good composition
6. High end editing skills
7. The elements must work together.

### Right brain

I am the right brain.  
I am creativity. A free spirit. I am passion.  
Yearning. Sensuality. I am the sound of roaring laughter.  
I am taste. The feeling of sand beneath bare feet.  
I am movement. Vivid colors.  
I am the urge to paint on an empty canvas.  
I am boundless imagination. Art. Poetry. I sense. I feel.  
I am everything I wanted to be.



Roots



Material Girl



African Giant Indlovu



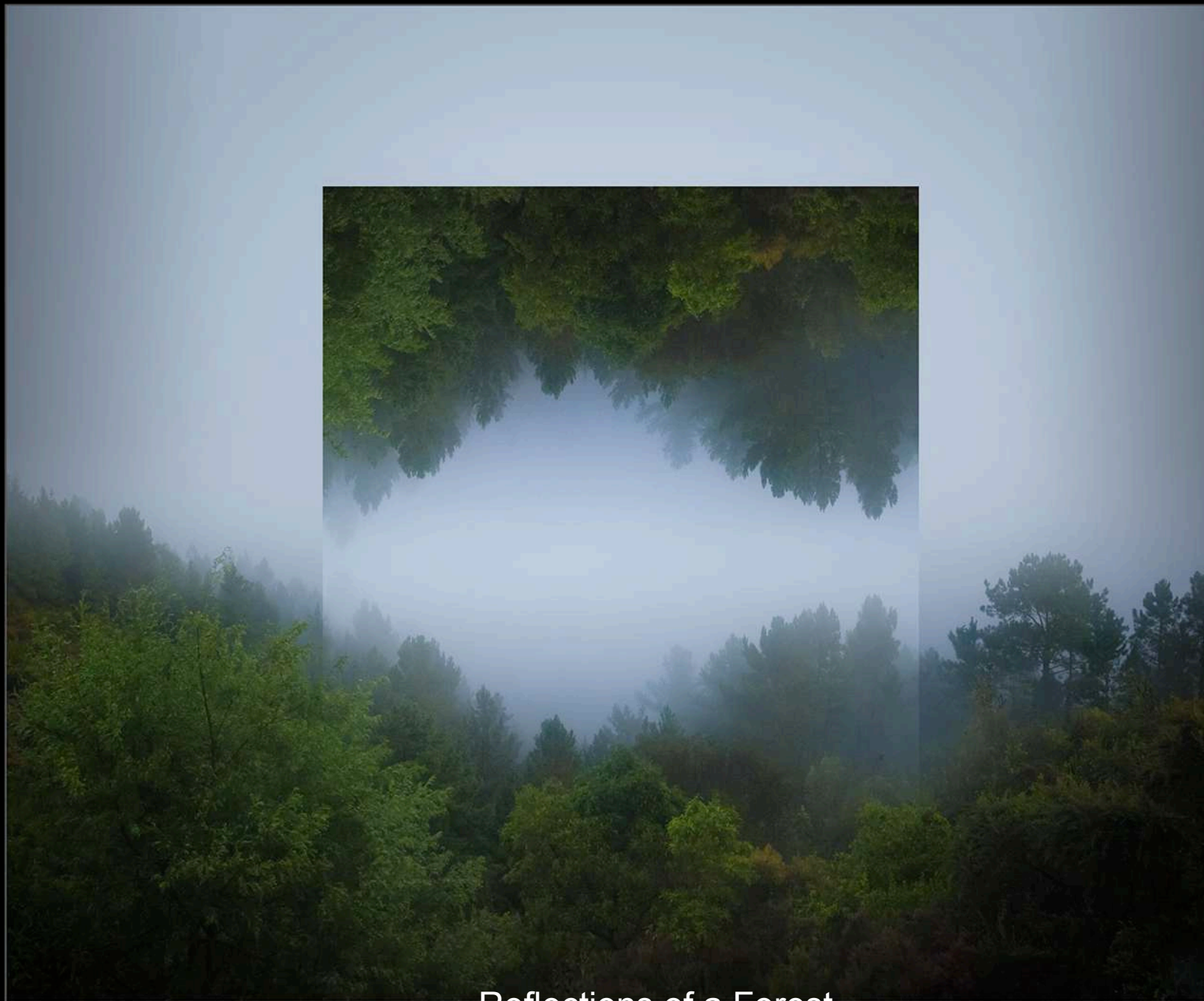
Raining at the Station



Wild and Free




The Circle Of Life



Reflections of a Forest





The basics to understanding artistic perception and their rules.

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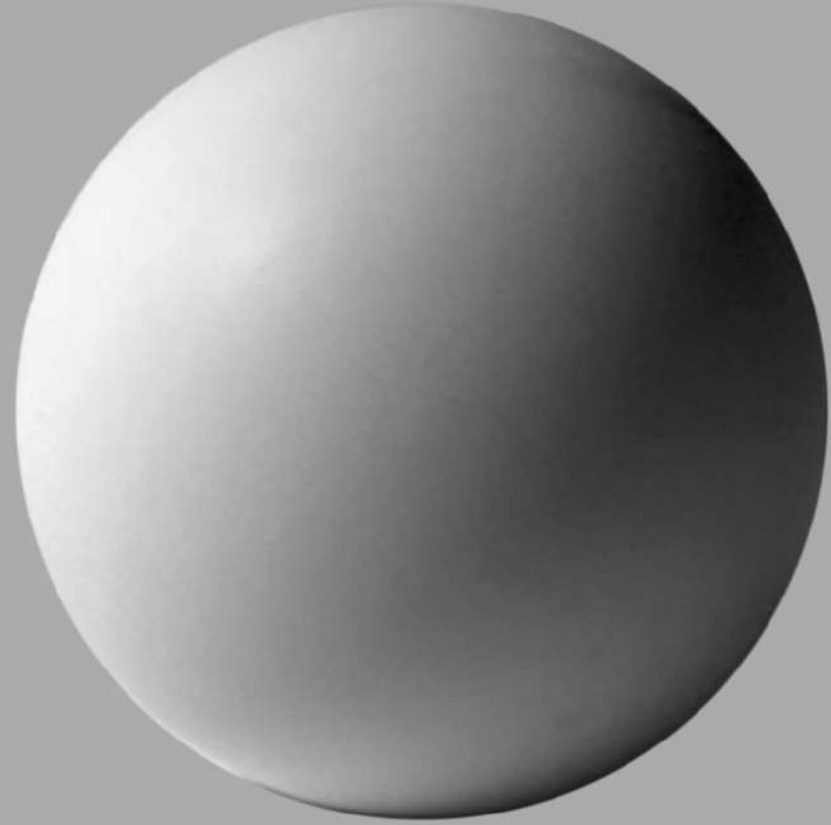
- Shadows and light
- Colour Perspective
- Focus Perspective
- Atmospheric Prospective
- Scale Perspective
- Image perspective

