

The Photographic Moment: *a visual experience*

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IADS Conference: Visual communication 2009
Algarve, Portugal



The “photographic” moment

For a moment to be photographic suggests that it is different from other moments.



Robert Capa

The photographic moment:

Changes how we see the world and understand ourselves in the world.



The photographic moment:

The experience of the photograph may be viewed in two general contexts:

- The making of the image
- The reading of the image



The photographic moment: making of the image

What makes a moment in time photographable?

- Is it the world coming together to form the perfect picture ?
- Is it unique ?
- Is it preservation of the moment ?



The photographic moment: reading of the image

The reading of the image, requires that we see it as a object to be experienced and to draw meaning from:

- the visual text, is a social construct, built upon cultural knowledge
- meaning is the result of shared codes and context

The view “reads” the photograph.

The photographic moment

**Making Photographs ----- Reading
Photographs
(image makers) (viewers)**

The photographic moment

 <p>Flatiron Building 441 x 655 - 172k - jpg www.wayfaring.info</p>	 <p>Flatiron Building 300 x 513 - 32k - jpg www.tungstenproperty.com</p>	 <p>Photo: The Flatiron Building 288 x 403 - 43k - jpg www.thenewyorkcitytraveler.com</p>	 <p>Flatiron Building, New York Print by Picture of Flat Iron Building - New 344 x 450 - 31k www.allposters.co.uk</p>	 <p>Flat Iron Building - New ... 400 x 600 - 102k www.freefoto.com</p>	 <p>Fuller (Flatiron) Building 556 x 700 - 61k - jpg argenteditions.com</p>
 <p>Flatiron Building ... 571 x 784 - 105k upload.wikimedia.org [More from upload.wikimedia.org]</p>	 <p>File:Flatiron Building 1910.jpg ... 1301 x 1684 - 585k - jpg upload.wikimedia.org</p>	 <p>Flatiron Building 415 x 332 - 41k - jpg www.destination360.com</p>	 <p>The Flatiron Building (1903) 440 x 705 - 137k - jpg images.businessweek.com</p>	 <p>Flatiron Building 468 x 624 - 77k - jpg www.sitebits.com</p>	 <p>flatiron building ... 750 x 503 - 202k - jpg wvs.toleftpixel.com</p>
 <p>The Flatiron Building 1341 x 1944 - 884k - jpg myarchitectonic.wordpress.com</p>	 <p>A flat iron...building. 361 x 450 - 31k - jpg www.bandnerdsanonymous.org</p>	 <p>At 87m high the Flatiron building is ... 550 x 733 - 58k - jpg www.e-architect.co.uk</p>	 <p>Flatiron Building 283 x 424 - 27k - jpg www.jazzhostels.com</p>	 <p>How to get to Flatiron Building: ... 349 x 507 - 63k - jpg www.gothereguide.com</p>	 <p>The Flatiron Building in New York is ... 768 x 1024 - 183k www.eikongraphia.com</p>

Google image search: flatiron building

The photographic moment: Exploring the possible



Somalia refugees 116...JPG



Somalia refugees 118...JPG



Somalia refugees 119...JPG



Somalia refugees 123...JPG



Somalia refugees 123...JPG



Somalia refugees 125...JPG



Somalia refugees 127...JPG



Somalia refugees 129...JPG



Somalia refugees 136...JPG



Somalia refugees 140...JPG



Somalia refugees 142...JPG



Somalia refugees 145...JPG



Somalia refugees 147...JPG



Somalia refugees 147...JPG



Somalia refugees 147...JPG

Brenden Bannon: Somalia Refugees

The photographic moment: Exploring the possible



Dick Blau

The photographic moment: Image as code

- the sign -- stands in place of
- the sign refers to the object/concept
- the sign becomes its referent
- organization of signs become codes, cultural codes

The photographic moment: Image as code



The photographic moment: Image as code



Reading the text, reading the codes

- Historical
- Recognized person
- Gesture
- Use of color
- Clothing
- Shoes/Heels

