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A Propose of Photography Framework to Achieve Good Photos

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ABSTRACT

Photography becomes an inseparable part of the activities that carried out daily. The more affordable photographic devices, which the resulting photo can be obtained directly digitally, for use on social media as an example, greatly support the development of photography significantly. A study proposed in this study to create a photography framework that can be used by everyone. This framework uses a framework research method that uses nine steps, namely: Problems, Objectives, Research Questions, Conceptual Framework, Literature Review, Overall Approach, Data Collection, Data Analysis, Conclusions. The resulting framework is expected to help photographers to achieve an interesting photo. Making photographer capabilities will increase to produce great photos.

Key words: Photography, Framework, Research Method Framework

1. INTRODUCTION

Photography has become a common thing that everyone can do now. It is no longer solely owned by people who have the ability in photography. This is supported by the increasing affordability of photographic technology and the results can be obtained digitally. So that it can be directly used to upload on social media, which is the most platform that humans use to interact now.

Conventionally photography is still used for documentation, but the results are now at a different level than before. Editing or production processes after photos are taken can make a difference from ordinary photos to extraordinary photos. This is possible with the presence of a photo processing application that can be used to process photos even better.

The development of sensors, camera development, the development of photography applications, the level of use of social media has brought photography to a different level from several decades ago that still uses conventional media

and requires camera mastery and photo printing capabilities that are not easily accessible in general. Photography as one of subject in vocational education has no guideline until now. The learning material and the practice usually based on the teacher's knowledge. This method produce the students that have a not equal in knowledge.

Internet as a main source for image search by people, has millions of them [1]. The development of camera technology at smartphone industry, make it easier to capture and upload them to internet, especially on social networking site (SNS). [2]. It is estimated that by 2017 [3] there are around 1,200 billion photos taken specifically used for social media platforms globally. Up 200 billion from 2015, which reached 1000 billion photos. An amazing number considering that photography at first can only be enjoyed on a limited basis.

We can find such many "how to" guideline on Internet. But there is no systematically standard guideline that can be use.

The Research Canvas describe a framework that can use as DNA to align a research study [4]. The framework can help researchers to achieve an analytical and creative need to solve problems. It can be call as a flexible canvas for researchers. But recent study shows no researches use that framework in photography field.

There are techniques for visualizing landscapes, but can only be used to design windmill locations [5]. Photography is used by students to be able to describe the social aspects of a building [6]. This does not answer the standard needs of a photo. Photography tools can facilitate the improvement of competence and creativity of students who have learning difficulties [7], this requires a standardized photo. Students who are familiar with photography have increased creativity [8], good photos trigger high creativity. To build a good photograph, it is necessary to have a quality analysis technique to describe the real reality [9], this is where the standard photography plays a very important role to represent the real conditions. Pieces of photos can be combined into a photo using a smartphone [10], but knowledge is still needed to make a good photo. A good standard photo can be seen in food photography that can detect calorimeter values [11], with a standard developed for good photos. Digital photography which is used as an evaluation tool can be useful to improve the environmental evaluation of educational programs [12]. A

good photo can spur someone especially teenage to be creative to make handicrafts [13]. Photographs with good quality can be used for medical measurements [14]. The use of a good photograph can measure food portion size [15][16]. The existing picture of good photos has many functions and objectives, with the lack of guidelines and a framework of photography it is important to create a framework for determining good photos.

This study tries to build a framework that can indicate in determining the category of good photos. This indicator can be obtained by using steps that have been arranged systematically. The built framework can be applied in a variety of purposes for taking photos so that what is expected from the photo has been obtained at its best standard.

Once the development of photography will produce mediocre photos, to be able to get a prominent photo, we need a framework that will allow users to get a photo that is more than good, a more interesting photo[17][18].

2. METHOD

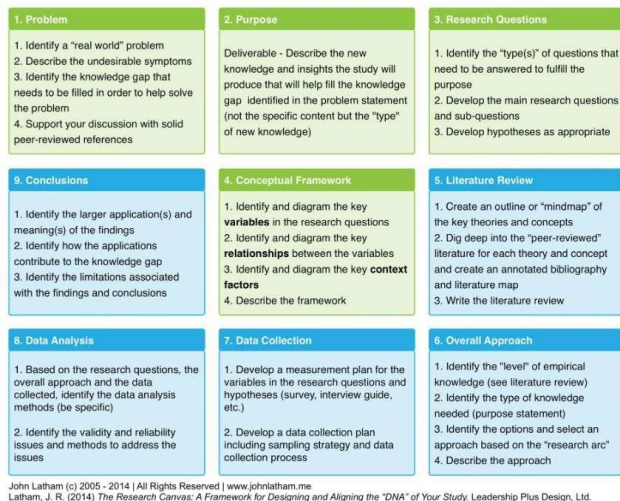The method used the Research Method Framework with the chart as follows in Figure 1.