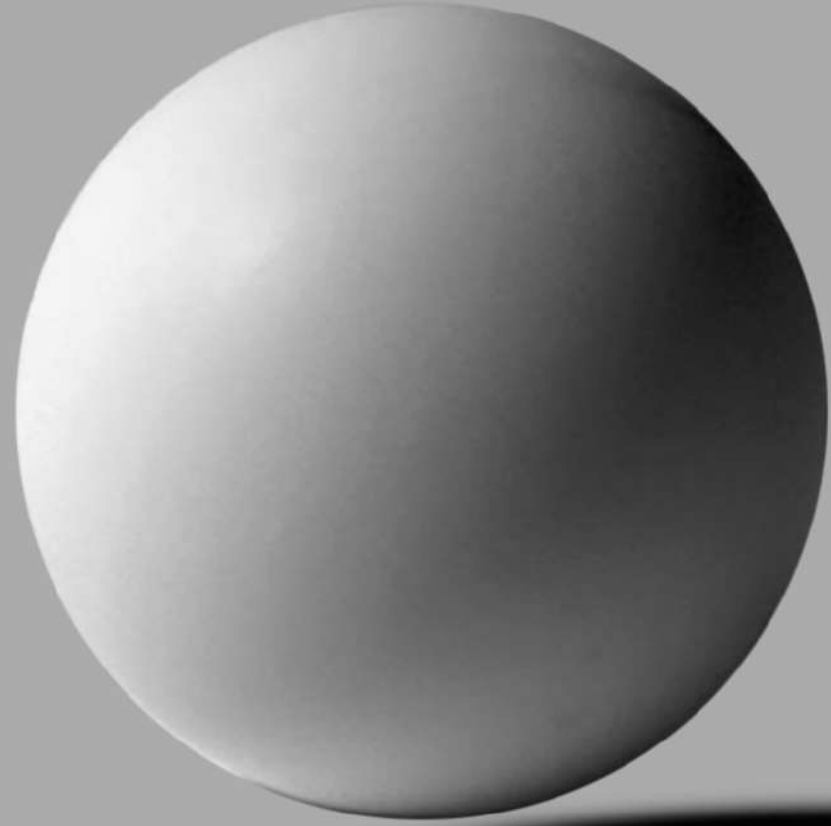


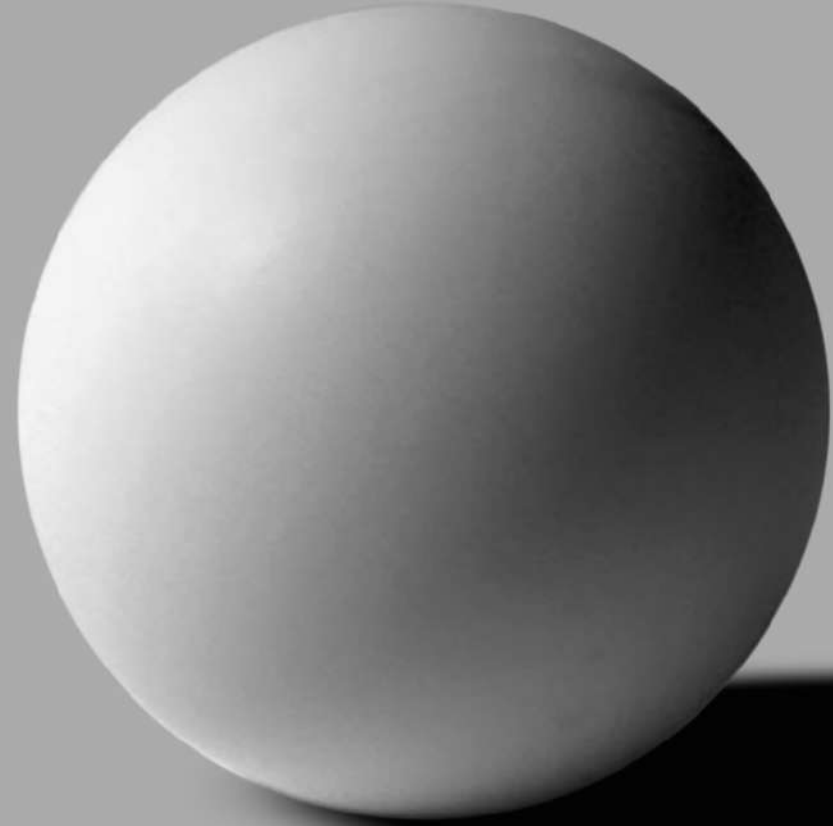
# Shadows and light Perspective

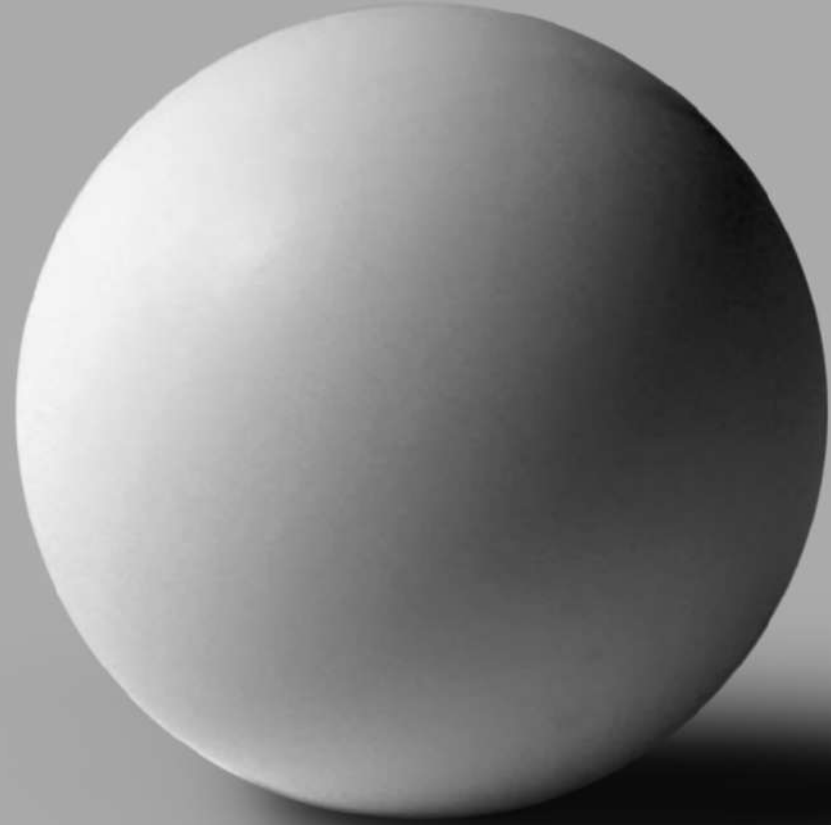
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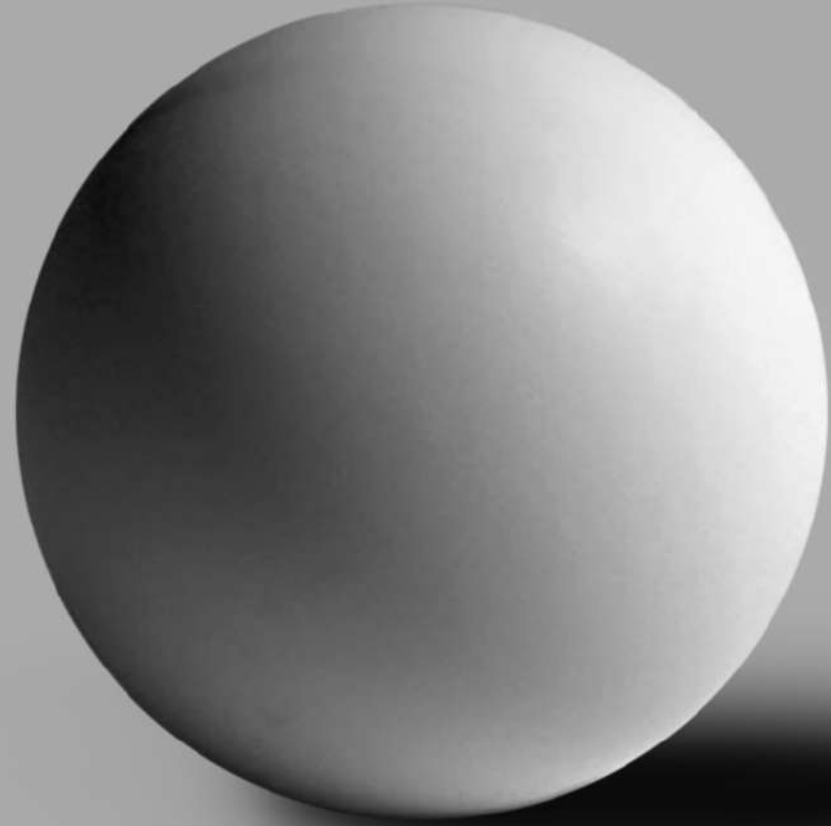




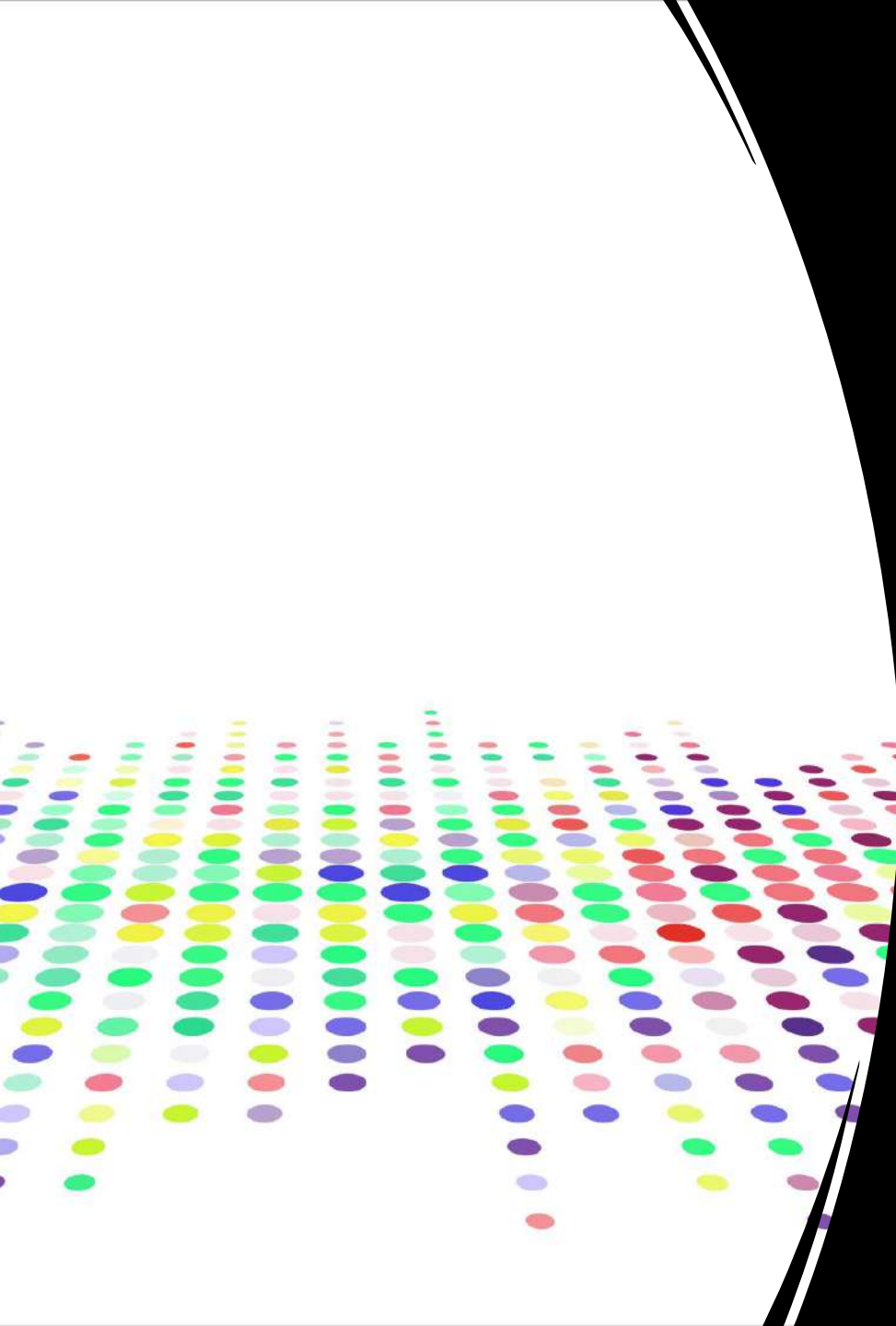












# Colour Perspective

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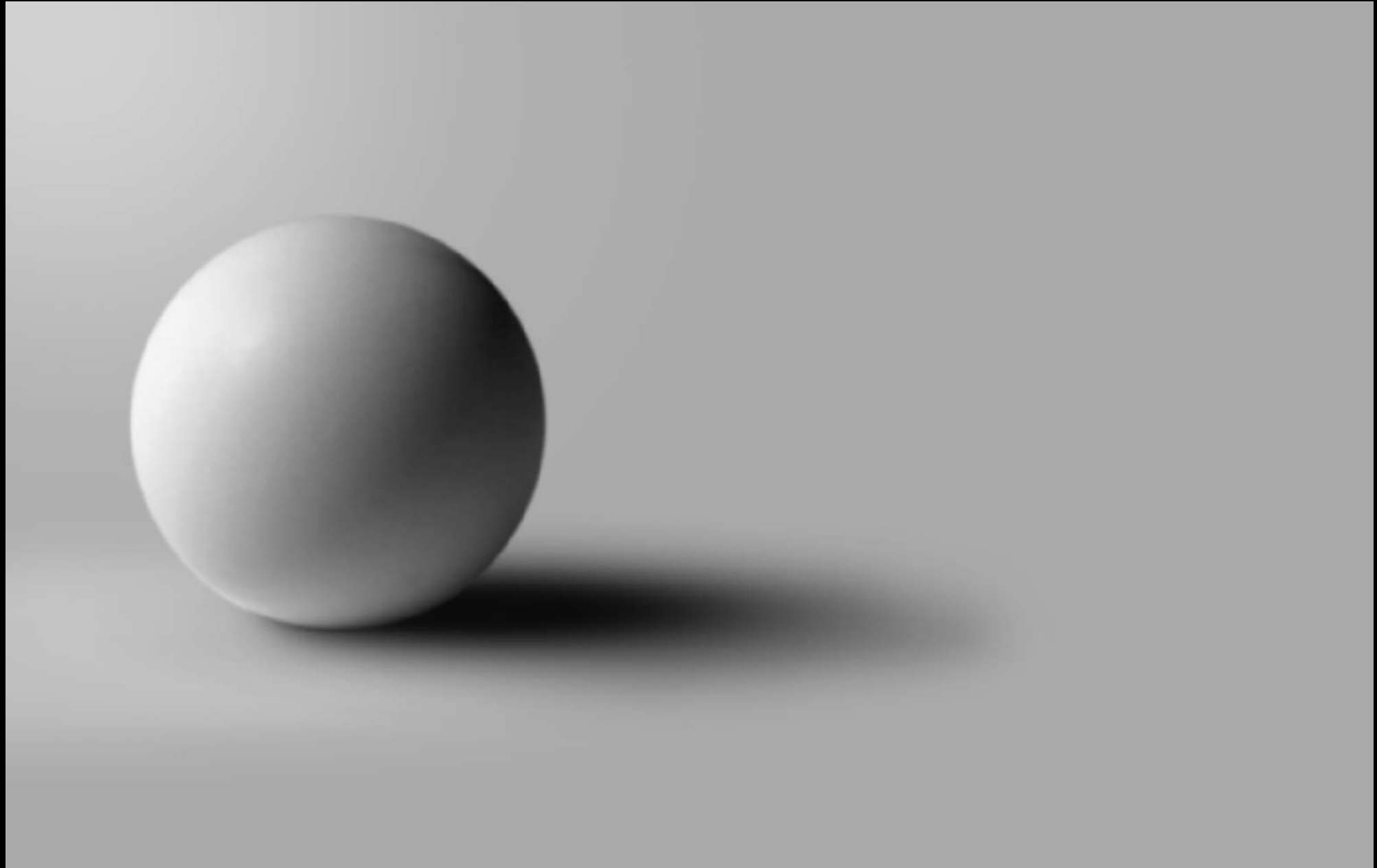


