

STANLEY LEARY

People & Location Photographer

Expression

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

Expression



A person's expression can make the photograph or break it.

Everyone recognizes and is affected by people's expressions of being *happy, sleepy, cheerful, silly...* you get the idea.



Understanding how our feelings our translated into expressions help you understand and capture these moments.

When people open their birthday presents it is often those who bought the gifts will know if this was on the person's wish list. Watching my daughter open her presents at her birthday and Christmas was easy to anticipate the expressions of joy.



Alfred Eisenstaedt, known to millions worldwide through his work for LIFE Magazine, made a famous photograph of children's reactions to a puppet show. Today professional photographers are pointing their cameras as much to the reactions as the actions for story telling expressions.

Where are some of the best places to start with making great expression driven photos? I think special events where there are some obvious timeline scheduled events are the best places to start. Opening the presents we have already mentioned. Another would be an audience reaction to a speaker.



Some of the funniest expressions are when people forget they are the center of the attention—like a

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



You need to learn to look at people's expressions and immediately be able to know how this makes you feel. Your reactions to other's expressions help you understand the power of what they are communicating to the world through their expressions. One of the benefits of this exercise is realizing each of us is communicating how we feel to the world through our own expressions.



Once you have taken the time to realize what an expression communicates you then can ask what causes this expression. The answer to this question will help one to anticipate. What caused them to smile? This cause and effect helps you to know when you recognize those events which get reactions—you need only point the camera in the right direction of the reaction and zoom in for a successful photograph.

children performances. Parents can capture great photos of their children during performances. But to capture the expressions you have to be close.



A good rule of thumb for being sure an expression is seen is to remember can you tell time by the size of the person's face. There is a very practical reason we do not have wrist watches hanging on walls to tell time with and just a good of a reason we don't wear wall clocks on our wrists. When you look at a wrist watch on your hand it is very close to your face. It is almost the same size as the clock face on the wall across the room when you hold your hand up with the clock on the wall in the background.



So if you want people to see the expressions get close. Great expressions only work if they have the "WOW" factor and this is achieved by the expression being large enough for people to see it.

Give Stanley a call when you need to capture those expressions for your publications at 770-998-3504 or write him at Stanley@stanleyleary.com.