

STANLEY LEARY

People & Location Photographer

Effective Visual Presentations

www.StanleyLeary.com

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Client List

Associated Builders Contractors of Georgia
 American Die Technology
 American Power Conversion
 AmeriGlo
 Athlon Sports
 Atlanta Regional Commission
 Baptist Press
 Bank of America
 British Broadcasting Company
 Black Star Publishing
 Blessed Trinity High School
 Burke County Public Library, Inc.
 Burmeister Group
 Calvin Center
 Catholic News Service
 Celebrate Life International, Inc
 Chiropractic Economics
 Cooperative Baptist Fellowship
 Corporate Legal Times
 Country Magazine
 Creative Publishing International
 Defenderworx LLC
 Delta Airlines
 Discovery Channel
 Drug Store News
 East Carolina University
 Enzymatic Deinking Technologies
 ESPN.COM
 Faith And The City
 Florida State University
 Fordham University
 Fulcrum Construction
 Galloway School
 Georgia Council of Chiropractic
 Georgia Southern University
 Georgia State University
 Georgia Tech
 Georgia Trial Lawyers Association
 GTP Enterprises Inc
 Hollywood Reporter
 Home Channel News
 International Mission Board, SBC
 It's for Vets
 Journal of Accountancy
 J. M. Huber Corporation
 Kennesaw State University
 Kenyon College
 Ladder to the Moon
 Landmark Christian School
 Lifeway Christian Resources
 Lind-Bergeron
 Marist Catholic School
 Media2K
 Medical Association of Atlanta
 Medical Economics Magazine
 Merchandise Mart
 Mississippi State University
 Molloy Communications
 Morning Glory Farms
 MSI International
 National Education Association
 National Basketball Association
 North American Mission Board
 North Carolina State University
 Old Dominion University
 Ohio State University
 Presbyterian Today
 Princeton University
 Reinhardt College

Effective Visual Presentations

In the last 20 years research has shown that before people will make major changes in their behavior they must be adequately informed by a reliable source, positively motivated and given opportunities to put their new knowledge into practice.



Senara boy in the village of Konadougou, Burkina Faso, West Africa.

Recognizing these and other important psychological factors involved in changing attitudes while preparing a visual presentation will make it most effective.

After producing slide shows for some 20+ years I have learned what works well with audiences.



Mother and child in Ouagadougou, Burkina Faso, West Africa.

Even when you are shooting on home ground or have your work confined to a few locations, allow 30 minutes for each separate scene in the show, even if each only requires one or two shots. Increase the time per scene if:

- You're a novice photographer
- Your subjects are NOT professional models or actors
- Your subjects are reluctant to pose
- Lighting conditions are poor and you have to use a tripod or extra lighting
- You're shooting in an unfamiliar part of town or another community and need extra time for finding your way
- You are not entirely sure what you want and have to survey the location in order to plan the shots

Robert Rytter & Associates
 Roni Hicks & Associates
 Sears & Roebuck
 St. John & Partners
 St. Joseph Catholic School
 Southern Catholic College
 Southern Seminary
 Southwestern Baptist Theological Seminary
 SouthTrust Bank
 Sports Illustrated
 Stetson University
 Summit National Bank
 Sunny Crest Publishing
 SYNC Magazine
 The Community Institute, Inc.
 The Foundation Center
 The Georgia Bulletin
 The Saint Joseph's Mercy Foundation
 Thione International, Inc
 Travel Weekly Magazine
 Union University
 United Methodist News Service
 University Of Alabama Birmingham
 University of Maryland
 University Of Michigan
 University of Nations, Kona, Hawaii
 University Of Tennessee At Martin
 University of Virginia
 Upper Deck
 Vindigo
 Virginia Commonwealth University
 Volleyball Magazine
 Wake Forest University
 WireImage
 Woodward Academy
 World Council Of Churches
 World Journalism Institute
 Yamacraw



Young Senara boys in the village of Konadougou, Burkina Faso, West Africa.

Writing a script and having it recorded, voice over, is a good way to be sure the words will match most effectively with the images and timing of the words with the best images.

Just using music to accompany the photos is also very effective if you choose the best music to help in creating the right mood.

You can blend these two methods and do an excellent job of leading your audience and help not just communicate a message but create the mood and emotional impact you want.



Little boy in the village of Garango, Burkina Faso, West Africa.

In case there's more than one person in the shot, you'll also have to shoot extra pictures. When you photograph three people, expect that only one shot in three turns out (10 people = 1 shot in 10).

When shooting a sequence, begin with an overall view or a long shot, then tighten to a medium view or a medium shot, then tighten to a close-up or even extreme close-up of the action or scene.

No matter what the subject, your audience will follow your steps and fill in the gaps in this visual sequence—if you maintain continuity throughout the presentation. You can reduce the number of gaps that the viewer must fill in by including additional shots of the computers, people working, etc. Also, by varying shots these shots from wide to close-up, you'll have a number of alternative ways to edit the scenes together.

Above all keep it simple. It is always better to leave them wanting more than wishing it was shorter.



A newborn baby at the hospital in Nalerigu, Ghana, West Africa receives care from nurses. The mother is in a coma, which the doctors are unsure of what caused this to happen.

There are a few guidelines which can help you with a self running presentation (as apposed to a PowerPoint and a presenter).

- Keep images no longer than 10 seconds on the

screen

- Limit the length to a maximum of 20 minutes in length
- Use multiple images on subjects when script runs longer than 10 seconds

Plan ahead using 3" x 5" cards to know how many visuals you will need. This will help you before you start shooting your images.

When shooting away from the office, allow a half-day minimum for shooting. It will take that long to pack up your gear, drive through traffic, search for a parking space, shoot and get back.



Pascal Bonkougou is the pastor of Kwumde Baptist Church located in the village of Kwumde, Burkina Faso, West Africa.

If you need a speaker for an event, Stanley has a few presentations. He often speaks to groups on: How To Make Better Pictures; How My Camera Works; and on some of his coverage's like his most recent trip to West Africa. Give him a call for your next event at 770-998-3504 or email him at stanley@stanleyleary.com.