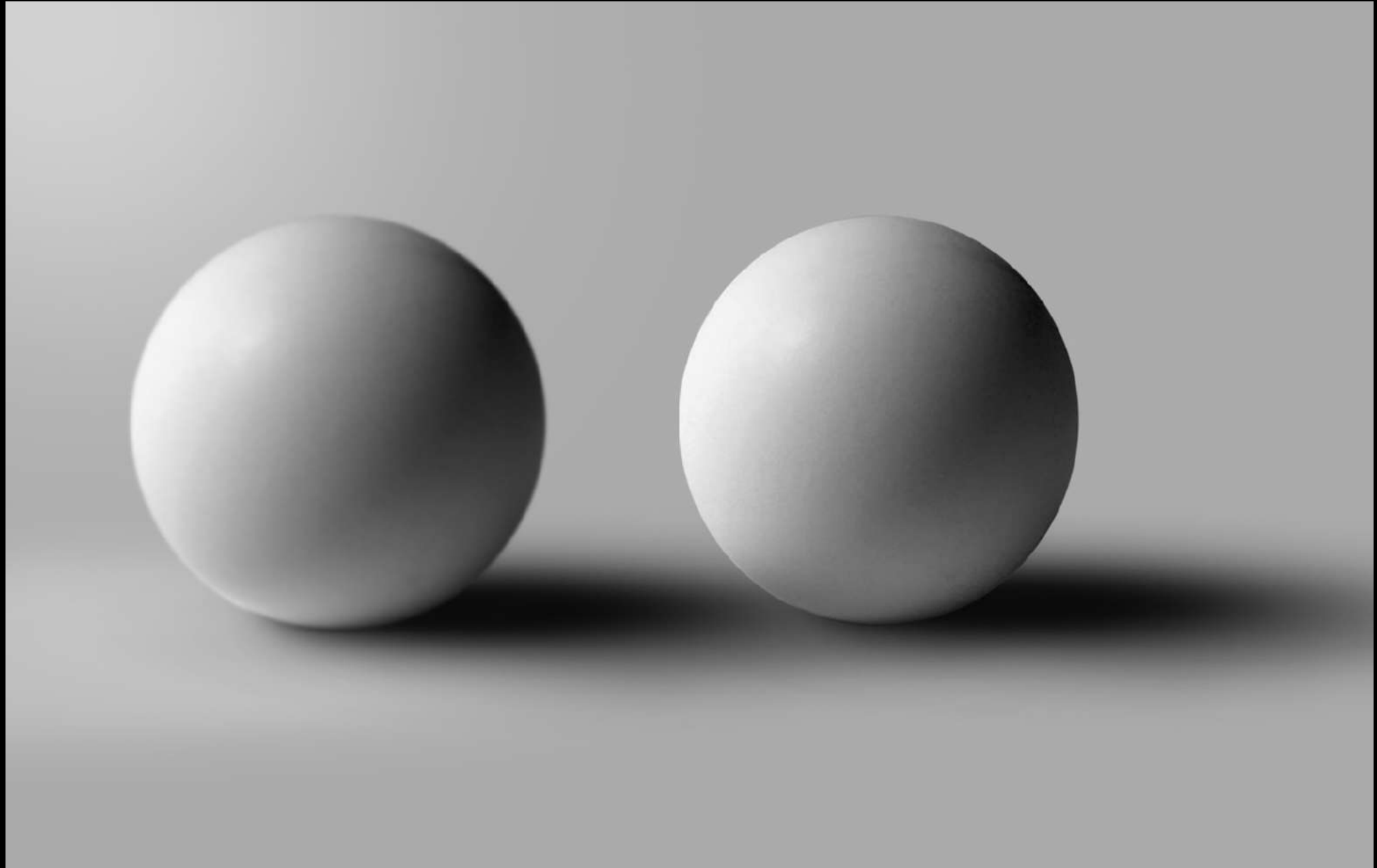




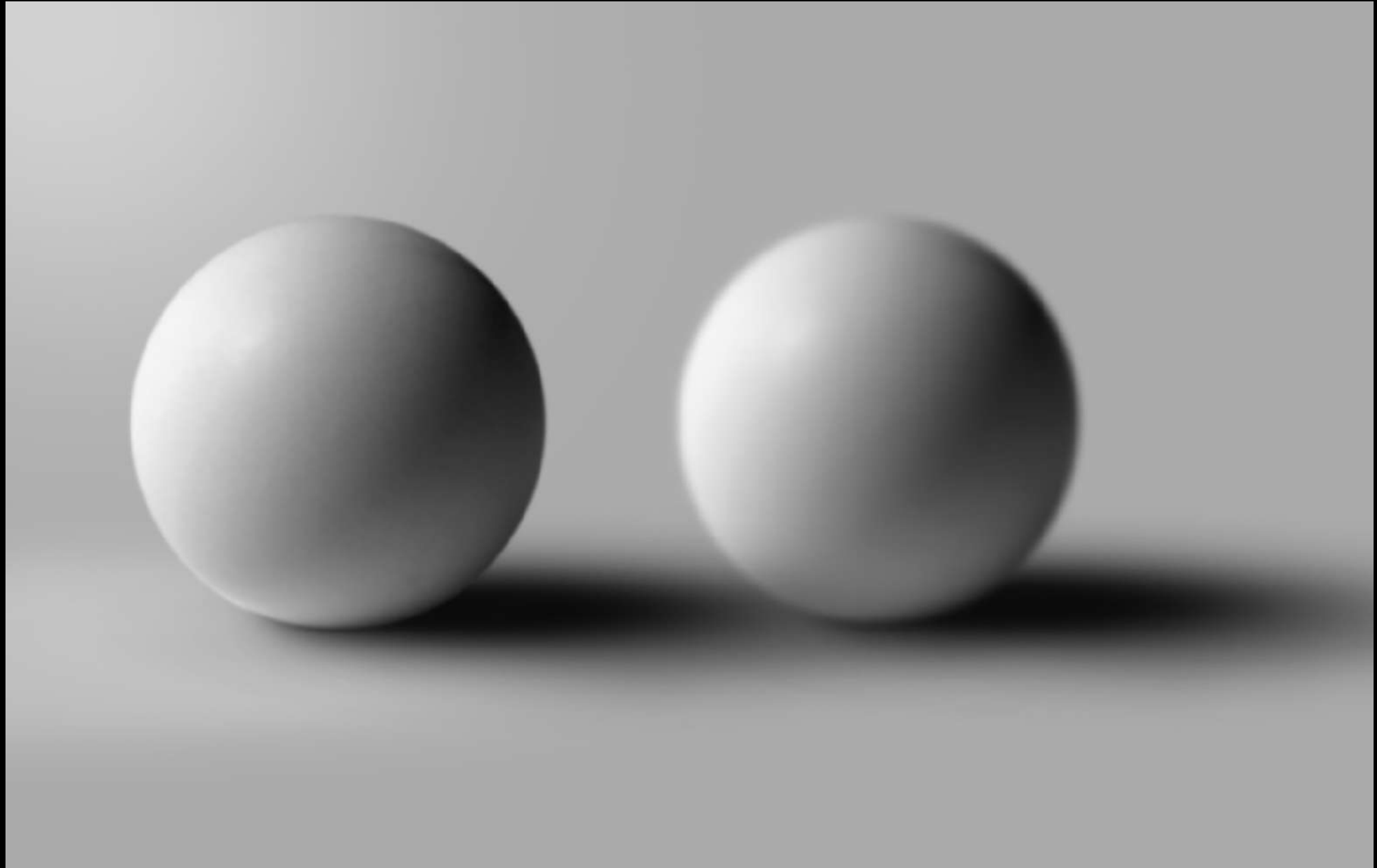
# Focus Perspective

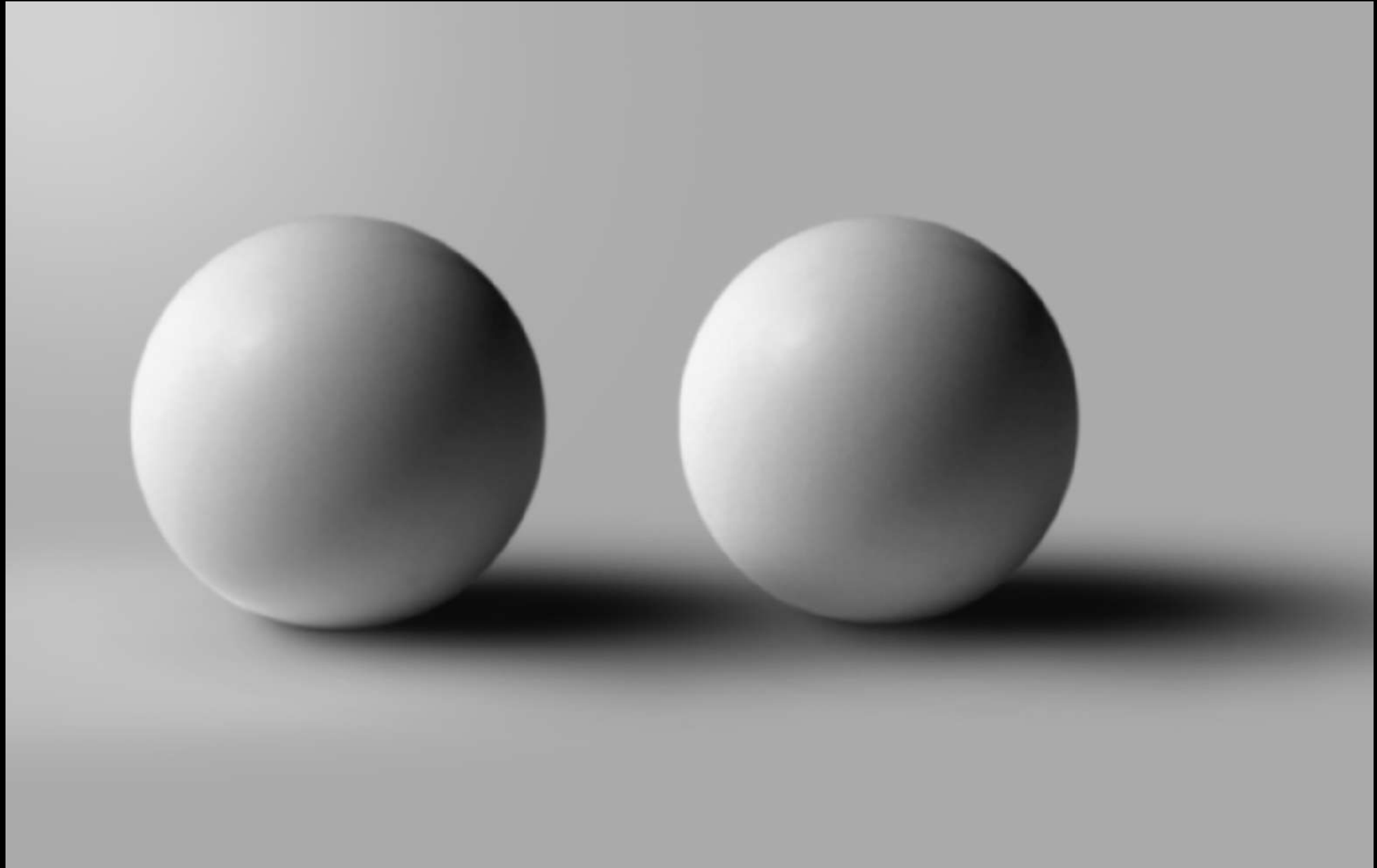
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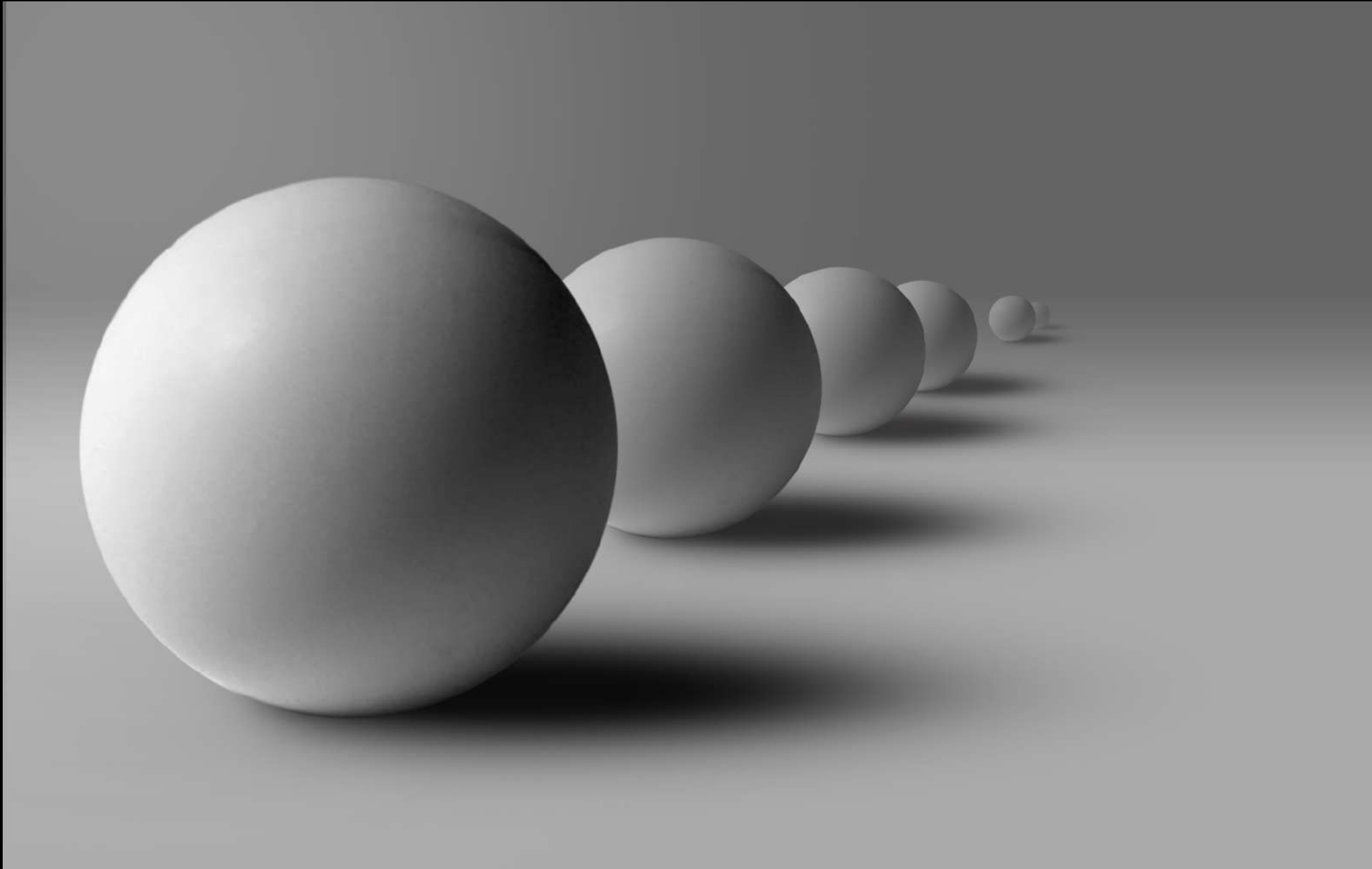