Figure 1: Research Method Framework

Research method framework consists for two parts, the first one is foundation, which is: 1) Problem, 2) Purpose, 3) Research Question, 4) Conceptual Framework that shown as follow:
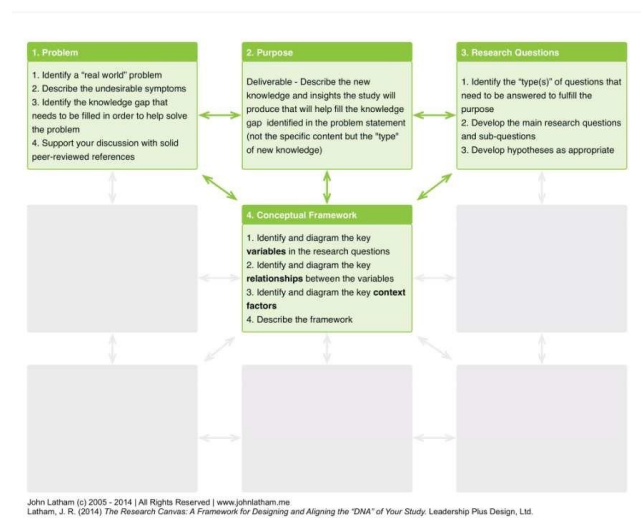

Figure 2: Foundation of Research Method Framework

1) Problem statement.
The initial step in the research design process is identifying real world problems or dilemmas faced. This problem is briefly described which includes the nature of the problem, unwanted symptoms, and the current situation we have to resolve the problem. To resolve the problem we need knowledge that come from other components of the research framework[19][20].

Reason for Research. The problem statement is the basis and reason for assessing the importance of a study. "This section needs to convince the sponsor to continue reading the proposal". Whatever the reason for our research, these practical reasons will help increase our motivation, the motivation of participants so that they increase the level of participation and response, and the impact on the results of the research itself. The problem statement ideally is including management dilemma, background, consequences and management questions. Usually problem statements come earlier in the introduction. It's purposely to make reader eager to read further.

Knowledge gap. Next component in this stage indicates the difference level of knowledge, between the problem and the researcher[21][22]. The researcher can apply the knowledge or theory and solve problems, if they are already have the knowledge to do that. But, if not then the problem is the candidate for the research project. Things to do: 1) Identify the real problem. 2) Explain unexpected symptoms. 3) Identify gaps in the level of knowledge possessed to solve problems. 4) Support the arguments with solid references.

2) Purpose
Statement of Purpose. The statement of purpose is built on the gap in the level of knowledge possessed and the dilemma of the problem at hand. The knowledge that produced from this research will get stated in this phase. The aim is to overcome the knowledge gap in the problem statement. The general

objective of research studies is to generate credible new empirical knowledge and insights. The question here is what can be said or expects to be produced by this research. Clear goals or results can help to elaborate the research questions and design decisions. Information at this stage will help to determine the feasibility of the study from the research itself [23].

Dissatisfaction with Our Current Level of Knowledge. This dissatisfaction usually occurs by connecting the problem statement and level of knowledge we have.

Vision. The result of this research must be harmonized with the problem statement and to fulfill the first component described before [24].

Who and what. The third component includes the sample, their relationship and variables between them. This three components will define research and produce result.

Results. The explanations about what and how and what form of knowledge will be produced from this research. In short, the four components need to present a consistent and logical case for this study.

Things to do: 1) Lower the knowledge gap. 2) Define the new knowledge and insight within. 3) Clarify who and what will involve in the research. 4) Describe the result. 5) Support your arguments with solid references.

3) Research question

There is nothing important in the research process other than a good question. If the question is good, it is possible that the research will get good feedback too. But if the question is not good, then what can happen is the opposite. The questions typically range from deductive focused questions to broad inductive questions. These questions must be designed in such a way that the answers obtained can help obtain a knowledge identified in the statement of purpose. There is ladder of questions that vary from statement of problems to management decisions.

Questions about measureable variables and their relationship usually appear in two methods – correlation and experimentation. Correlation questions may be the most popular in the field of organization and management mainly because they are easiest to obtain using instruments such as surveys. Even though they do not establish cause and effect the reason we see correlation is that we suspect a relationship that we might be able to handle.

Things to do: 1) Identify questions that need to be answered to meet the initial objectives. 2) Develop key research questions. 3) Develop the appropriate hypothesis. 4) Support your arguments with solid references.

4) Conceptual framework

Experience shows that when developing research questions, it is very useful to also diagram problems or topics. This is often called a conceptual or theoretical framework. The conceptual framework explains, either graphically or in narrative form, the main things to learn - key factors, constructs or variables - and the relationships between them.

