



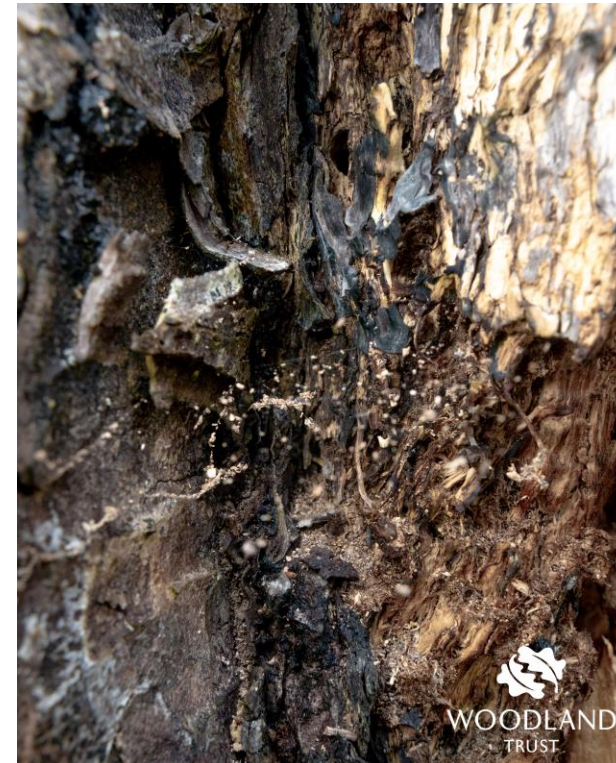
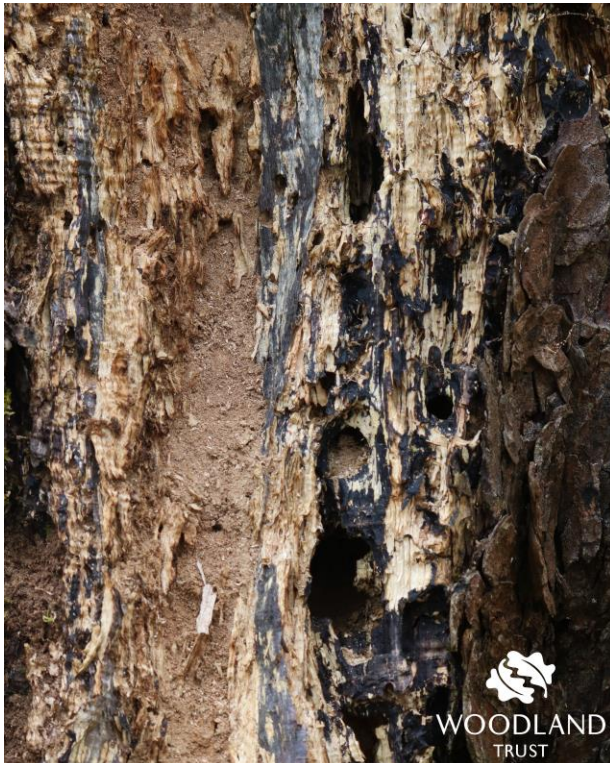
Woodland Trust. Social Media Posts.

By Quinn, Stan and Ethan.

Social Media Post 1.

Old corroded trees can be a fascinating sight to behold. Like wrinkles on a person's face, the erosion and decay of a tree can tell a story of its long life and the challenges it has faced over the years. The texture and patterns of the corrosion can create a unique and intricate design that is both beautiful and captivating. Thanks to the Woodland Trust, these old trees are able to provide a habitat for a variety of wildlife, from insects to birds, that rely on the decaying wood to use for shelter and sustenance (Fuller, 2012). Most of the woodlands in the UK are packed with ancient trees like these which are fascinating to capture and admire.

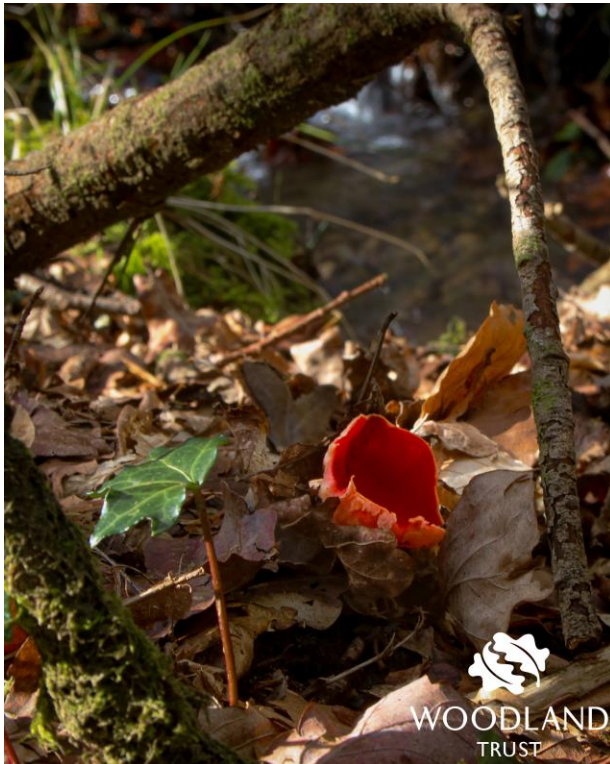
#art #colorful #ancienttrees #woodlands



Social Media Post 2.

