

Hierarchy of Image “Energy”

(Joseph Elbert, The Washington Post)

Highest form of photojournalism. Difficult to describe, but readers and photographers can “feel” the intimacy of the situation.



Intimate

Capture the right moment and force a reader to interact emotionally.



**Emotionally
appealing**

Pictures are visually pretty and interesting to look at, but don't connect to viewer's emotions

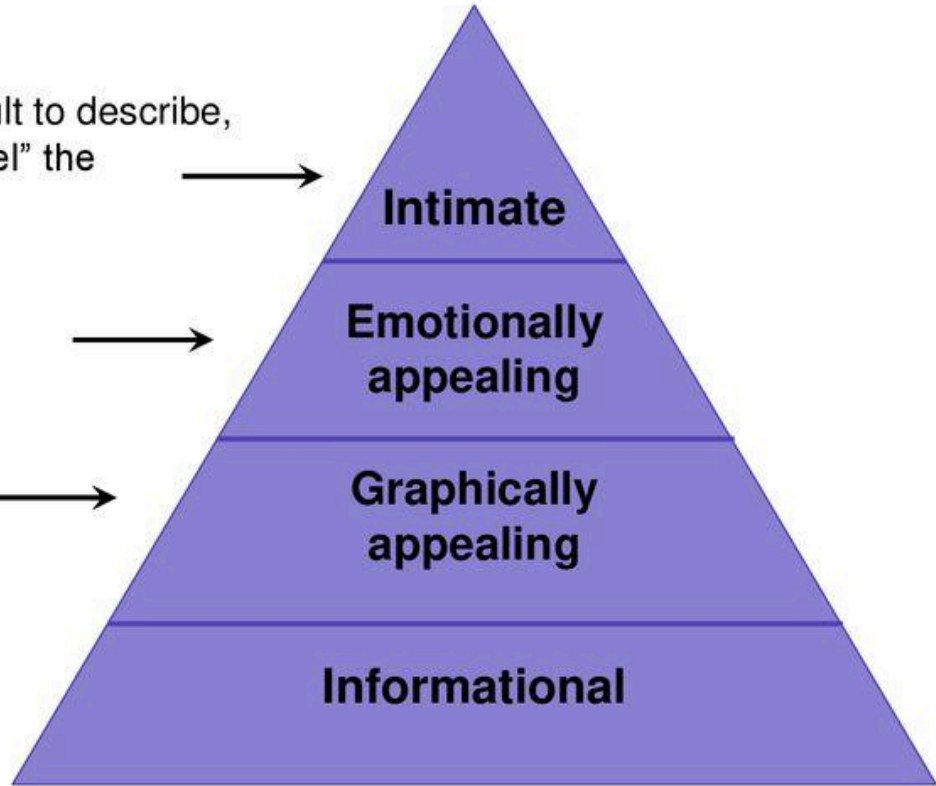


**Graphically
appealing**

Lowest standard. Overall view of a news event.



Informational



Exploring Elbert's Hierarchy of Photography

Using the Tally-ho! Archive, find one photograph that fits into each category on Joe Elbert's hierarchy of photography. Mark the page with a sticky note and include the year, page number, and description of the photo in answer A, then explain how it fits in the category for answer B.

Level 1: Informational

A. What photo did you choose for this level?

B. Explain why this photo fits the Informational category:

Level 2: Graphically Appealing

A. What photo did you choose for this level?

B. Explain why this photo fits the Graphically Appealing category:

Level 3: Emotionally Appealing

A. What photo did you choose for this level?

B. Explain why this photo fits the Emotionally Appealing category:

Level 4: Intimate

A. What photo did you choose for this level?

B. Explain why this photo fits the Intimate category: