

Topic outline

- * Usually a quickly-done ordering of points to establish the overall layout of the speech.
- * Can become the basis of a sentence outline.
- * Normally the only outline for an ad-lib or impromptu speech
 - ☛ Ad-lib speeches rely on a speaker's existing knowledge
 - ☛ Ad-lib speeches usually have little evidence – few examples, illustrations, or stories
 - ☛ Ad-lib speeches usually don't feature stylish language

Introduction

- I. Picture is worth thousand words (montage of famous photos)
- II. Today explain how to take striking photos
- III. My experience
- IV. Two steps: pick a camera, make compositions

Body

- I. Pick the right camera.
 - A. Digital for inexpensive, action shots
 - B. Film for high quality
- II. Set up the best shot
 - A. Hard part of photography
 - B. Techniques to capture memories
 1. Stay at eye level
 2. Watch backgrounds
 3. Use flash
 4. Move in, fill frame
 5. Shoot tall subjects vertically
 6. Lock focus before releasing shutter
 7. Rule of 3's
 8. Stay within flash range
 9. Be careful of light type
 10. Compose, don't just snap

Conclusion

- I. Good photos require the right camera and good technique
- II. More than just snap shots
- III. With a little effort, you'll capture memories !

Sentence Outline

Joe College Student
Date 10-21-2010
Ohio State College
COMM 1250: Informative Speech 1

General Purpose: To inform.

Specific Purpose: To inform my audience about the **two** major steps involved in taking memorable photographs: (1) choosing the right camera, and (2) setting up the best picture every time.

Introduction:

- I. A picture is worth a thousand words. But do your pictures leave everyone speechless or do they leave you looking for words to explain what was supposed to be in the picture?¹
- II. Today I want to speak with you about what is involved in taking memorable photographs.
- III. As an amateur photographer; taking pictures has been an interest of mine for many years and I hope to share some of my experience with you ... so that you too can capture your memories to share for generations to come.²
- IV. The perfect picture may preserve your memories forever but two steps are required to make your picture hopes a reality.³
 - A. Step 1 is to choose the right camera for your pictures.⁴
 - B. Step 2 is to set up the best shot for your pictures.
- V. **Transition:** To start off on the right foot, so to speak, we must start off with the right equipment. Your choice in a camera is a quick way to make or break your pictures ... but how do you choose the right camera?

¹Don't start off with a question. It confuses audiences, who expect answers.

²Establishes speaker's connection to the subject, but does not establish the speaker as an expert source.

³The language is awkward – because of trying too hard to sound erudite.

⁴This chronological ordering is used because a person must first select a camera before setting up individual pictures with it.

Body:

- I. The first step in taking memorable photographs is choosing the right camera. You should keep in mind three important factors when purchasing your camera.⁵
 - A. Basic choices for camera types are either film or digital.⁶
 - a. Professionals claim that film is superior, and they are correct as noted by Ken Rockwell on his website in the cases of “photography for reproduction and large fine prints.”
 - (1). Film pictures can be quite expensive when considering the cost and time it takes to develop and print your photos.
 - (2). Worth noting is that digital cameras themselves are more expensive than film cameras but the operating cost of digital is nearly zero.
 - B. Another important consideration for what camera is best suited for your needs is: what kind of pictures will you take?
 1. For example, are you going to snap shots like friends posing or maybe pictures such as athletes in action?
 2. The camera’s “speed” will be very important for any pictures of motion, the faster something is moving the faster your camera needs to be to capture it without blurring.
 3. For most something between the two extremes will be sufficient
 - a. Advanced users who want maximum control over their pictures, a high end SLR camera is required.
 - C. The last major consideration about which camera to choose is picture quality.
 1. Digital cameras quality as described by Ziv Hap-ar-nas is “the number of pixels a camera uses to produce a digital photo ... just one element in determining the photo quality. Another important element that is usually forgotten is the sensor size.”
 - a. Today’s modern digital cameras are perfectly acceptable for print sizes up to about 8x10
 - a. 13x 19 for more expensive digital cameras.
 2. If you are intent on large, highly detailed landscape images you will have to look into a film camera.
 - a. Ken Rockwell also noted, “Scanners always get better. Film shot today will be scanned better tomorrow” Unfortunately any picture from a digital camera is by nature the best quality the picture will ever be seen in.