The Scarlet Elfcup hides away in the undergrowth and grows on sticks and twigs that have been buried in soil or organic debris. These wild mushrooms can be a great indicator that winter has arrived within an ancient British Forrest, These vibrant red mushrooms were perfect to capture in a morning of wildlife photography as the contrast between the red and green flora around created a great point of interest for the subject of these photos. The ancient woodland provides many opportunities to find a vast variety of wildlife if you're either looking for a great photo opportunity or to forage in the forest.

#Ancientwoodlands #Britishforrest #Foraging

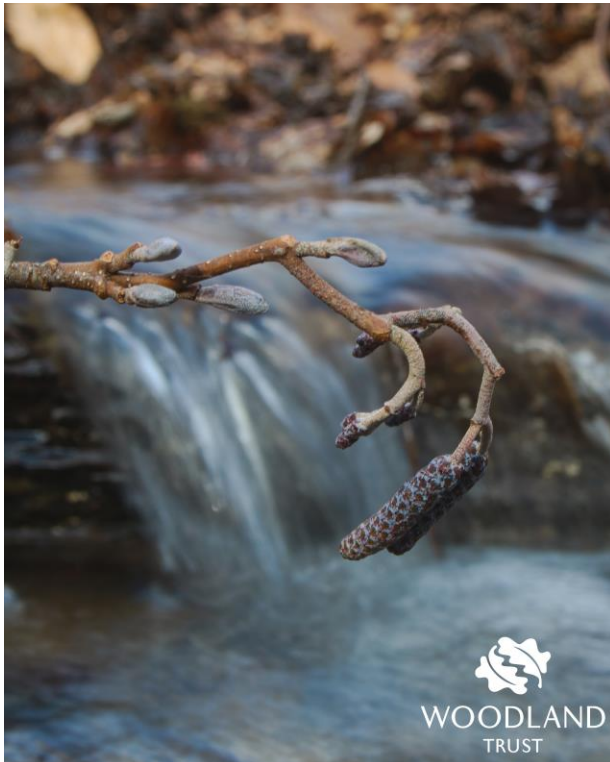


Social Media Post 3.

For these macro images, we put our attention towards the detail of the object, rather than the framing or background of the shot. We aimed to capture these when the ancient woodland provided the most sunlight, but also when its flowers started to blossom, so we went in spring. In terms of camera techniques, we used a small aperture to increase the depth of field, with a long shutter speed to let in more of the natural light available to us.

To find the best composition for our macro shots, we moved around our subjects, experimenting with a variety of angles and focal lengths to get the best possible outcome.

#Macro #Photography #Flora #Spring #Natural



Which Social Media Platforms to post on?

When presenting our Woodland Trust posts, we decided upon uploading them to multiple social media sites.

Sites on which we will post:

- Instagram, is a popular platform where many enthusiasts of photography and lovers of nature come to show their interest, with the huge user base, the information raising awareness for the Woodland Trust would be spread to lots of users.
- Woodland Trusts' personal website, Any visitors of the website would instantly be able to see the photos and information related to them.
- Pinterest, Similar to Instagram the posts are easily sharable to thousands of people.



Five Alternative Posts:



1. Litter Can:

One of our alternative social media posts could have been photographs of alcoholic cans which people had left in the woodlands, we considered implementing this type of image into the social media post as this could have raised awareness for keeping Ancient Forests clean and litter free, so this post could've represented an Ad-like campaign to warn the public of potential harm to surrounding wildlife.



2. Blue Tit:

This image could have been used in our selection of posts to show the beauty of capturing Blue Tits in the woodlands. The post would have highlighted how to capture small species through a telephoto lens, with other images including things like a robin, mouse or squirrel. The images would have captured their importance to the ecosystems, showing their ability to subtly blend into their surroundings. We could have chosen to post this image, to show what the woodland has to offer, like habitats or food for example.

3. Birdhouse:

This birdhouse could have been another one of our social media posts, mainly focusing on habitats for the animals or man-made features in the woodland area. We could have included things like fencing to keep out unwanted mammals, or bird feeders to keep them entertained.

This would have been a great way to highlight the positive impact humans can have on an ancient woodland and would maybe have inspired others to take initiative too.



