Tyler W. Chartier [signature]

Great Photos Are Not Enough

Presentation Outline:

- **What is a great photo?**

  - The storytelling mindset: Tyler's Tips Episode 5
    - Who is the audience? Tyler's Tips Episode 35
    - What is the message?
  - Composition: What should we put inside the rectangle? Tyler's Tips Episode 15
    - How to harness visual mass to make your images resonate more effectively with your audience Tyler's Tips Episode 2
    - Simplify! Tyler's Tips Episode 7
  - Light: the volume knob of photography
    - Light can make or break a photo! Tyler's Tips Episode 28

- **How do we leverage our great photos to produce results?**

  - Good vs. Effective
    - The intersection of message, audience and context
    - Use your images wisely: brand & relationship management
  - The tough questions:
    - Why?
    - Who cares?
  - Dig deep into the fundamentals:
    - What exactly is the message we need this image to convey?
    - Is this "great" photo aligned with your message?
    - Is this "great" photo aligned with your brand?
    - Will your audience relate to this "great" image?

- **Case Studies:**
  - Service West: Choosing people vs. projects
  - TLCD Architecture: Speaking to multiple constituencies
    - Various Kaiser Permanente projects:
    - Behavioral Health Center
    - Medical Procedure Rooms
    - Lobby Renovation