

## Instagram Photo Essay Assignment Sheet

For this assignment, you will use Instagram to construct a photo essay about a place. You will post at least 20 photos to Instagram and link your Instagram feed to your website. Your photo essay must have a cohesive theme that either tells a story or makes an argument about your chosen place. Each individual photo should be interesting on its own while also working with your other photos and captions to achieve your purpose. Refer to pages 77-85 in *The Bedford Book of Genres* to learn more about photo essays. We will discuss the genres of photo essays and artist statements in class and study several models. This assignment contains multiple steps:

- Set up Instagram account
  - You do not need to use your personal Instagram account for this assignment. I'd suggest setting up a secondary account, perhaps using your Emory email.
- Shoot, edit, and post at least 20 photos. Here are some questions you might want to consider in your photography:
  - How will you frame your shots? Are there interesting or unusual angles that would change the viewer's perspective?
  - Will you use filters on your photos? You are welcome to use any photo altering apps available to you.
  - Consider the color scheme. How would the photos change if they were in black and white or highly saturated colors?
  - Think about how you can use light and shadow in your photos to create different effects.
- Caption photos
- Consider tagging these photos with a location
- Create a hashtag about your chosen place and use it to label each of your photos
- Add #eng101travel to your post
- Post a 500-word Artist Statement to your website. Think of this as you would an introduction to a written essay and discuss the following:
  - What is the argument or story of your photo essay?
  - How do your photos work to prove your argument or tell a story?
  - Describe the hashtag you created for your place. Why did you choose this hashtag and how does it fit into your essay?
  - What are the major themes of your photo essay?
  - What is the goal of your photo essay?
  - Identify the rhetorical situation of your photo essay:
    - Is there any relevant background information about you, the **author**?
    - Who do you imagine would be the ideal **audience** for this project?
    - What is the **purpose** of this photo essay, beyond completing this assignment?

- Describe your photographic and editorial process. What choices did you make when you were taking the photos? What choices did you make when editing the photos?
- Offer any relevant context for this photo essay. For example, were you limited in your choice of setting by your travel plans?
- Explain of any artistic choices you made. Did you take any risks or try anything new? Were your experiments successful?
- Discuss the challenges of this project and how you overcame them.
- Post your Instagram feed to your website
  - Install Instagram plugin to your WordPress site
  - Activate the plugin and customize the settings to display your Instagram feed
- Post a 300-word Reflection to your website
  - How does the design of your photo essay work to prove your argument or tell your story? Consider the visual elements such as sequencing of photos, framing, filters, etc.
  - What is the rhetorical situation of your photo essay, and how do you use rhetorical appeals?
  - What does your photo essay achieve that a written essay could not?