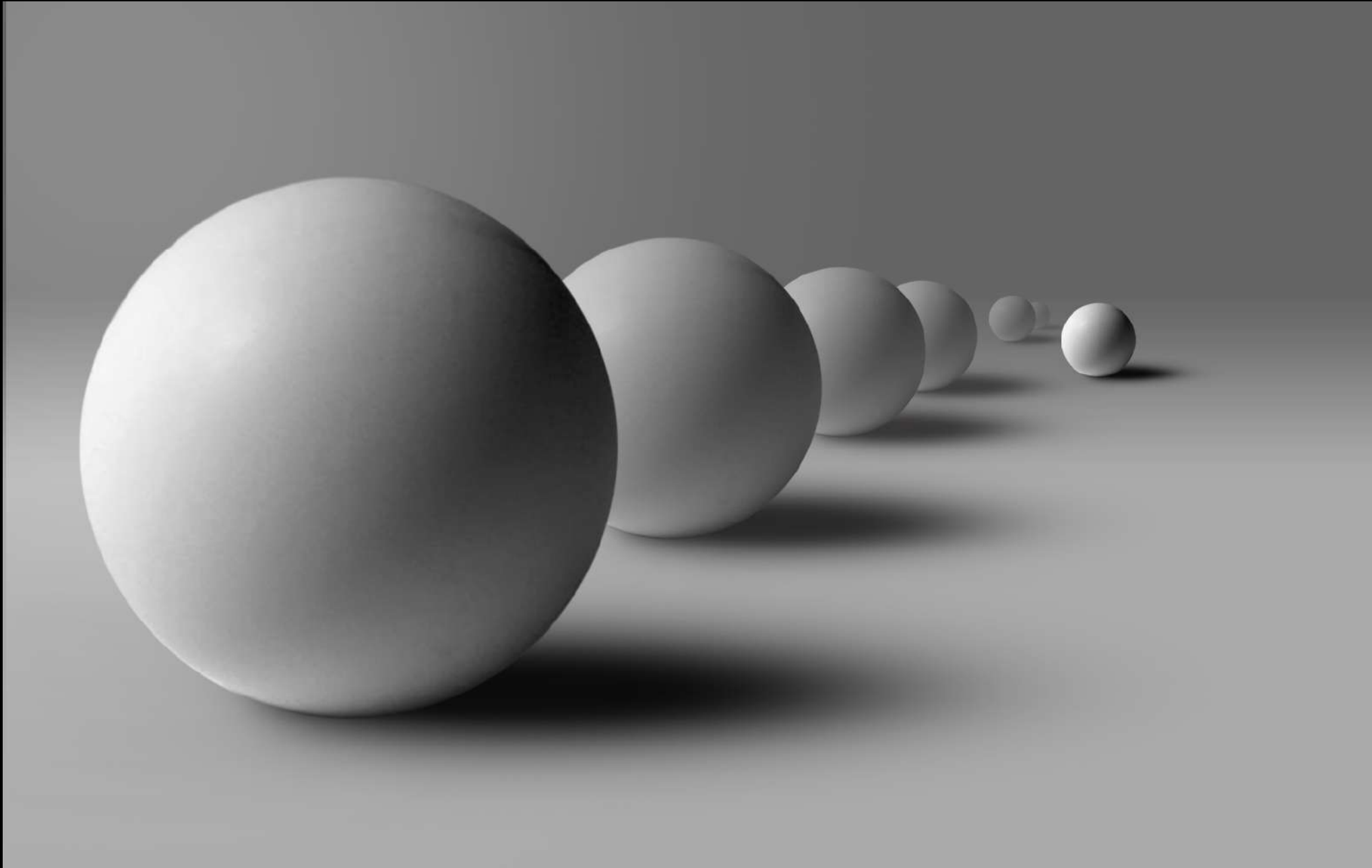


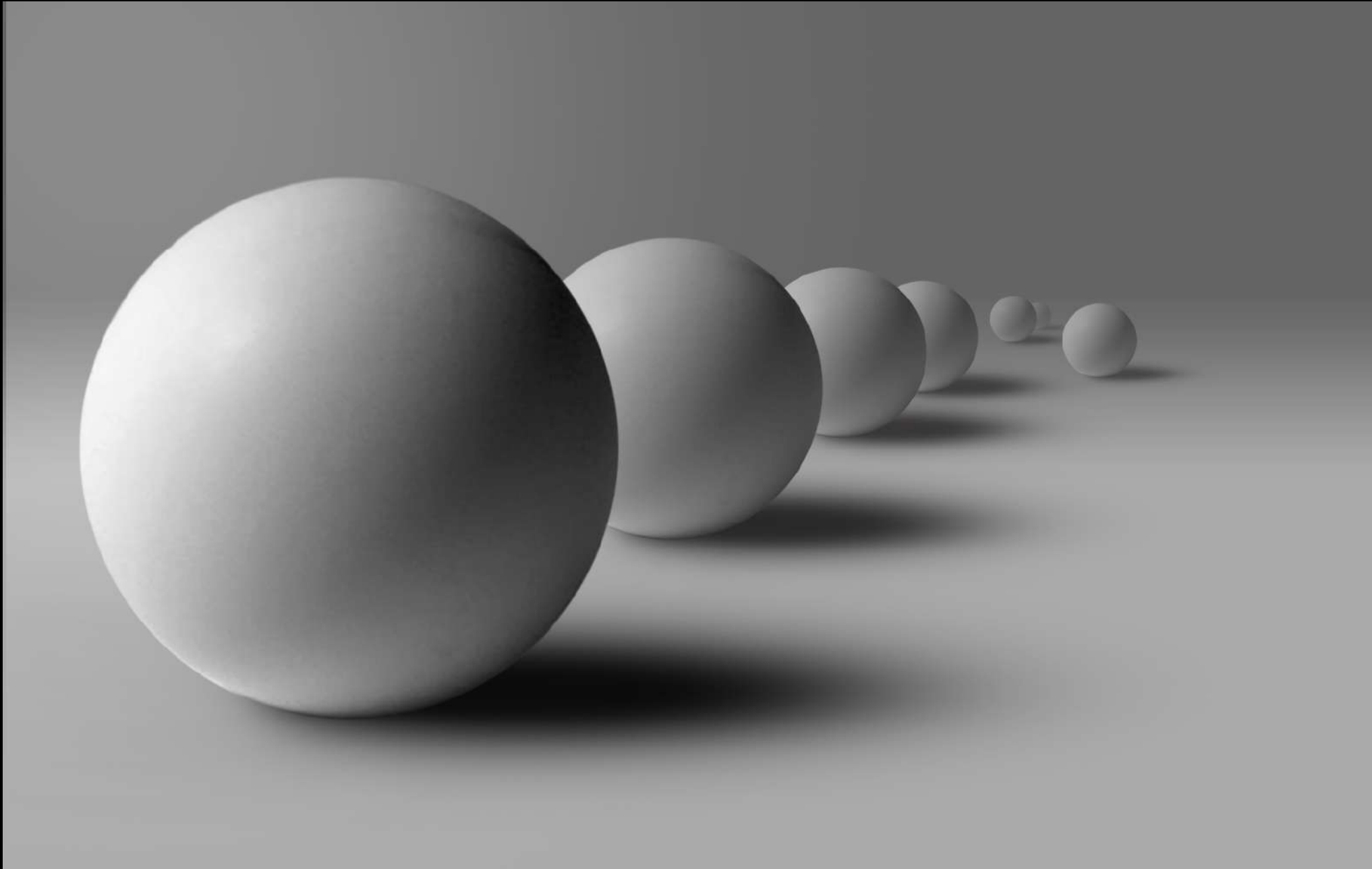


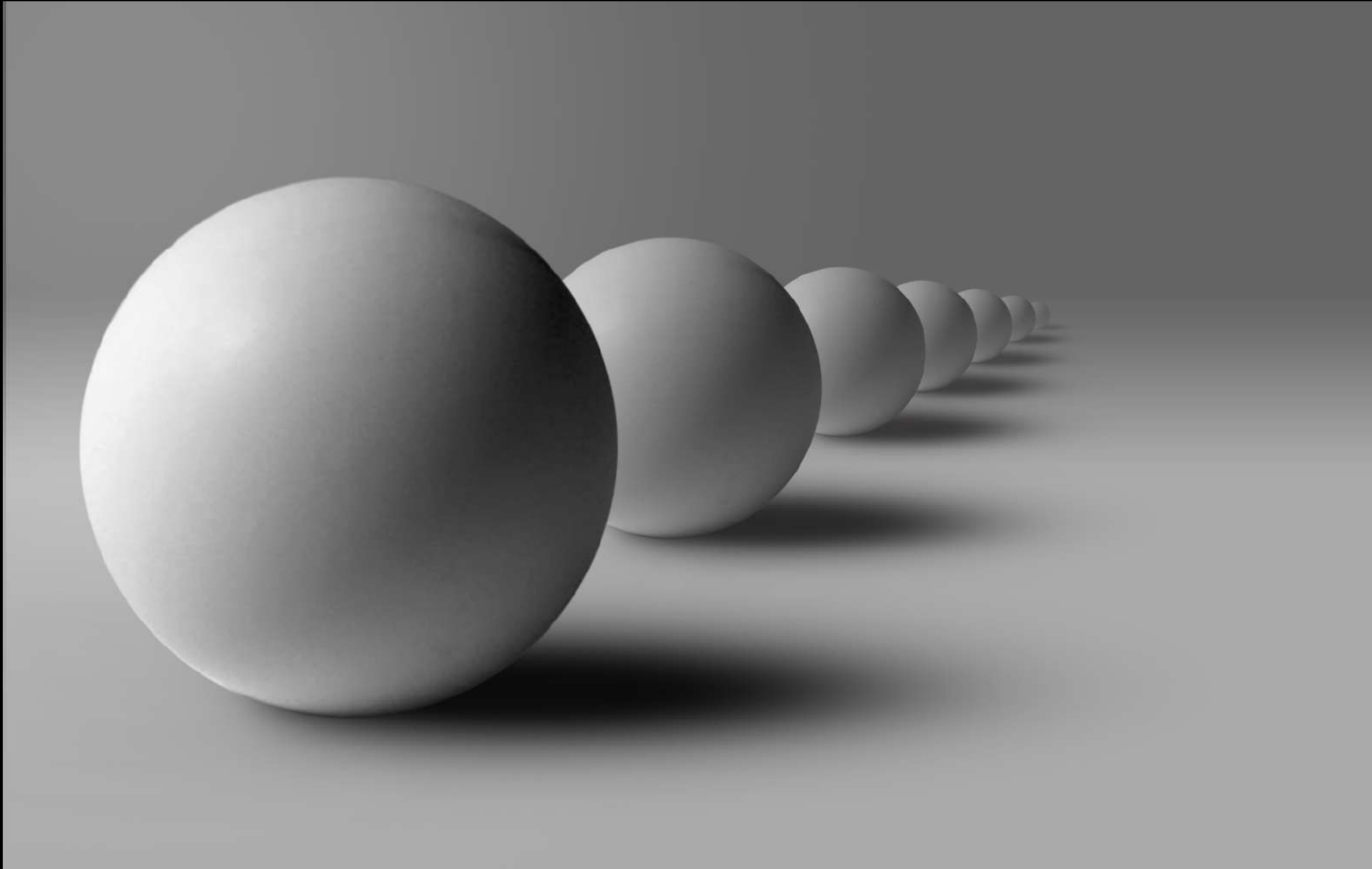
# Atmospheric Perspective

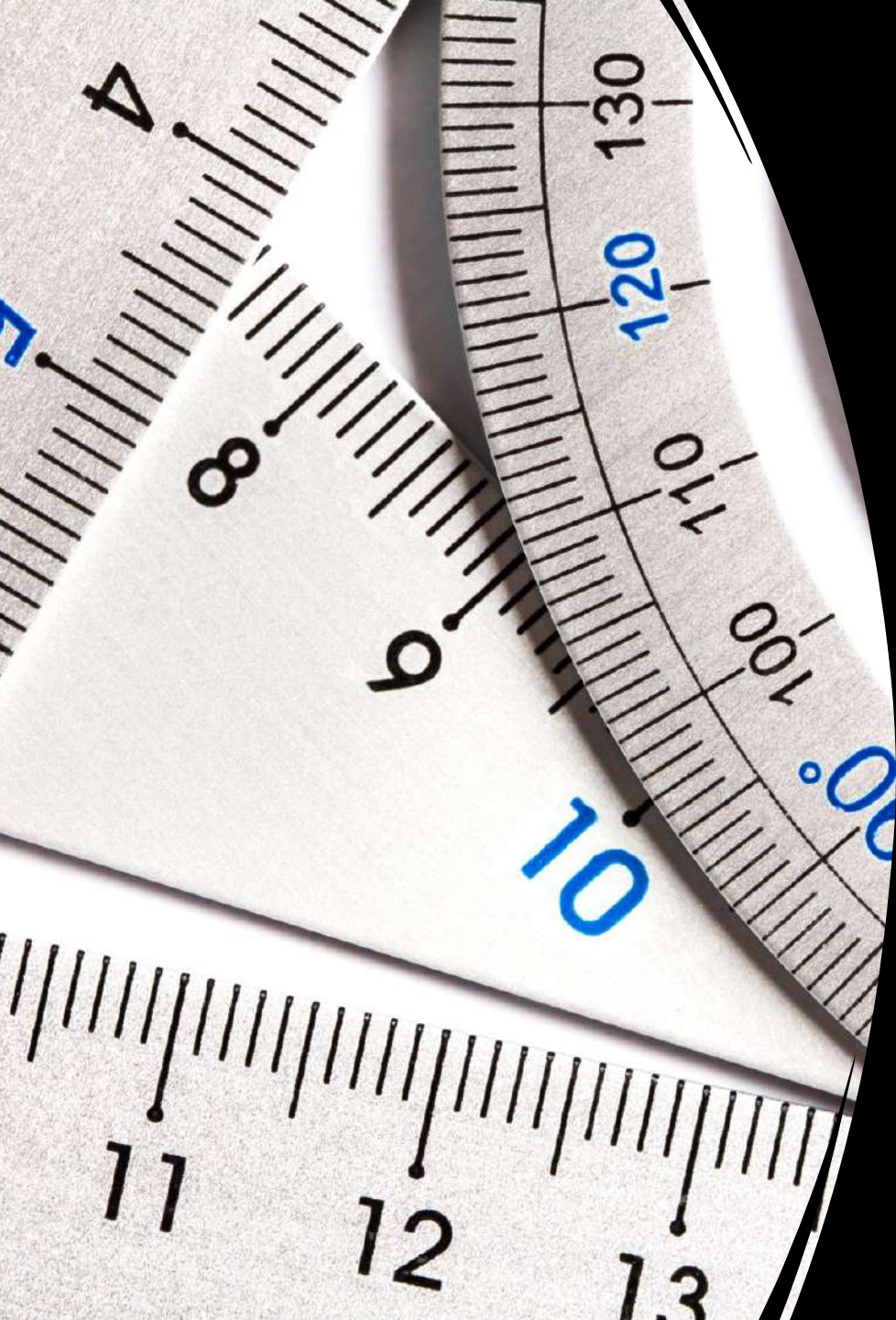
