

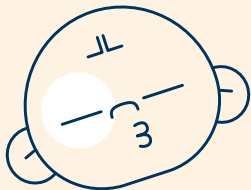
playbook

human-
made
biome

The world is frameworthy

005 Snap your very best shot!

This playbook is designed to help you create the perfect photo shoot. But if you have your own ideas on what looks good, feel free to use the items to set up your own artistic project.



Knowing how to take a good picture is a great skill to have, especially these days when there's a camera in every smartphone. So take a step forward, and look past the magic of photography into its gears and wires. But in a playoddity way!



Scan the QR code on the back cover to access the digital version of this playbook.

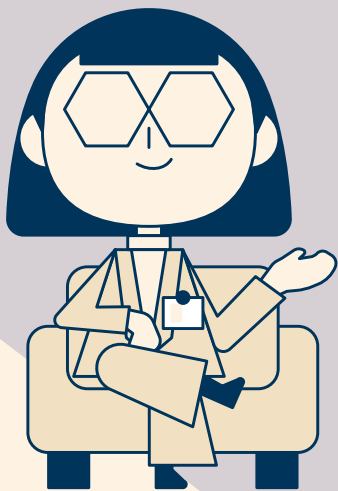
age

6-14



Warnings

Every playoddity kit is designed as a children's experience that is guided by an adult. All the described activities require adult supervision. Safety instructions for each item in the kit can be found on the item's individual packaging.




WARNING!
Choking hazard:
Small parts
Not for children
under 3 years

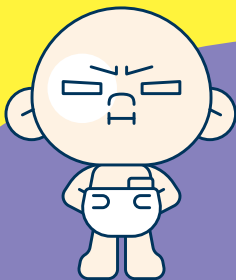


Adult supervision required





Hi, this is The Voice speaking. I'd like to remind you that the most important part of the playoddity experience is the child or children. Without them, you'll just be an adult playing games to avoid responsibilities. So put your phone away, and follow the instructions in this playbook for having a great time! The activities also work without the playbook, if you have your own ideas, but we suggest you have a look at ours first.



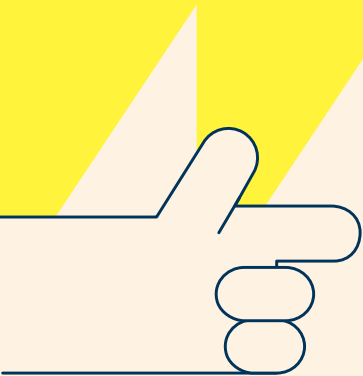
Without playbook



With playbook

Unboxing

This kit is all about photography, so you'll create a lot of pictures. And we're sure there will some great snaps that are worthy of being shared with the world, using #playoddity. Now go forward, and make us proud!



Each item in the kit has a colored sticker:

- Green sticker — item can be used by children and adults
- Red sticker — item should be used by adults only

If any items on the list are missing, or you have problems with any of the products, please get in touch.

Contents of this kit

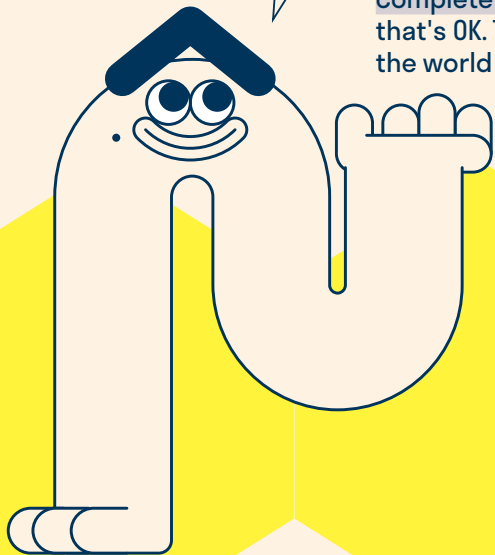
- **01. Studio box**
Most boxes have darkness inside. This one has light!
- **02. Reflector**
Get the light to where you want it.
- **03. Digital camera**
That's why we're here, right?
- **04. Tripod**
It's like having a third arm.
- **05. Photo frame**
Who — or what — is gonna get framed?
- **06. Geometric shapes**
Build a backdrop for your photo session.
- **07. Clear plastic spheres**
Can be used to decorate a scene or as a very tricky subject for a photo shoot.
- **08. Plant photo props**
In case you want your photo shoot to take place "outside."
- **09. Transformer toy**
It will pose on command.
- **10. Bendy toys**
Look, they're holding hands. Or should that be feet?
- **11. Stretchy toy**
Create your own optical illusion.
- **12. Toy ladder**
A stairway to photo-heaven?
- **13. Soft wire**
Use it to decorate things or to create new objects.
- **14. Artificial grass mat**
When you can't go outside, the outside will come to you.
- **15. Decorative lamp**
Change the lighting for a change of scene.
- **16. Color wheel**
Find perfect color pairs, and create impressive combinations.
- **17. Display stand**
Is it a floor, a backdrop, or a prop? You decide!
- **18. Branch with leaves**
It's been trained to pretend to be a whole tree.
- **19. Green suit for chroma key**
For your more ambitious projects, or just for fun.
- **20. Book of photography projects**
Read, get inspired, start taking pictures!

