

EVOKE

Capturing Images with Emotion, Art & Style

The more emotional a portrait the more it stirs our senses. What distinguishes an impactful image that tells a story is emotion. When an image evokes emotion, it captures us and creates a feeling or brings back a memory. Images which tell stories sell. In today's digital age it takes skill and experience to create an image with emotional impact. In this program we will explore what emotion is and how is conveyed in an image, how to ask questions to evoke emotion, four steps to creating emotional images, when to step back and observe, why timing is critical in capturing the emotional images and how post production can enhance the emotion. In this program you will learn: How to understand the art of observation. Why having a personal mission statement translates into your image making.



Francie Baltazar Stonestreet
M. Photog., Cr., CPP



Understanding how your voice can change a mood or help create the emotion and why anticipation is the key to capturing emotional images Plus why your vision pre-photograph is important to creating post capture success



Francie is a multi-awarding winning photographer who has been honored with such distinguished awards as Three time Team Member of the Photographic World Cup Team USA, Diamond Photographer of the Year, Canon Par Excellence, Kodak Elite Award, Grand Im-



aging for Weddings & Portraits, High Print Case Score in Texas, Four for Four in Texas (9x), International Photographic Print Competition Loan and Merit Prints every year since 2012. Plus many more far too numerous to list here! Francie has also been published many times.