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# The Perspective of Scale

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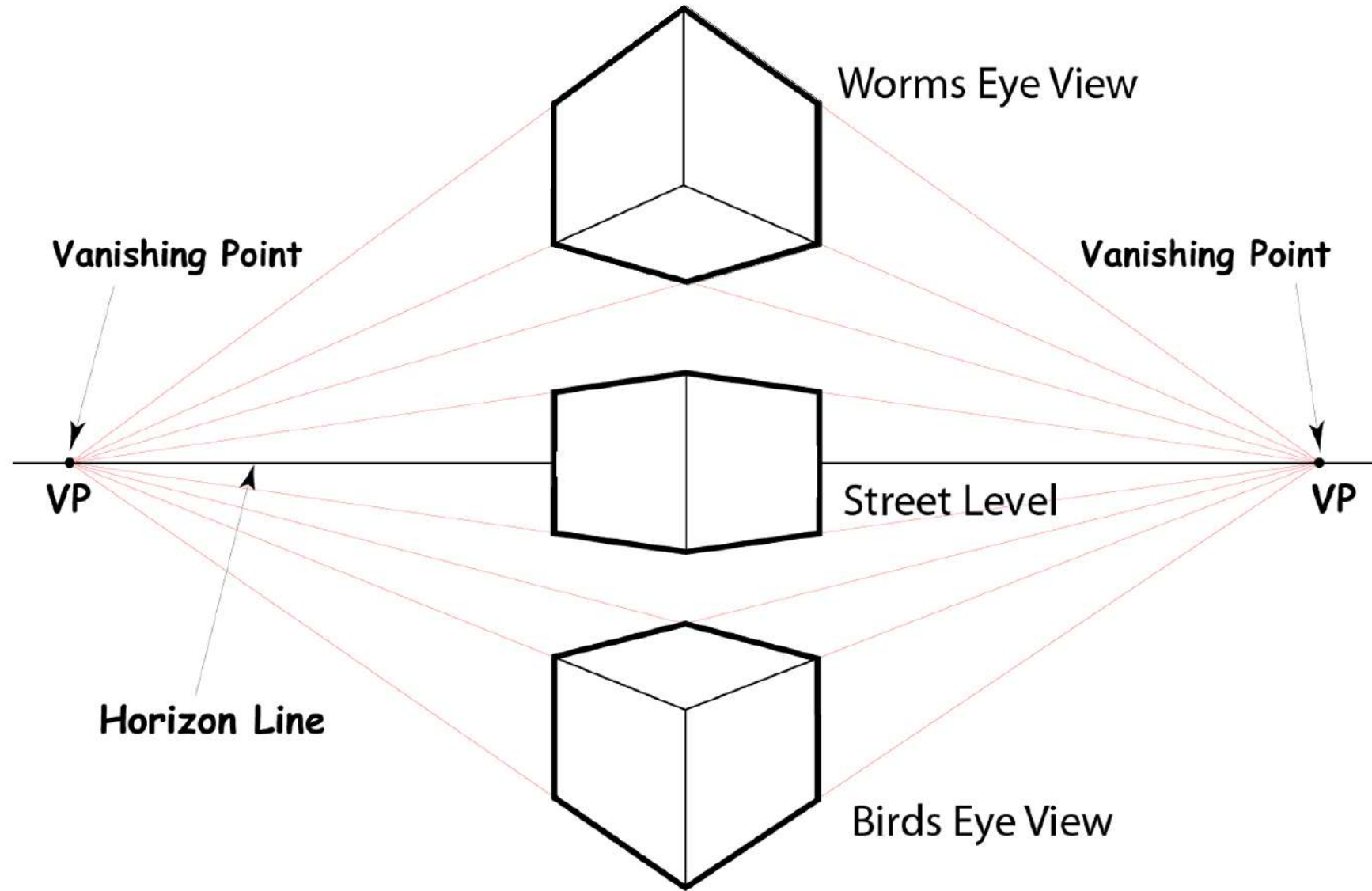