Notes and ideas

Cameras spark **curiosity**, or at least that's how it was for me. Try giving the camera to a child and **not saying anything**. Just show them where to **look**, and which **button** to push, and see what happens. Let their curiosity take over!

A personal vision

Don't try to direct the kids too much. Give them gentle **advice**, but don't present it as the only right way. Kids are **explorers**, so they'll find a way of using the camera. And even if the first 1,000 pictures appear to be **complete nonsense** — that's OK. True artists see the world a little **differently!**



Add in some experiments

Kids usually take **lots of pictures** of the same thing, so they end up with a lot of almost-identical photos. That's because kids tend to view everything from the **same perspective**. Here are a couple of ideas to help **diversify** the results.

- Take pictures from **different angles** — from above, from ground level, etc.
- **Move** closer to — or further away from — the **subject**.
- Walk **around** the subject to shoot it from different **sides**.
- Experiment with the **camera settings**.

Hundreds — no, thousands of shots!

They say that doing the same thing **repeatedly** and expecting a different outcome is the definition of insanity. We disagree. To learn different **techniques**, gain practice, and develop a sense for what **looks good** in an image, it's important to take a lot of pictures. You'll most likely want to tell the children not to take **a hundred pictures** of the same thing, but let them do it. Soon enough you'll **notice** the results are getting better and better.

Hold it!

There's a correct way to hold a camera. Yes, you read that right. It's obvious for you — an adult — but kids might find it a little harder. Help them, and explain the

Talk to the children about their photographs, and remember that these are representations of their vision. After enough practice, they'll be able to capture more complex images. But for now, find something interesting in their current output and show your appreciation.



two main principles. First: it's important to hold the camera tight, to avoid dropping it. Second: you need to relax a little and make sure you can move the camera around without tension in your hands and arms.

Take a look at the pictures together

The best thing you can do to help the kids progress with photography is to sit down at the computer with them after a photo session and look at all the pictures they've taken. Make sure you say out loud what you like about the pictures; show possible areas for improvement but always — always — point out the pictures that you think are good. This is the positive reinforcement needed for the kids to continue with their new hobby.

Some more advice

Encourage creativity, even if it means **breaking some rules**. Tell the kids what you like — and if you don't like something, use the "what if" approach to suggest an alternative. Instead of criticizing, help the children see **new possibilities**. And don't leave it too long to go through new pictures. The longer you leave it, the greater the chance that you'll never do it. Finally, **don't feel bad** about deleting inferior pictures. If you find two good ones in a hundred, **feel pleased**. Now those pictures won't be lost in a mass of mediocre shots.

Make a subject of an object

Give the children an object (a toy from the kit), and ask them to take **ten different pictures** of it. Then ask them to **shoot a story** about the object using just ten shots.

When you have your camera **set up** for a scene, it's easy to forget that you can actually **move it** and find cool new angles and possibilities. Change your position, change the height, move around. But **be careful** not to let your shadow fall on the scene.



