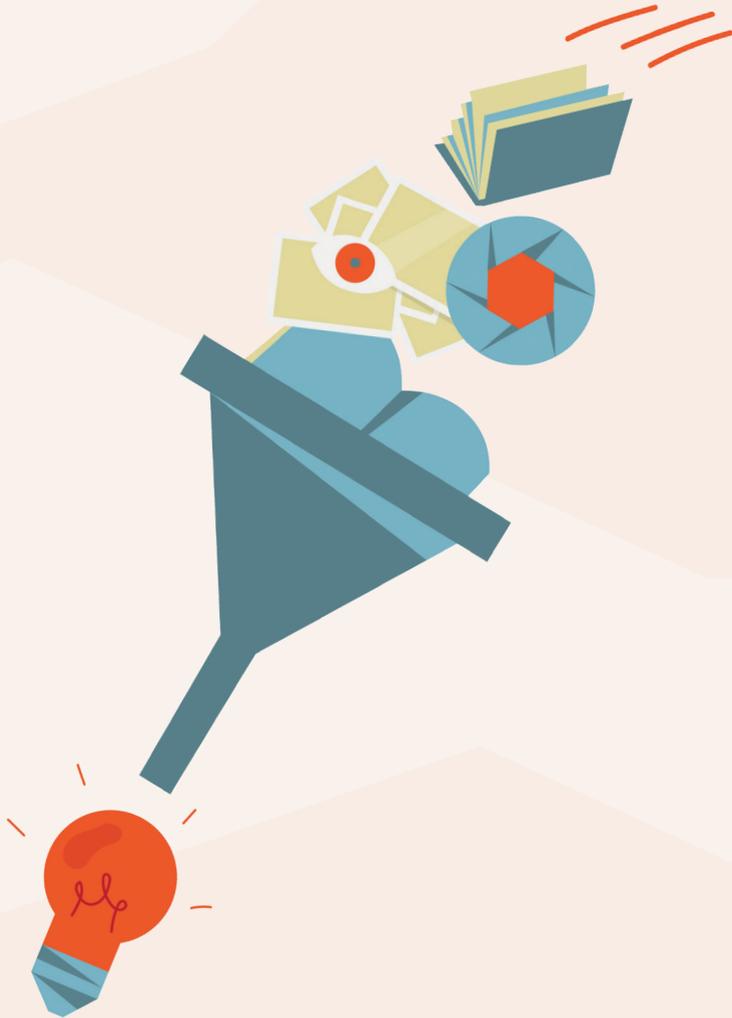


# Tell your story

a practical manual



A step-by-step guide to develop a project from idea to product.  
Part of the publication 'Tell your Story'

## Consider

Consider what is interesting to you, what you are passionate about. Also consider the potential social relevance of your idea or project.

*Put this into writing, filling half a page or a full page.*



A series of horizontal dotted lines for writing, with a large blue pencil icon at the bottom left.

## Research

Study whether the project or idea you are planning to execute is visual enough, since you will be working on a photography project. As part of this research, look at how to visualise an idea: which strategies have other artists used to visualise an idea or concept?

Find photographers or artists and study the way in which they portrayed a concept.

*Draw up a list of potential visual situations.*

A series of horizontal dotted lines for writing, with a magnifying glass icon over an open book at the bottom right.





## Premise

Your initial project plan should yield your premise: the connecting thread in your visual story, linking all the images in your story together. A premise combines the narrative form with a description and the objective of the project. Try to sum this up in a concise sentence. The main point of the premise is to clarify your story for yourself. The premise itself is not intended for external communication.