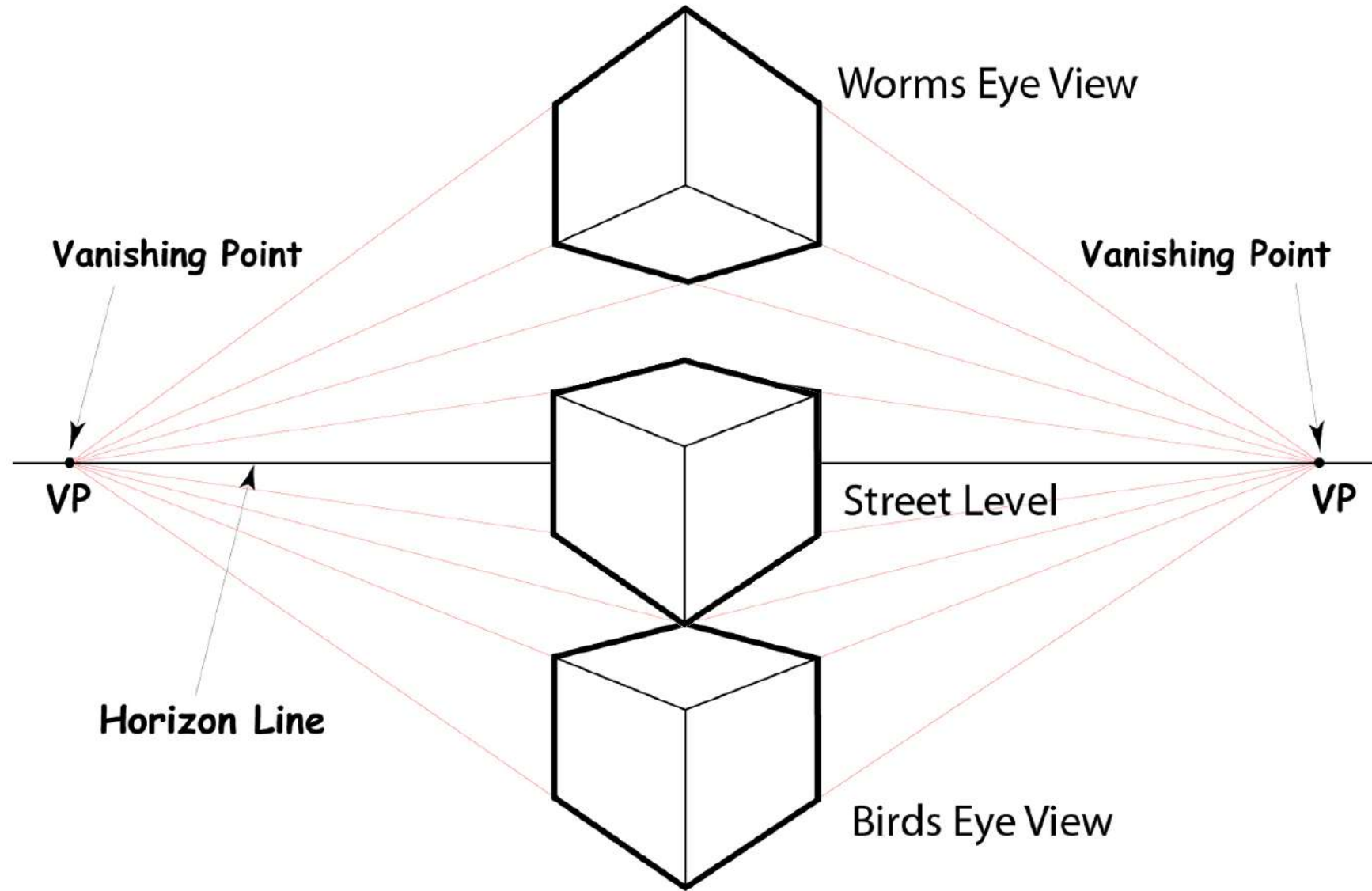




# Image Perspective

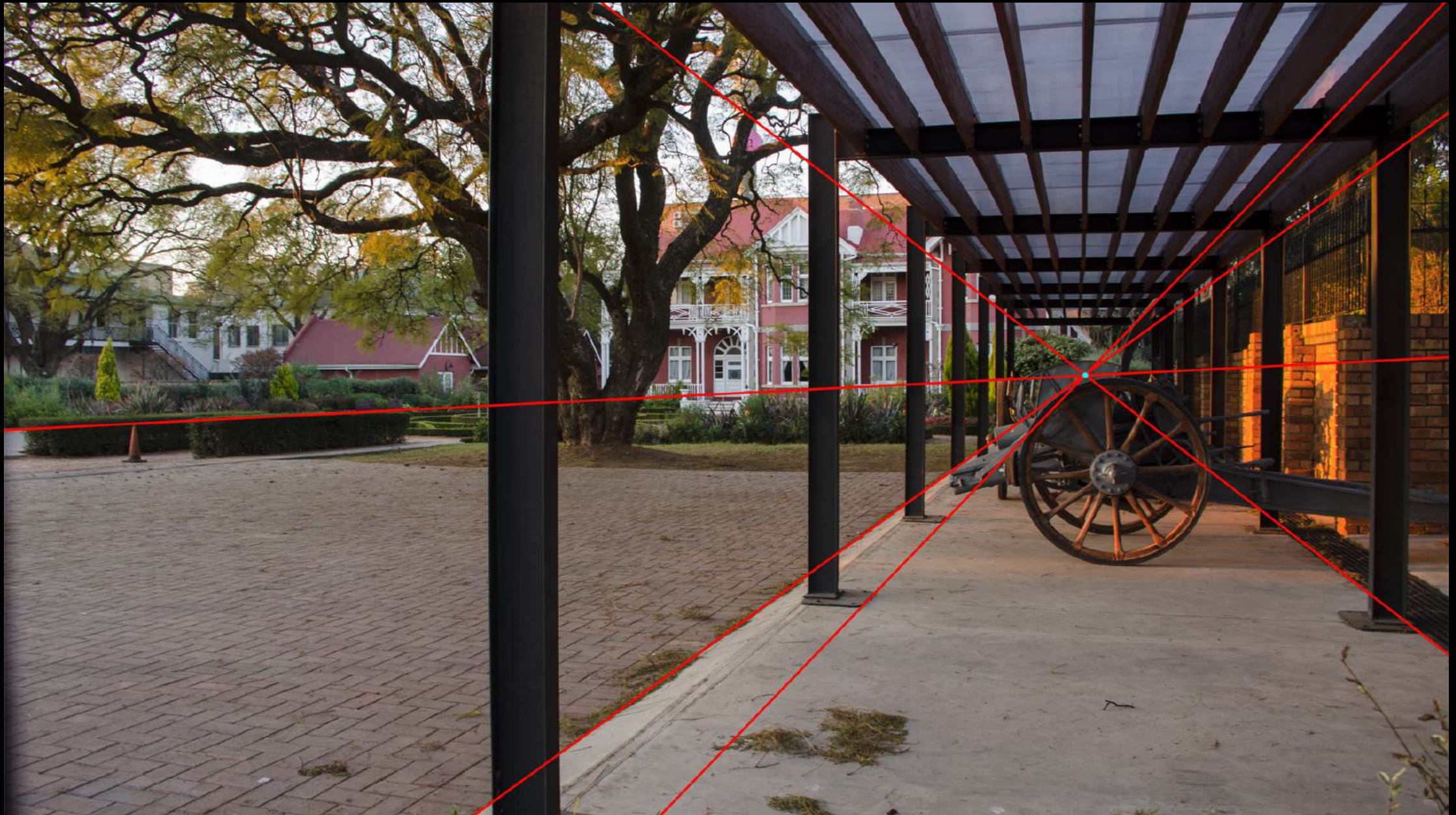
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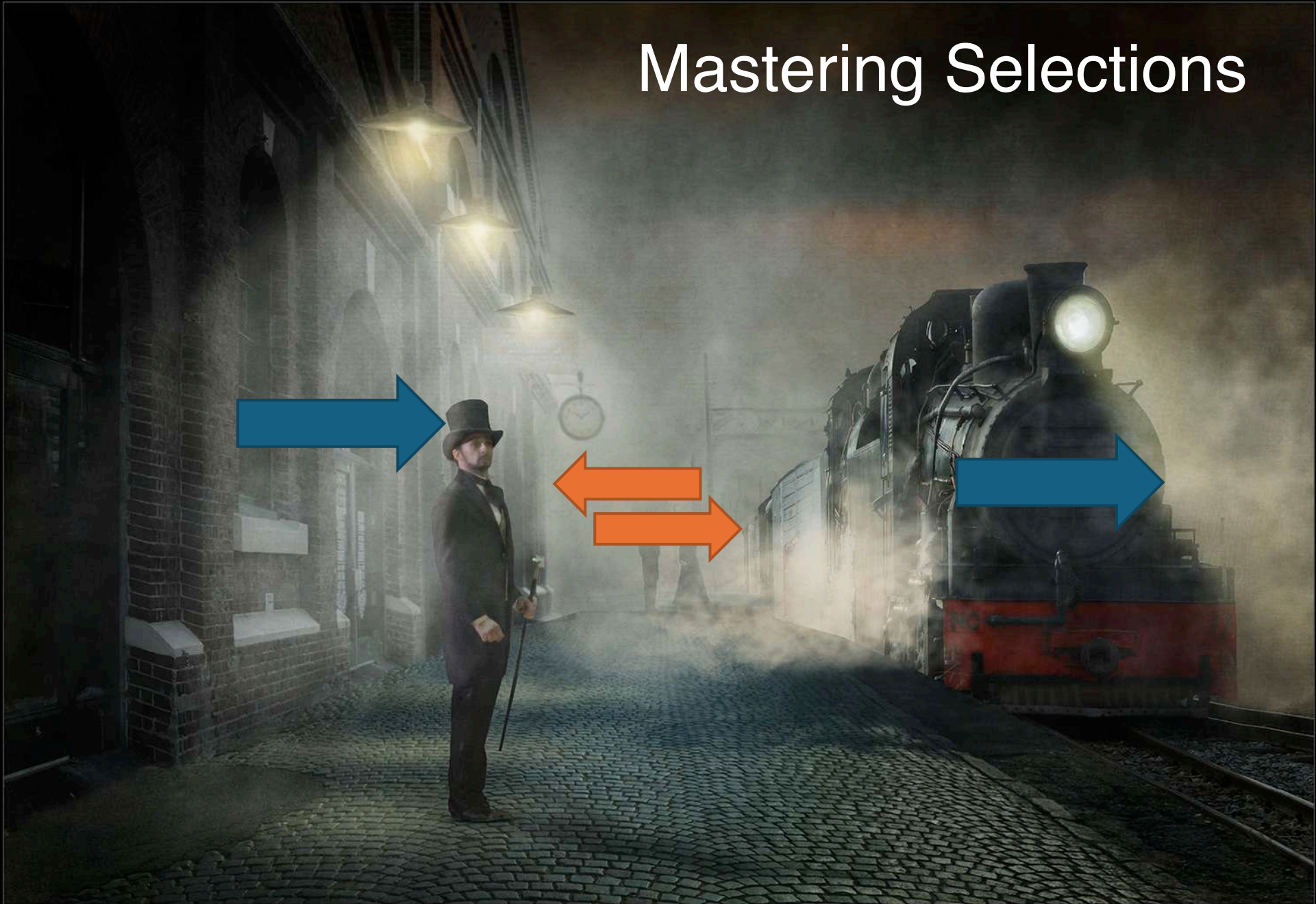