The photographic moment: Image as code



Reading the text, reading the codes

- Historical
- Recognized persons/Unrecognized
- Gesture
- Use of color/lack of color
- Clothing
- Shoes/Heels

The photographic moment: Maker To Reader



The Contact Sheet

The photographic moment: Maker To Reader



The “contact sheet” becomes a point of transition: from photographer to editor

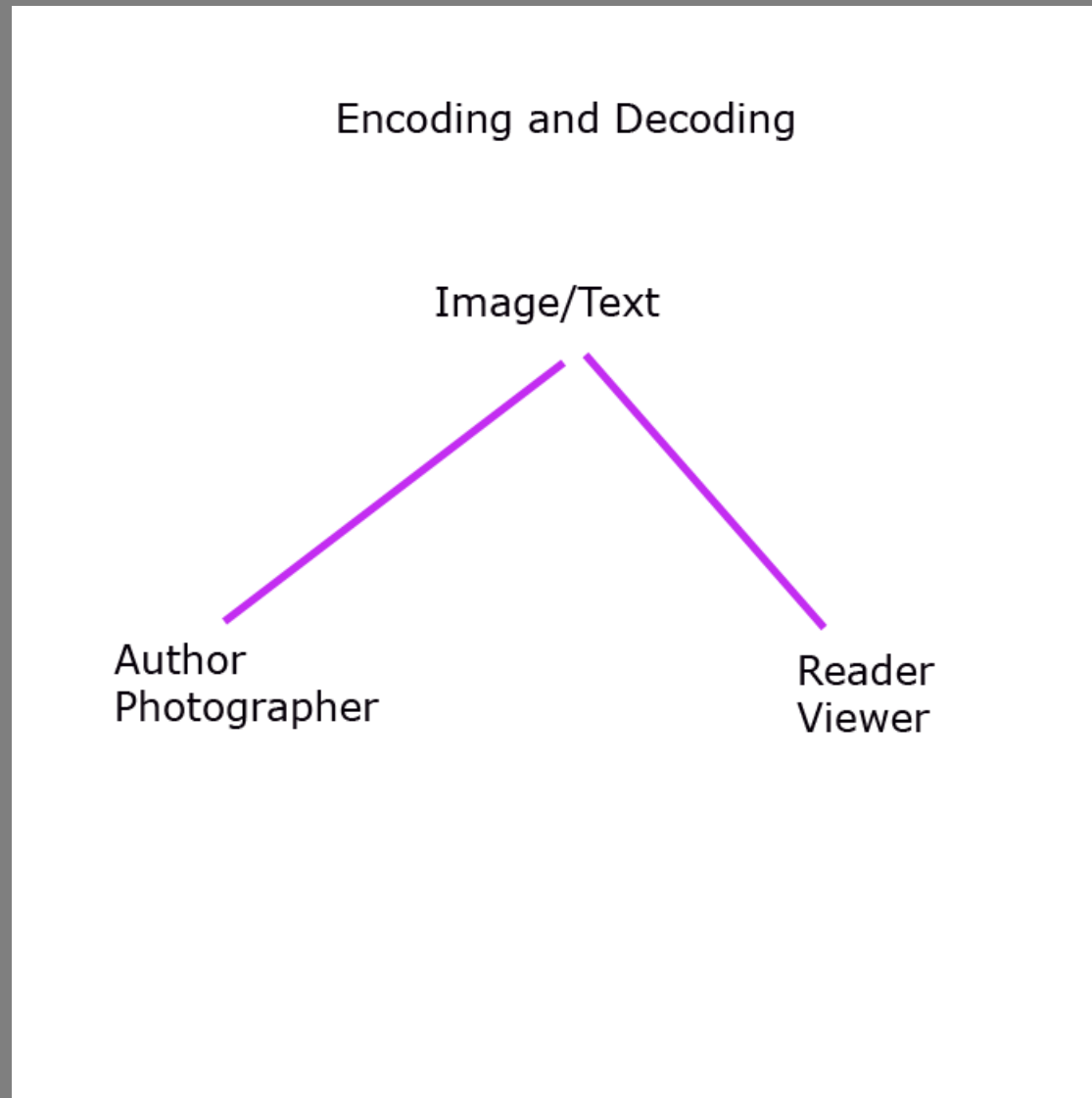
At the point of “click” the photographer made a decision – “**YES**” – click.