*Complete this sentence:*

**A road trip/report/portfolio/..... concerning .....**

**in order to understand/prove/study/ .....**

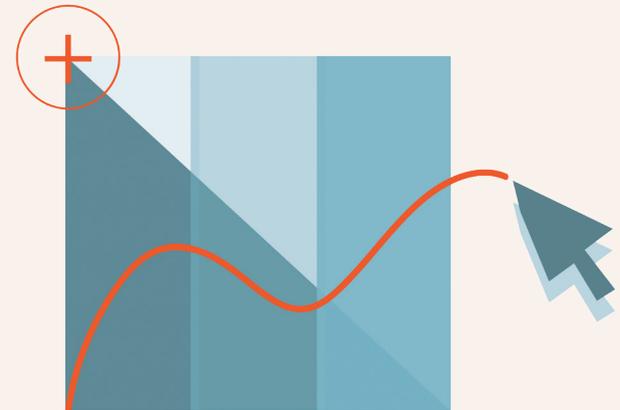
Make sure to review matters as well: to what degree does this premise reflect the aspects of your story, whether visual or otherwise? How conceptual is your project, and does this suit your current approach?



## Determine your audience and distribution model

People and organizations are interested in your project if it is urgent and relevant to them. Can you determine the urgency and relevance of your premise? Based on your premise you can then determine who should be interested in your project, and how you can best reach them.

Many photographers want to have a book and an exhibition, but are these the right ways to reach your ideal audience and tell your story? Could you also tell your story online, or in some sort of publication? Choosing your distribution model is closely linked to the next step: selecting your narrative form.





## Reconfirm

Having returned with your work, determine whether there is a connection between what you had in mind for your story and what you have actually photographed. Adapt your premise to conform to your experiences or otherwise continue taking pictures in order to better illustrate your premise.

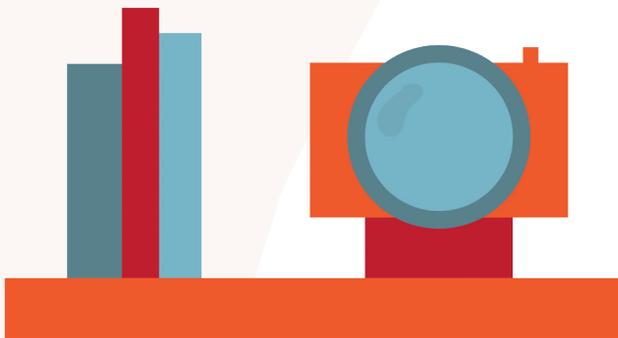
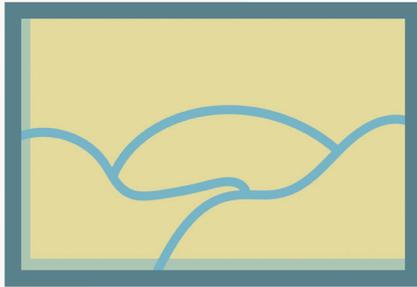
*Complete this sentence:*

**A road trip/report/portfolio/..... concerning .....**

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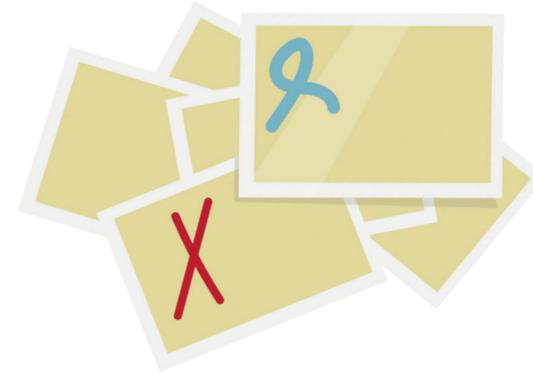
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## Edit your work

Bearing your premise in mind and focusing on your product, select the images that tell the story for your audience.

Print proofs and spread them out on a table. Edit with your objective in mind: a narrative for a competition or grant proposal, a typology or a series of highlights for Instagram, a smaller selection of these as a set of post-cards, a portfolio for your exhibition or book.



## Tell (and sell) your story

This is the right moment to start supplying your distribution channels: this is in your own hands for social media, of course, but you will no doubt be collaborating with partners, like a designer, publisher or distributor, for a book or exhibition. The distribution of your story is closely linked to its sale, for example in the form of postcards and/or a book.

Tell your tale outside the world of photography too: perhaps you could give a lecture, a presentation or a workshop at a university, conference or theatre. You are knowledgeable about your topic, and are able to share your experience of how you carried out the project.