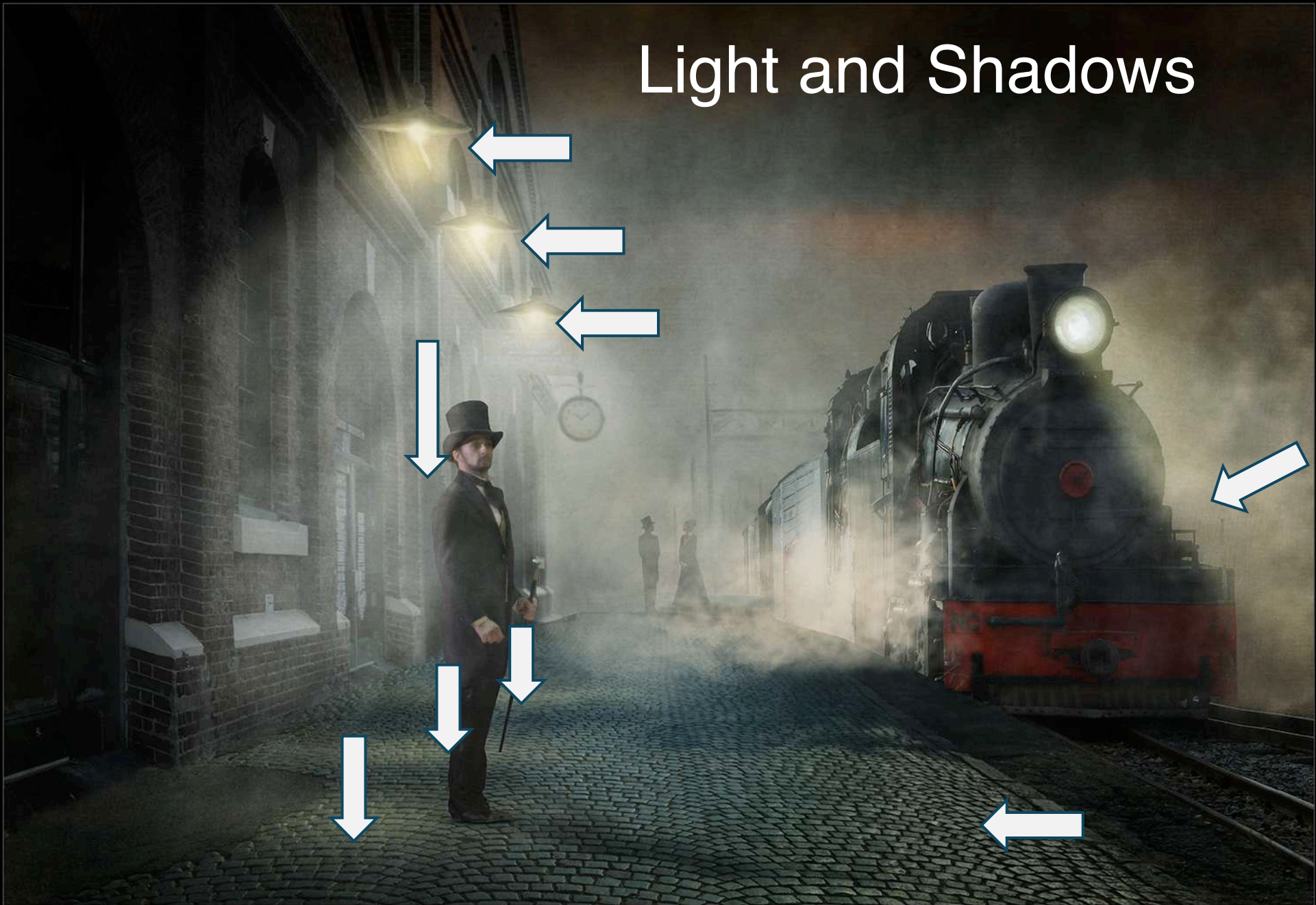




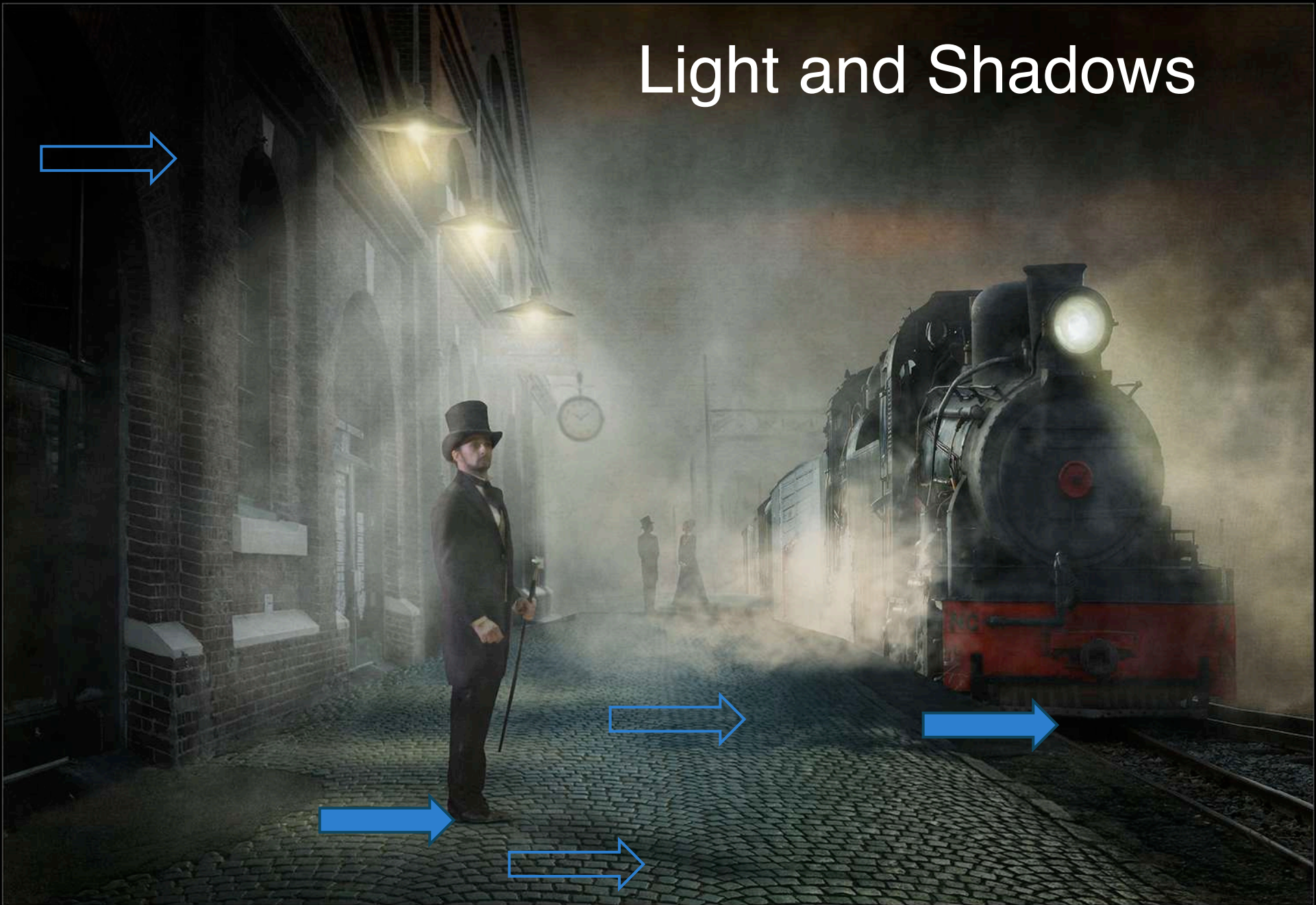
# Mastering Selections



# Light and Shadows



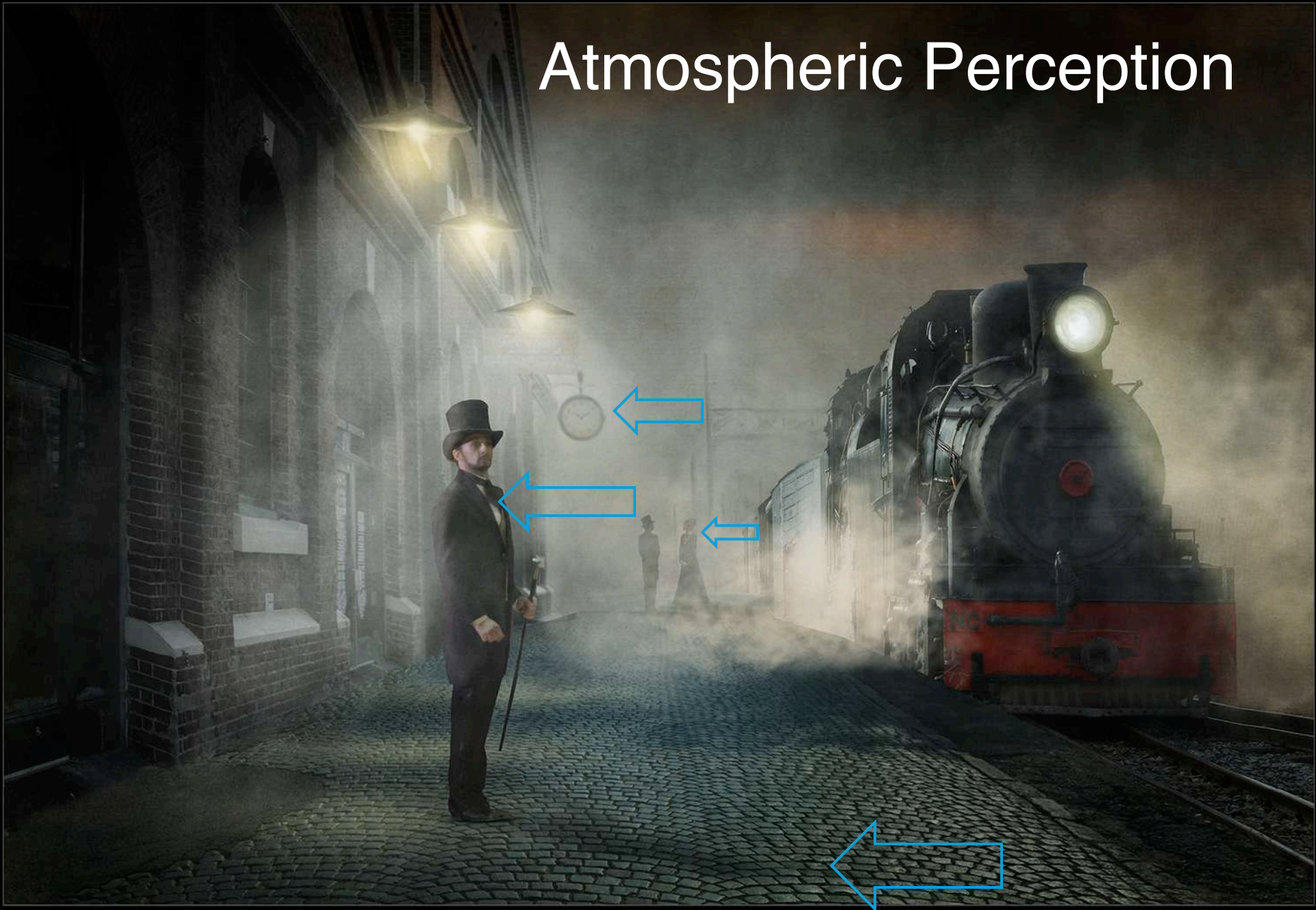
# Light and Shadows



# Colour and Colour Grading



# Atmospheric Perception



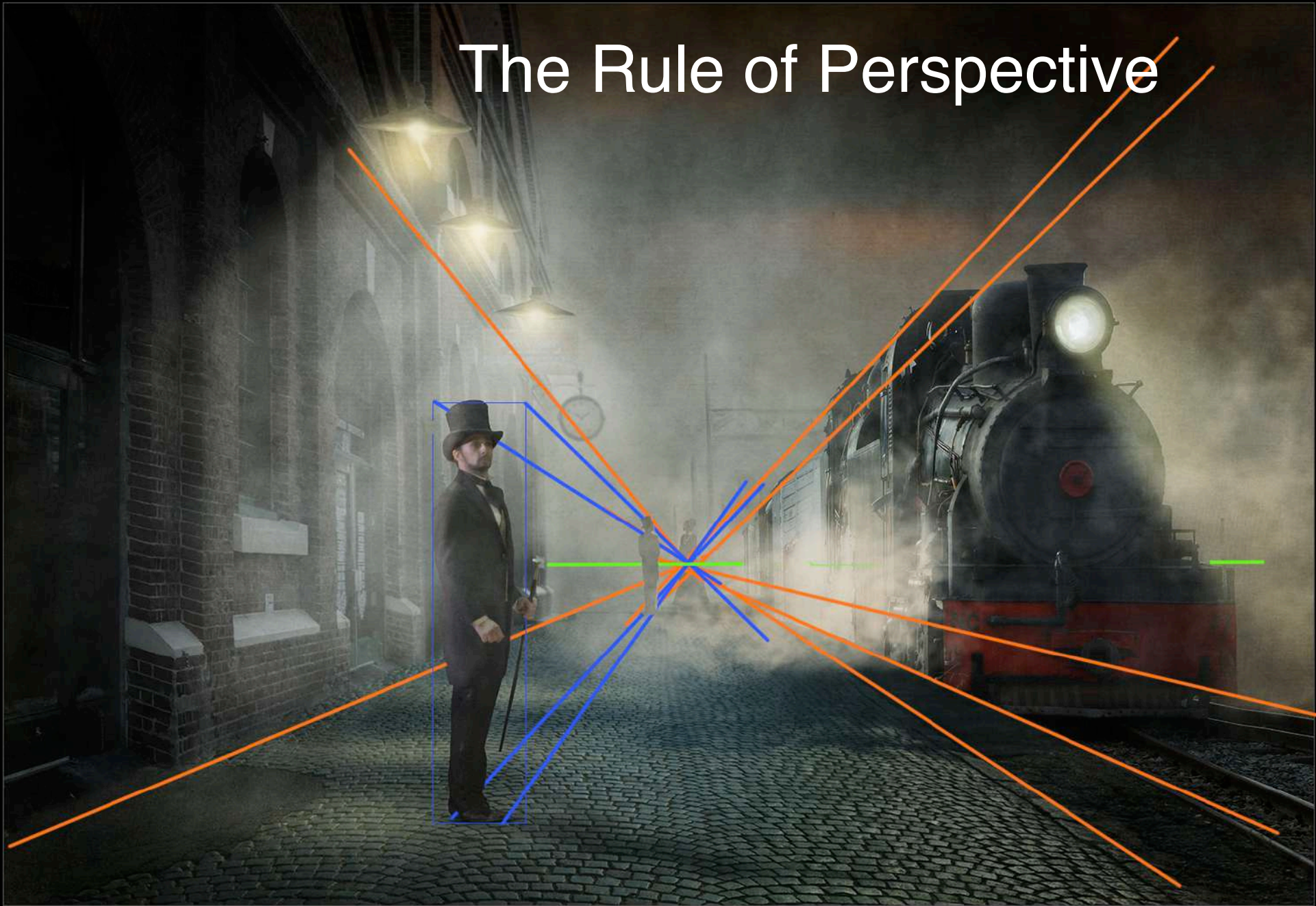
# The Rule of Distance and Focus



# The Rule of Perspective



# The Rule of Perspective







# Deep etching and image sections

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Deep etching or image sections