Looking at the contact sheet the photographer becomes the reader/ the editor

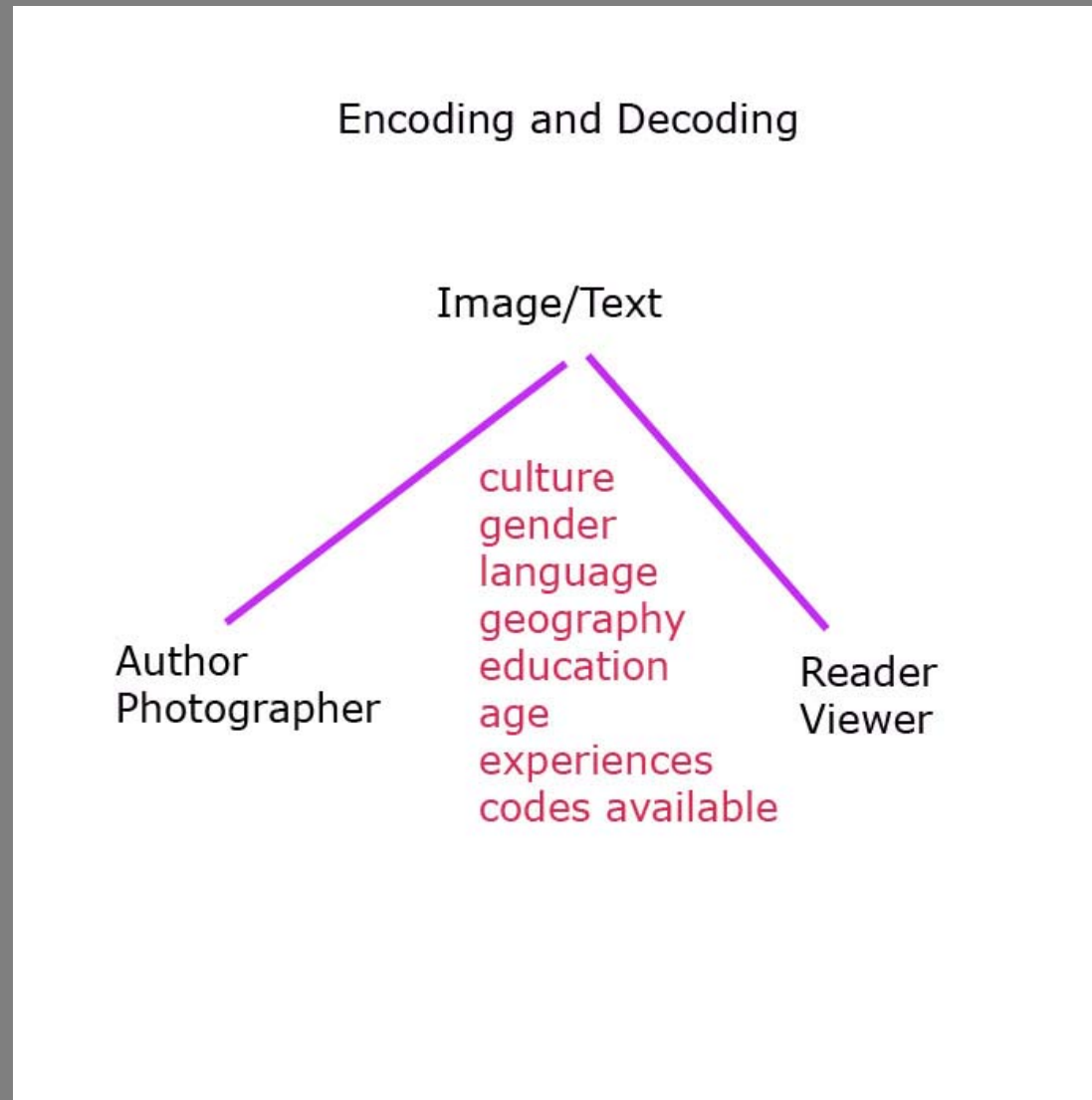
As an editor different criteria are brought into play – context -- applying criteria that is separate from the moment of “click”

