

4.2 DON'T DECEIVE THE READER

BEST QUOTE

Newspaper photos are honest: They show real people doing real things. So if you're going to change the rules and create some fantasy, make it obvious. Do something to cue the reader that this photo isn't authentic. Even warning readers in a cutline isn't enough; readers don't always study the fine print.

GUIDELINES: The key mantra for photo illustrations is "Don't deceive the reader." Illustrators can create photo illustrations using elements in an image-editing program such as Adobe Photoshop or they may create them in a studio or on location without any digital manipulation. University of Oregon professors Tom Wheeler and Tim Gleason developed some guidelines for creating photo illustrations that don't deceive the reader including ensuring that the image is obviously false in its entirety. Any modifications made to the original image should be clearly obvious to the viewer. They also said any changes should not go beyond ordinary cropping, color correction and dodging/burning.

DIRECTIONS: Below are three photo illustrations. Explain in the space provided why they do or do not meet the guidelines mentioned above and in chapter 4 for photo illustrations.



Photo illustration to accompany a story about flushable fertilizer.
by Pete Ellis, ©2007 NCSU Student Media



Photo illustration for graduation special issue.
by Jeanel Drake, ©2007



Photo illustration about the weight gain of students in first year of college.
by Jeanel Drake, ©2007

EXTENSION: Back in exercise 3.4, you had to find and develop a topic for a double-truck in your newspaper. Using that same topic (or another suitable topic), on your own paper, do a rough sketch for a photo illustration that might accompany the spread. Briefly explain your intent in the space below your sketch.