# Deep etching or image sections



# Deep etching or image sections



# Deep etching or image sections



# Deep etching or image sections



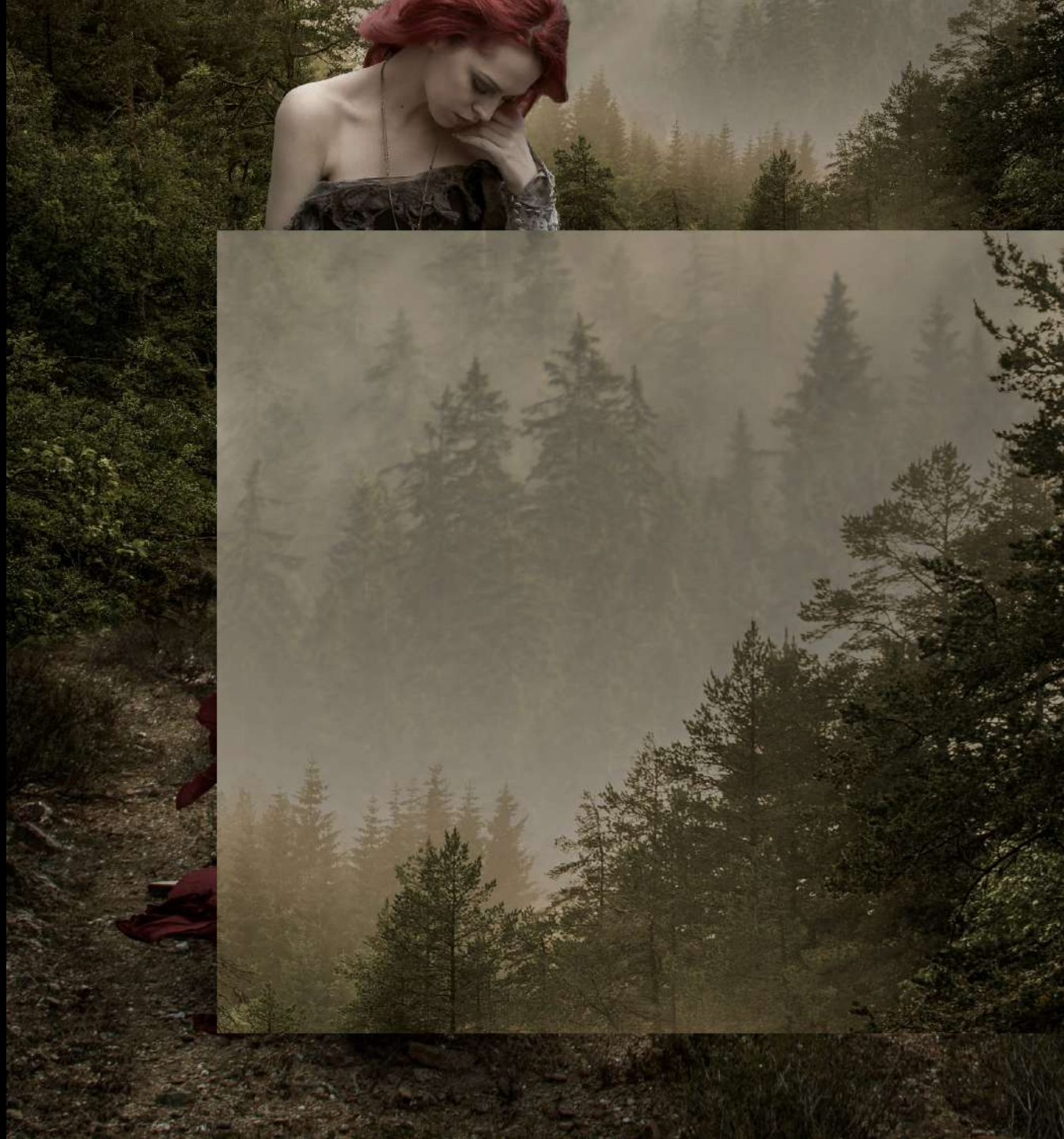














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•The good , The Bad and the Ugly.....





Bad selections

Knee and foot cut off

Gun is Dark  
and loses  
impact

Boot is to bright

Colours don't match up

Bad selections



Bad selections

Knee and foot cut off

Gun is Dark  
and loses  
impact

Boot is to bright

Colours don't match up

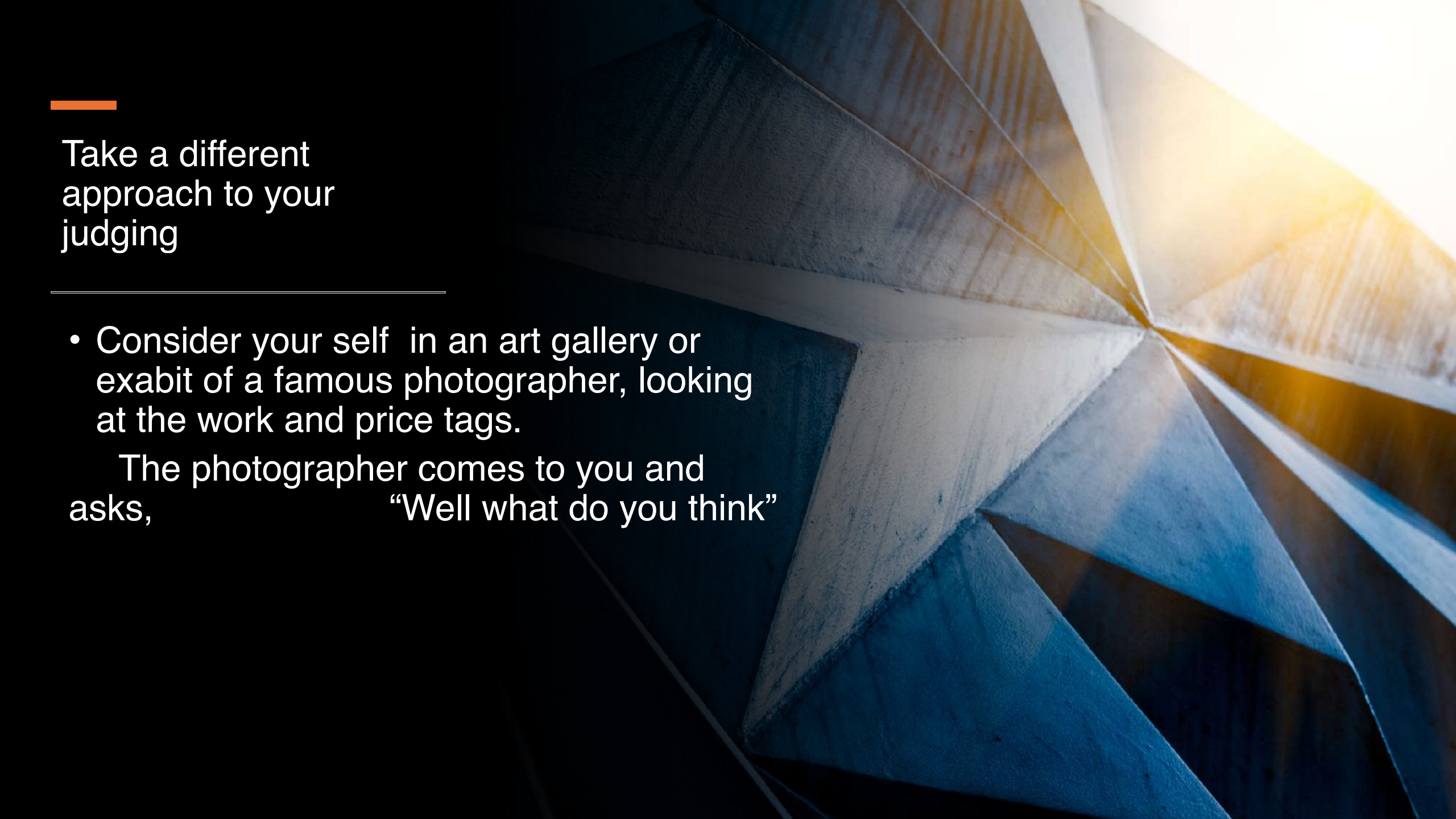
Bad selections









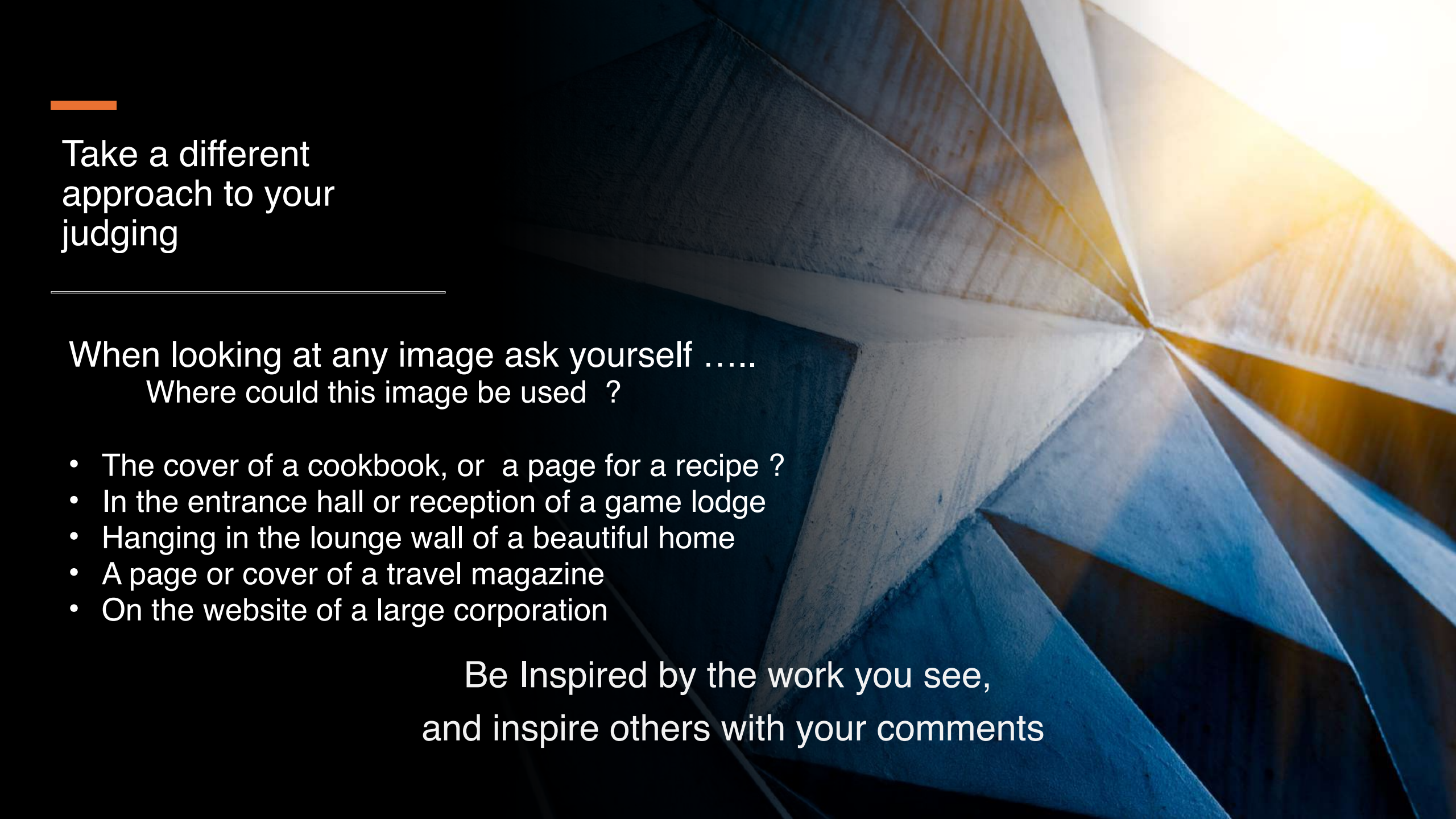


Take a different  
approach to your  
judging

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- Consider your self in an art gallery or exhibit of a famous photographer, looking at the work and price tags.

The photographer comes to you and asks, “Well what do you think”



Take a different  
approach to your  
judging

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When looking at any image ask yourself .....  
Where could this image be used ?

- The cover of a cookbook, or a page for a recipe ?
- In the entrance hall or reception of a game lodge
- Hanging in the lounge wall of a beautiful home
- A page or cover of a travel magazine
- On the website of a large corporation

Be Inspired by the work you see,  
and inspire others with your comments