The rule of thirds

This is one of the first rules of composition that photographers learn. **Imagine** two horizontal lines and two vertical lines that **divide the frame** into nine equal sections. Then try to place the **main subject** of the photo shoot on one of these imaginary lines. Like any rule, this one can be broken, but it helps you to easily set up a **proper composition**.

Odd is good

When taking pictures of a still life subject, it's good to think in **odd numbers**. The idea is that the human brain easily pairs up or groups an even number of objects. And this makes a picture **dull** — the brain has nothing to work on. **Make the number of objects odd, and challenge the brain**. It will thank you!

Geometric shapes

Adding simple objects to a scene can add **action** and **context**. For example, a simple ladder immediately creates a short **story**. Is your character climbing up or down? Are they afraid of heights? Are they fit or out of shape? The objects in the kit also allow you to experiment with **light and shadow** when used alone.

Make an unbalanced photo

This is a great way to develop the **imagination** and to show how breaking the rules can sometimes bring **interesting results**. For example, take a picture that has one half completely **empty** and the other side filled with a **multitude** of objects.

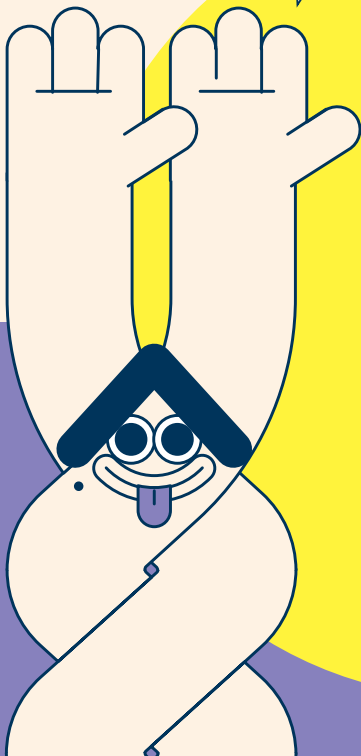
There are so many **rules** in photography that it can get **boring**. Such as “Avoid lines that follow the borders of the image,” or “Tell everyone to say ‘cheese’ so that they’re **smiling** in the photo.” But I can’t say “cheese” — I’m lactose intolerant!

Totally random

Take a lot (a LOT) of slips of paper and write words on them. Then put all the slips into a bowl, mix them well, and pull them out one by one, to create phrases. You’ll end up with some wild ideas that can become subjects for your photography projects! Here are some ideas for what to write on the slips.



But of course, you can write whatever you want — just make sure they’re truly random.



Obstacles

These include lattices, grids, tree branches, and foliage — everything that **gets in the way** of seeing the main subject of the picture. Photos **taken through obstacles** can be very intriguing, giving the sense of peeking into a secret place.

Text to photo

Take a piece of text from **a book** that the children love, and try to **translate it into pictures** with the help of objects and equipment from the kit and also what you can find in your home.

Transparent objects

Taking pictures of water **droplets** requires a combination of proper lighting and patience. The best way is to use a **transparent object** — spray water onto it, and take pictures of the **water beads**.

Feelings

Every feeling or sensation has a **visual representation**. It just takes some creativity to find it. How about a picture that **says** “cold?” Or “fear?”

Alphabet

Astonishingly, all around us there are things that have **names** starting with every letter of **the alphabet**. Can you create a picture for each letter?

Mystery item

The art of photography has existed for almost 200 years, but new and exciting **techniques and ideas** appear all the time. Who knows, maybe this item will inspire you to think of one?

Search terms



camera obscura



the first photograph ever taken



the smallest camera in the world



how do instant cameras work



Getty Museum Challenge



Question time

- ? Would you like to take part in a professional photo shoot? What theme would you want it to have?

- ? Have you ever taken a selfie?

- ? Have you ever been to a photo exhibition?
• Would you like to organize your own one?

- ? Do you prefer digital cameras or analog cameras?

Creativity time

While you're here, why not make a list of things you want to photograph next? It could be things that are red, or things made of wood, or family members to make a family tree collage. But you probably have some even better ideas!

There's more
out back —
follow the
arrow!



If this playbook becomes your photographic model but then gets recruited by a European agency and moves to Paris — don't worry. You can always find the digital version online if you follow the QR code. And while you're on the website, check out our other kits. They're awesome!

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