Transition: Reviewing Camera choices: digital cameras are less expensive

⁵Will “sound like” this speech has three main points.

⁶Improper form: each level of outline should have at least 2 entries.

overall than film but they also suffer from lower quality on large detailed prints as well as from a fixed level of quality, where film can be rescanned to get better quality as imaging technology improves. With our camera now in hand we continue to the next step in taking a memorable picture.

- II. The second step in taking memorable photographs is setting up the best shot.
 - A. Setting up the perfect picture is arguably the hardest part of making memorable photographs.
 - B. What are the techniques you need to know to guarantee your pictures will be their best? To discover the answer to this question let us go look to the Picture Professionals at Kodak. Theodore Levitt aptly noted of them: “Kodak Sells film, but they don’t advertise film. They advertise memories.”
 - 1. When taking pictures, stay at the same eye level as your subjects. Avoid taking pictures looking down at subjects when possible. Subjects do not have to look directly at the camera to make a great picture.⁷
 - 2. Pay attention to the backgrounds of your pictures. A busy or cluttered background will take away from subjects but a plain background will draw out and emphasize subjects. Backgrounds can also contain objects that may distort pictures.
 - 3. Use your flash; indoors and out, to improve pictures. On sunny days the flash will soften dark shadows especially in bright afternoon daylight. On cloudy overcast days the flash will brighten faces and make subjects stand out from the background.
 - 4. Getting closer to subjects is a great way to create impact. Getting closer or zooming in will eliminate distractions and bring out more detail in subjects. Most cameras have a Macro or “Flower” mode for sharp close-ups.
 - 5. Tall subjects such as buildings and statues appear natural in vertical pictures. Always consider if the picture would be framed better in a taller picture.
 - 6. Use the subject to lock the focus before framing your picture.
 - a. To lock the focus on most cameras:
 - a. Center the subject,
 - b. Press the shutter button halfway,
 - c. Re-frame the subject while keeping the shutter partly depressed,
 - d. Finish by pressing the shutter button to take the picture.
 - 7. Keep subjects out of the middle to bring them to life. Image your view finder as a Tic-Tac-Toe board and focus subject at the intersection of the lines. It is important that you focus the camera on

⁷This list of 10 techniques will create the “laundry list effect” – which nobody will remember. Notice that none is explained or illustrated, but the list in its entirety takes up much time to introduce to the audience.

- the subject before framing picture as discussed previously.
8. Stay within the range of the flash (roughly 10 feet for most cameras). Taking pictures of subjects outside of the flashes range will result in dark pictures.
 9. Always be aware of light sources. Great light makes great pictures. Soft light such as cloudy days makes great pictures when your subjects are people, while colors and long shadows of early morning are great for scenic pictures.
 10. Don't just take pictures of your memories be a director. Make pictures the best they can be by adding props or rearranging subjects. Let subjects be themselves and see the improvement it makes to pictures.

Transition: With cameras ready and techniques in mind we are ready to begin capturing memories with photographs. As James Wayner said "Photography allows us not only to capture memories but it also allows us to create them." With this in mind let's finish by reviewing what we have learned today.

Conclusion:

- I. Taking memorable photographs requires
 - a. The right camera,
 - b. Understanding of photographic techniques,
- II. Photography is more than just snap shots of our life's story.
 - a. As Joshua Atticks – a prominent photographer – said, "Time will never stand still and those moments that bring us such joy become memories in an instant. To capture such a moment and record it forever is truly monumental."⁸
- III. Remember you may find taking the perfect picture more difficult than just a point and click. But with a little effort you will be able to master capturing your memories to save for years to come.

Resources:⁹

<http://ezinearticles.com/?Your-Camera-CCD-Sensor-Size-And-The-Number-Of-Megapixels&id=389508>

<http://www.kenrockwell.com/tech/filmdig.htm>

<http://www.Kodak.com>

<http://www.photoquotes.com/>

⁸Who? The quotation is hard to read, hard to understand, hard to remember, and not worth the effort.

⁹The list of web addresses is not in proper form. Only two take the reader to actual documents, and non provides a specific location.