Context of other images, of words, format, other readers.

The photographic moment: Maker To Reader



The photographic moment: Maker To Reader



The photographic moment: Brenden Bannon



The photographic moment: Brenden Bannon



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The photographic moment: Looking at Photographs

We never look at images in isolation.

Images are understood, become meaningful:

- First **internally**, where signs are related to each other, the codes are read
- Second, the image is understood in relationship to other images and the world outside the frame: **external**.

The photographic moment: Looking at Photographs

Syntax: refers to the linear experience, the linear flow of images over time.

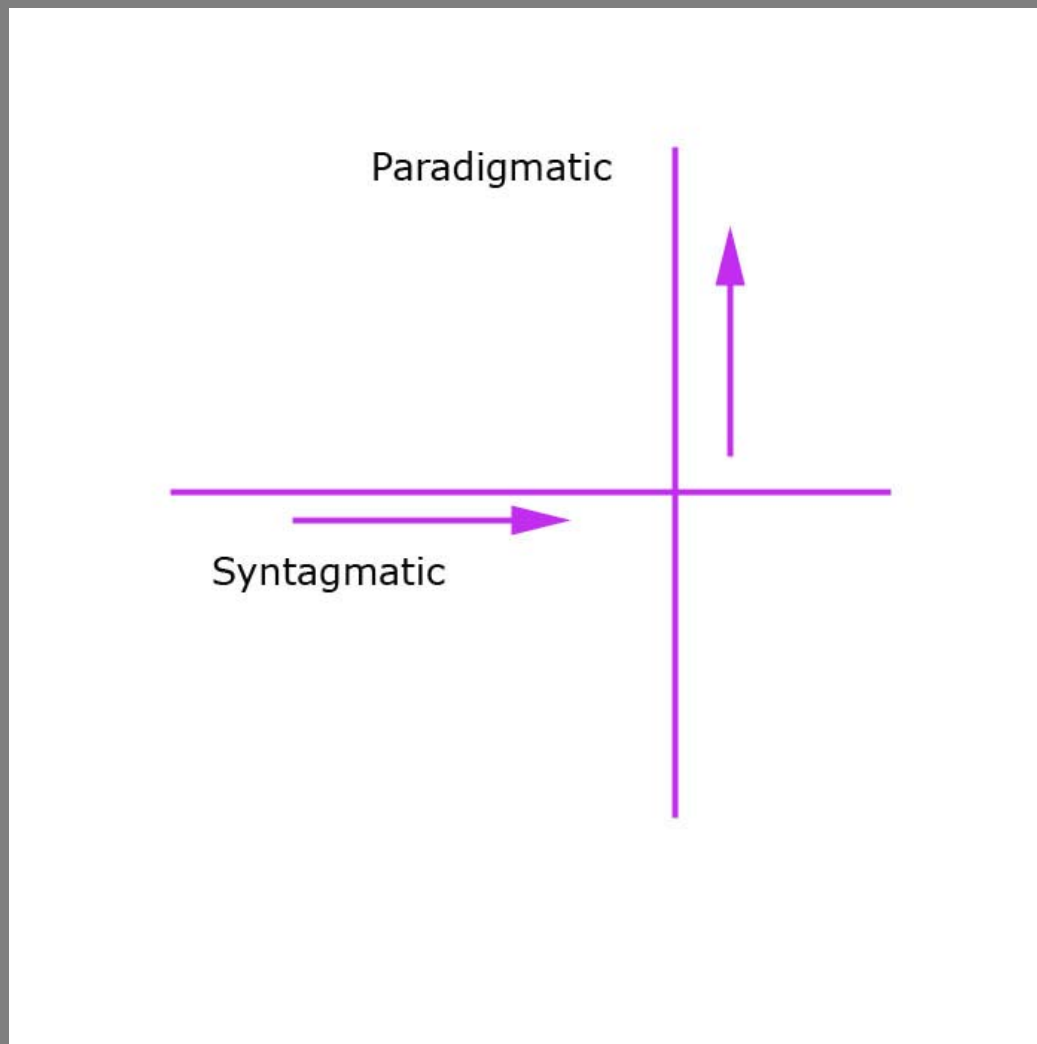


The photographic moment: Looking at Photographs

