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1 THE ESSENTIAL IMAGEPAGE 7

2 PHOTOGRAPHS ARE
IMPRESSIONS OF THE WORLD PAGE 11

*A photograph is not objective and does not tell the truth
– it shows only part of the truth as interpreted by the photographer.*

3 THE PHOTOJOURNALIST AS STORYTELLER PAGE 25

*A good photojournalist is not interested solely in photography,
but is also curious about other people and about life in general.
Photography is simply a storytelling tool.*

4 YOUR TOOLBOX PAGE 41

*Photography is not about cameras and technology. It is about how the
technological tools can help you tell your story in the best possible way.*

5 THE VISUAL TOOLS ARE YOUR LANGUAGE PAGE 63

*A photograph is a collection of information which the recipient intuitively
decodes. The photojournalist uses visual tools to sort through the
information to give the recipient a well-told visual narrative.*

6 CHOOSE THE RIGHT GENRE PAGE 83

*Photojournalists use various genres and work within a wide
array of topics. To tell a powerful story, the photojournalist
needs to know how to select and define their own working method.*

7 AT THE RIGHT TIME AND PLACE PAGE 119

*All photographs contain a message, which the recipient will interpret.
The photojournalist therefore needs to decide what story to tell with
their photo. Otherwise the story will not be interpreted correctly by the
recipient.*

8 SELECTING THE RIGHT PHOTOGRAPH PAGE 149

*Journalistic photographs should be selected based on their visual strength
and should be prioritised on the same terms as written journalism.*

9 STORYTELLING THROUGH
MULTIPLE PHOTOGRAPHS PAGE 163

*Combining multiple photos into a coherent story is a difficult
and time-consuming task. It is like composing music – it takes rhythm,
emotion and climax.*

10 TEXT GIVES THE PHOTO MEANING PAGE 185

*Any photograph can be made more interesting
with an accompanying text.*

11 TRANSPARENCY STRENGTHENS YOUR STORY PAGE 199

*Photojournalists must be transparent about their working methods.
They are welcome to take a position in their photographs,
but they must report precisely and honestly. This is the only way
photojournalism can retain its meaning and its credibility.*

12 SHOW ME A FRESH VIEW OF THE WORLD PAGE 227

*Good photojournalism is not so much about photography
as it is about the ability to tell a story that moves the recipient
– surprising stories, emotional stories, gruesome stories, tough,
uplifting and always essential stories..*