Conceptual Framework Fundamentals

The goal here is to make a topic chart that includes a obviously defined construct or variable. Together with these construct relationships and key factors that influence the construct and relationship. Starting with large blocks - constructs or independent and dependent variables. Then a relationship is added (arrow). After the main "snippet" is in place added other variables and moderation (as appropriate) and additional context factors. Then developed "landscape" all major construction and relationships. Then concentrate on the key aspects that will be included in this study. If the construct is a measured variable, then it switches to a theoretical framework that will guide quantitative measurement and analysis. This task is often carried out together with the development of research questions and this is an iterative process.

Things to do: 1) Classify and graphically illustrate the main variables in the research question. 2) Find and graphically illustrate the main relationships between variables. 3) Classify and clearly illustrate the main context factors. 4) Support your arguments with solid references.

The second part is methodology that consist of: 5) Literature Review, 6) Overall Approach, 7) Data Collection, 8) Data Analysis, 9) Conclusions. As shown as follow:
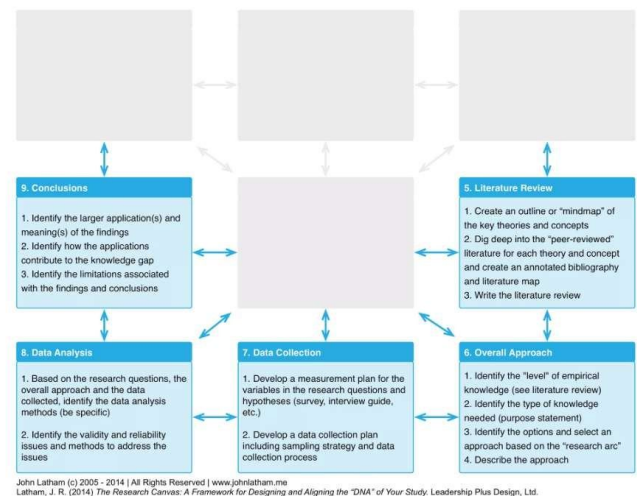

Figure 3: Methodology of Research Method Framework

In this study the researcher limited to step four so that it became a conceptual framework for photography.

3. RESULT AND DISSCUSION

Photography Framework Design proposed in this study, begins with preparation, this is the beginning of the good photo that will be create. Based on experience, observation, and literature study, as a practitioner, there are four steps in the design of this framework concept, namely: Planning, Preparation, Action on Site, and Evaluation.

1. Planning

Table 1: Planning

Problem	Purposed	Research Question	Framework Conceptual
The problem faced in preparation is, what kind of photo that will be appear? What things will be underlined from this photo?	Photos must have clear goals and initial concepts, so they can be underlined for what, how, and where these photos will be displayed.	What is the concept of the photo to be taken? What is the purpose of this photo made?	

The planning consists of the desired concept and purpose in the photo to be taken. Starting from what concept will be taken from this photo, so that the photographer can prepare basic things when a photo will be taken. The concept can be outdoor or indoor photos, or themes from photos to be made, etc.; so the photographer can visualize what will be taken in the photo frame that will be made. Secondly, the purpose of this photo is made and what it will be used for, so you can imagine the end result, the media, and where the photo will be publish.

2. Preparation

Table 2: Preparation

Problem	Purposed	Research Question	Framework Conceptual
When doing the planning, what things need to be prepared to take photos?	Additional equipment and equipment available or needed to take photos. What things can be utilized in the location of taking photos?	Is the equipment available in taking photos? Are there things in the location that can be used to make photos better?	

Preparation in taking photos consists of what equipment is needed in taking one, or what equipment can be used so that this photo can be made. This becomes important because then the photographer can prepare himself and familiarize himself with the existing equipment before he goes down to the field to capture photos. Also, are additional tools needed for this photo is existed? These tools can be in the form of lightings, tripods, memory storages, etc. in order to create a good photo. Preparation also involves things that are in the location of taking photos that can be utilized. Background, foreground, objects, etc. that can make photos better. The conditions and situation in the location also need to be taken into account, such as: light sources, crowd centers, natural conditions, the actual composition of photo taking places, taking time (day or night, sunset or sunrise), and how long it takes to take photos.

3. Action On Site

Table 3: Action On Site

Problem	Purposed	Research Question	Framework Conceptual
After preparation, what things will be done and needed to take photos.	Identify what lighting and things will appear in the photo, so that the photo can "tell a story". Setting triangle exposure, photo composition, color, camera internal settings. When taking a photo, it is arranged so that the resulting photo is not shaking and unfocused.	What is the lighting condition and how to make the resulting photo have a story that is represented? What are the settings for triangle exposure, photo composition, color, internal settings on the camera? How to make photos not shaking and unfocused when taking photos?	

