

THE VALUE OF PHOTOGRAPHY IN INTERPRETATION

increasingly important these days many purposes ie. displays need good photos money

Photography is a universal interpretative tool for off site programs or activities where the "real thing" is not at hand. As a complimentary component in displays, illustrated talks, or audio-visual presentations, photography used effectively can greatly enhance an interpretative program.

Interpretative photography is purposeful photography. The photographs are not an end in themselves but rather a means to an end. The purpose of interpretative photography is to communicate, directly or indirectly, the desired interpretative message.

1. What are we trying to do?

Definition of Interpretation (from "Interpreting Our Heritage" by Freeman Tilden)

"An educational activity which aims to reveal meanings and relationships through the use of original objects, by first hand experience, and by illustrative media, rather than simply communicate factual information."

impact subconscious

Photography, as a form of "illustrative media" is one of the key communication tools of the interpretative process. The camera, when used as an interpretative tool, must serve to "reveal meanings and relationships..." rather than simply communicate factual information." The value of photography in interpretation is fully realized only when this goal is achieved.

-the spark is the goal

2. Photography as a tool

What is photography?

"Photography is a language."

universal - can communicate on an emotional level to anyone

"Photography is primarily an act of discovery and recognition."

interpreter's awareness plays a major role

"The art of photography is the art of seeing..."

practise looking for pictures

- Ansel Adams - "Camera and Lens; The Creative Approach"

uniqueness... if 10 photographers photo'd a subject all would be different. different perceptions birds - nat. ie. mads - whatever cars -

"Photography is a tool which sharpens awareness and increases one's perception of the significant. It offers a means of selection and interpretation. In short, photography helps one learn to see, but what is even more important, taking pictures puts one out in the midst of things where experiences are direct and firsthand."

photography is a form of interpretation the individual's unique view of the world or subject

- David Cavagnaro - "The Living Earth"

increasing awareness - learn flowers, insects

Photography is a means of capturing your perceptions of the world and communicating them to others. As an interpreter with a specific message to convey, your camera can be used to translate complexity into clear,

individual - individuality in B.C. Parks interpretation one of its best points through mass media moving in.