. Paradigmatic: refers to the “vertical” relationships. The “class” of things something belongs to.



The photographic moment: Understanding



The photographic moment: Constructing Meaning

Through the study of images we may understand a person's work over time.

Through the photo book, we organize images, the passage of time, dancing through the pages, to construct and deconstruct meaning for the “self” and a perceived viewer.

The viewer experiences the book.

The photographic moment: The Book

“Thicker than Water” by Richard Blau



The photographic moment: The Book

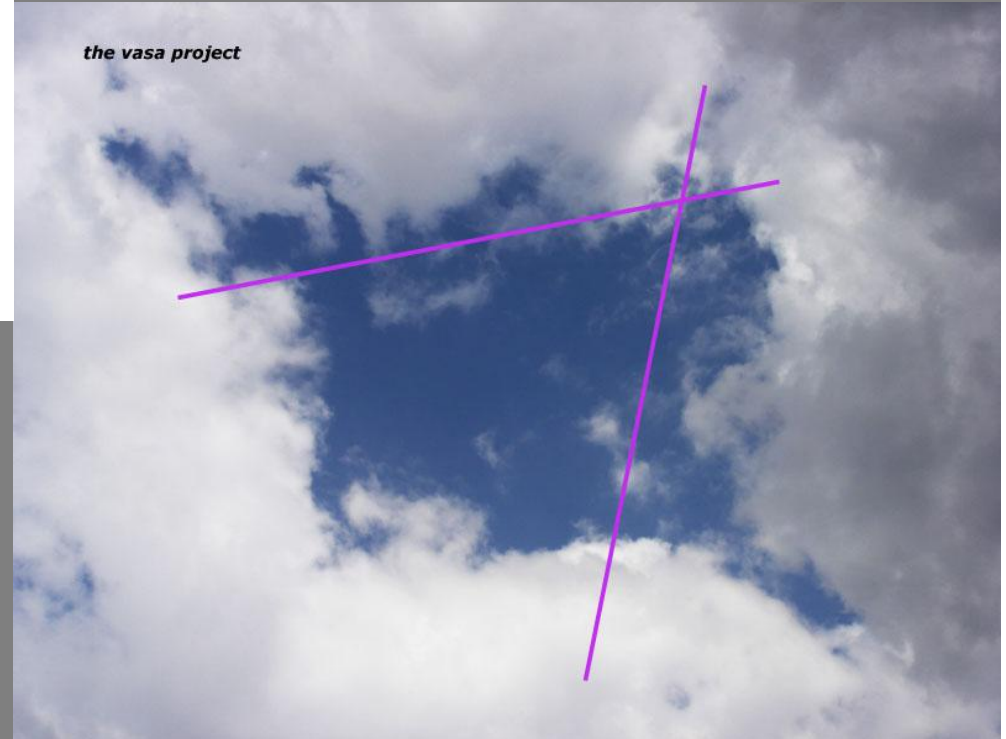
Berlin Diary



Roberto Muffoletto

<http://Vasa-Project.eu>

the vasa project



The photographic moment

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Train To Enschede



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