Action on Site, are actions taken when taking photos that are needed so that photos can be produced better. Lighting can be in the form of natural light and artificial light, this can be used properly or can be reduced in intensity by utilizing existing angles so that the lighting needed is enough to make good photos. A photo should also have a story that will be represented in the photo, so that the resulting photo can tell a

moment when the photo was taken.

The triangle exposure (ISO, Aperture, Shutter Speed) setting is the basic element for making a photo. The composition is arranged so that the objects to be taken can be displayed properly in photos, elements starting from rule of third, balancing elements, leading lines, symmetry and pattern, viewpoint, background, deep, framing, and cropping, can direct images that produced into a good photo. The color that exists when shooting is a representation of the color of the object of the photo taken, this is important because color is the strength of a photo. The internal settings on the camera deal with the settings for the photo resolution and file format that will be produced, this will be very useful later after the photo is produced for the editing or publishing process of the photos made.

Shaking and Unfocused are two things to avoid when photos have been taken, this needs to be prevented because it is very detrimental. Therefore it is necessary to know things that can prevent that from happening. Photos taken need to be taken several times to get a good final result, especially when the moment is difficult to repeat.

4. Evaluation

Table 4: Evaluation

Problem	Purposed	Research Question	Framework Conceptual
After the photo is taken what will be done to make a good photo.	Evaluating the quality of the photos produced to fit the good photo indicators. Retouch the photo to fit what you expected.	How to evaluate to fit the rules of a good photo indicator? How to retouch photos so they can be as expected?	Action on site — Identify, Settings, Take Photo

Evaluation is the last step taken when the photo has been taken, this is related to the final result of the photo. Six good photo indicators are Lighting, Composition, Enhanced Key Objects, Focus and Sharp, Color, Tell a Story. When this is seen one by one, and the photo has these elements well, what is produced can be said to be a good photo. Sometimes when a photo is reviewed in detail, there are things that need to be retouched so that the photo gets better. So post pro retouching needs to be done, so that the expected results can be achieved. In full, the existing Photography Framework Designs as are:
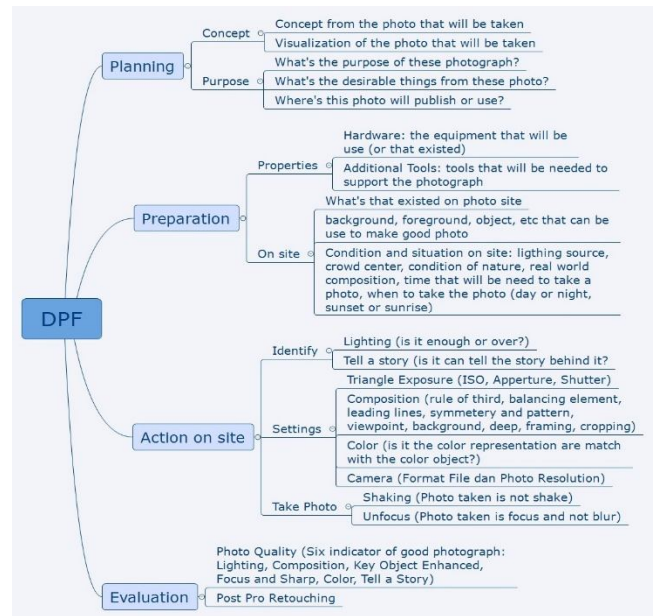

Figure 4: Detail of Photography Framework

Detail of Photography Framework as shown in Figure 4. explain by details the framework that will be develop. This Developed Framework can be implemented in various condition and photo category.

This framework has a following steps:

Figure 5: Photography Framework

1. Planning

This step has two sub-steps, which is concept and purpose. Concept consists of the concept from the photo and visualization of the photo that will be taken. And purpose consists of the purpose of the photograph, the desirable things from the photo and where the photo will be use or publish.

2. Preparation

This step has two sub-step, which is properties and on-site. Properties consist of the hardware and the additional tools we have that can be used to take photo. Meanwhile, on-site consist of usefulness of the on-site properties and elements that we can use to improve the quality of the photo that will be taken.

3. Action on Site

In this step which is need to identify the light and story that

can be tell from the photo that will be taken. And technically, its needed to set a suitable setting for triangle exposure, composition, color and file format that will be used. And the final step is taking a photo that unshaking and focus.

4. Evaluation

In this step photo that has taken is evaluating using the six indicator for good photography (lighting, composition, key object enhanced, focus and sharp, color and tell a story). If needed post pro retouching can be used.

4. CONCLUSION

The Design Photography Framework uses the Research Method Framework, which is limited to the first four steps to produce a conceptual framework. The resulting framework consists of four steps, namely Planning, Preparation, Action on Site, and Evaluation. We believe a good photo can be achieved by using this design photography framework. This design needs to be proven by further research so we can get the result of a good photo.

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