4. HDR Forrest:

As we didn't have many posts which involved a landscape orientation, we considered using this photo as part of a collection which would feature the thriving nature of the ancient woodlands, as in this photo you can see flora and fauna sprawling across the ground and growing on the tree trunks. Within a few similar style images like this which we considered; we used the bracketing mode on our cameras which allowed us to capture multiple photos at once set at different exposures so when in Lightroom editing the photos we could merge the photos together to create a high dynamic range photograph, the benefits to using these images for our posts is that they do especially well on social media for their contrast and saturation across the foreground and background.



5. Mossy Land:

In this macro photograph, we aimed to capture the life-sized habitat in which insects thrive, highlighting the earthly environment that they move through. This photo was taken at ground level, in the shrub layer that exists in ancient woodland. We thought this photograph depicts the natural colours of a woodland, them being the deep reds from the dirt and greens from the moss. If this was to be included in our post, then we would have categorized it with other photos like tall grass or dense bracken, showing the low-level habitats that can occur in ancient woodland.

Were the Posts Successful?

Through the organization of the different posts, we feel as though the selection chosen have a resemblance to each other. The benefit of having three photos per post gave us the ability to display different angles and details of certain ideas within the post.

When being in the Woodlands and capturing images, it was hard for us to be collaborative in capturing the photos as we have our own unique and independent style which meant we were all in different locations when taking the photos. To add, in terms of our hardware, we didn't have the same cameras meaning different color profiles and lenses, meaning there were different scales of aperture, and it was hard to get the same effect on an image, using a similar white balance and shutter speeds.

One of the advantages of our first post is our use of lighting, which enabled us to see the intricate details of the eroded tree. Also having that portable adjustable RGB-LED light, we were able to get the different colors and correct exposures if natural lighting conditions were not ideal.

Moving to our second post, with the Scarlet Elf cup mushrooms, we were very happy with the different focal lengths that we were able to acquire on the same fungus, which helps the viewers to identify the in which the environment grows. In terms of editing, we were able to bring out the colors of the mushroom, which makes it stand out from its surroundings.

Finishing on the third post, we were able to capture these images with low apertures, and a crisp focus on the subject. By doing that, the centered subject stands out more with detail and adding bokeh in the background which helps us focus on the plant.

The only main problem we encountered when creating these posts was understanding the brief of the project and being able to capture the response through the form of photography.

How was design thinking applied to the posts?

- How the posts correlated with each other:

When applying a design thought process, we looked at the subject for each post we were creating, then decided that each image from each post will correlate with each other to create a sense of contingency with each other giving the feeling of belonging and not the sense of singularity on individual photos as this would not create balance within the posts.

- Ideas behind the posts:

For our three posts, we looked at our gallery of the photos we took across the two days of shooting and decided on grouping together similar-based photos which could create a story or inform the public about facts about the ancient woodlands. We decided to create one post on the importance of preserving the ancient woodlands, to compliment this we each took one photo each representing the decaying bark of a tree as this would display the importance of looking after older trees as there could be consequences as shown, the other posts looked at activities which could be performed in the woodlands such as foraging and the last post about taking macro photography in the woodlands.

- An artistic look at the posts and editing:

Once we had gathered all of the photos which were going to be used as part of the social media posts, we decided to focus on editing the photos in a style which could be applied across all the photos to also give the sense of similarity this included colour correction and balancing of the images, the main goals for the photo editing were to focus on bringing out the colours of the subject (if there is one in particular) the create a point of visual interest for the viewer, this was done by masking certain points of the photos and applying highlights, contrast and boosting the saturation of the colour, this can be seen more prominently on the photos of the wild mushrooms.

Collaborative process:

Our decision-making process:

Our original plan was to get three images of different subjects for each post, but upon looking at our work, we realised it would be better if they had similarities. This is because it would be easier for us to identify the reasons why we chose them and their purposes in our posts. After discussion, our concluded idea was to have three unique posts, each highlighting the different camera angles that could be used on a variety of subjects in the woodland. The first was to be the trees in the woodland, followed by the fungi and then the flowers, taken close-up with colourful backdrops.

We each have our own independent style but wanted the images in the posts to relate to each other, showing the individual skills used to capture the same type of subject. To find our images, we all sat down with a laptop and tried to find a suitable image worth contributing to each post. Our decision-making went well, with Quinn as the leading advisor, we worked well as a team and found what we were looking for.

How was the collaboration of the posts:

Overall, I believe that working in a team for this project was a stronger option than working individually. It allowed us to complete the task quickly, as well as thoroughly. This is because there were three of us and not one, allowing us to collect a more varied number of images. The collaboration went well on this task as we were able to give each other structured feedback on our images and reasoning for them.

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