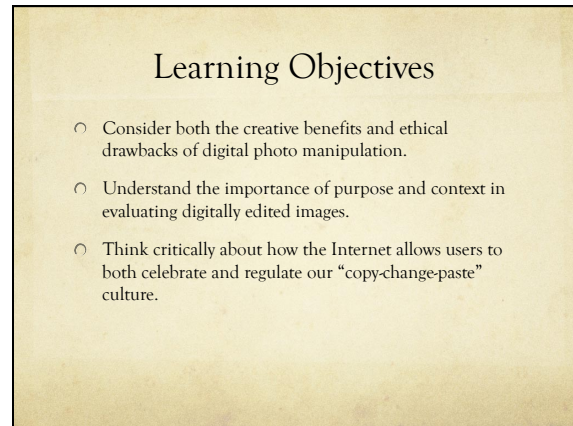


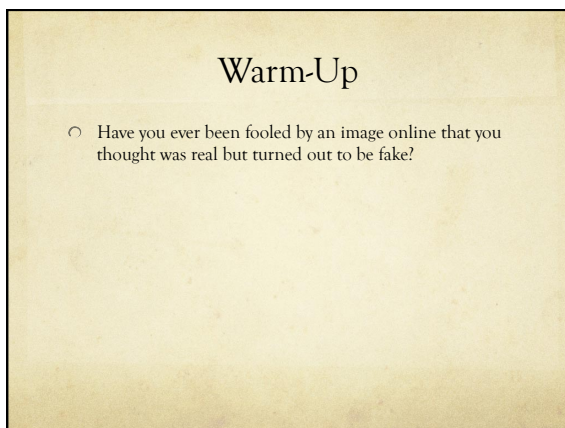
Retouching Reality

What are the creative and ethical aspects of digital photo manipulation?



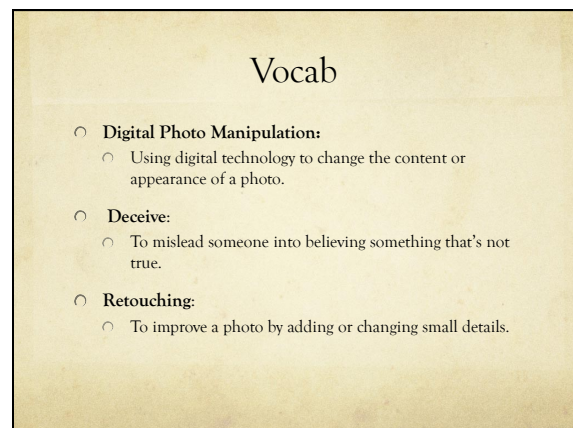
Learning Objectives

- Consider both the creative benefits and ethical drawbacks of digital photo manipulation.
- Understand the importance of purpose and context in evaluating digitally edited images.
- Think critically about how the Internet allows users to both celebrate and regulate our "copy-change-paste" culture.



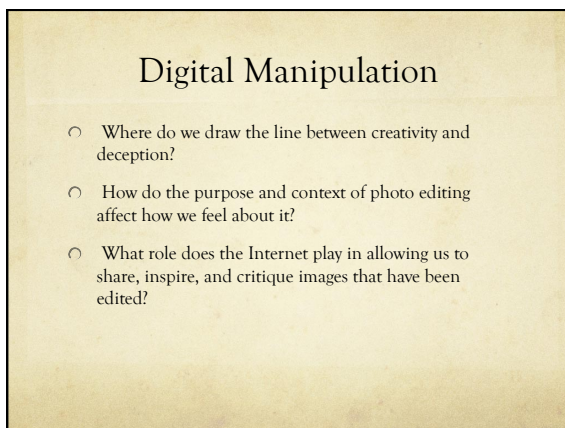
Warm-Up

- Have you ever been fooled by an image online that you thought was real but turned out to be fake?



Vocab

- **Digital Photo Manipulation:**
 - Using digital technology to change the content or appearance of a photo.
- **Deceive:**
 - To mislead someone into believing something that's not true.
- **Retouching:**
 - To improve a photo by adding or changing small details.



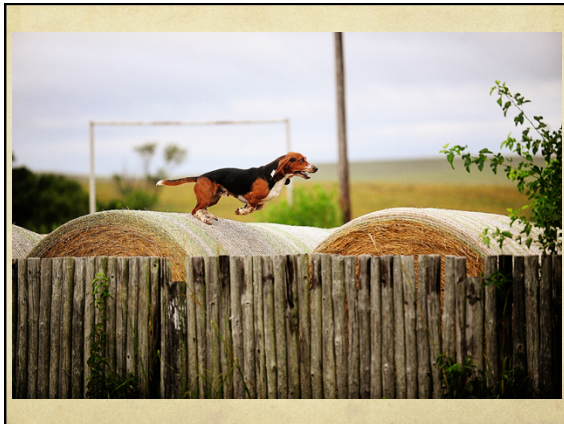
Digital Manipulation

- Where do we draw the line between creativity and deception?
- How do the purpose and context of photo editing affect how we feel about it?
- What role does the Internet play in allowing us to share, inspire, and critique images that have been edited?



Photo Editing Fun

- Check out www.thepioneerwoman.com/photography/2011/09/edit-this-4/
- Website is run by a woman in Oklahoma. She sometimes blogs about photography and shares ideas with readers.
- Has a contest where she invites people to edit photos.



Results

Check out MrBrownSHS.wordpress.com and click on "The Pioneer Woman" link on the left of the page.

- <http://thepioneerwoman.com/photography/2011/09/your-charlie-edits-group-2/>
- <http://thepioneerwoman.com/photography/2011/09/your-charlie-edits-group-3/>

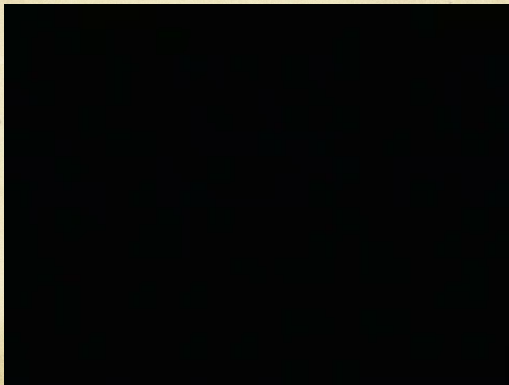
Charlie!

- Comment on the different submissions with your neighbor:
 - What are some different editing techniques that you see?
 - Which photos are meant to look artistic? Which ones are meant to look funny?
 - Which photos look real, and which don't? Why?
 - Why do you think users would want to submit a photo to this contest- especially when there are no official prizes?

When Retouching Gets Touchy

- Form of digital photo manipulation.
- What could you "retouch"?
 - Eyes- to look bigger/brighter
 - Add a door to a room...
 - Others?

Is This "Ethical"?



Trust?

- Can be a form of art and self-expression.
- Can also viewed, depending on the context, as deceptive or unethical because it might mislead people and violate viewers' trust.
- Can cause controversy in regard to journalism or news reporting, when people expect information to be factual.

Vocab:

- **Controversy:**
 - Public disagreement or debate.
- **Context:**
 - The setting in which something develops or occurs.

When Retouching Gets Touchy

Why did the news service apologize for this digitally manipulated photo? Why was it so **controversial**!

People trust major news organizations, such as Reuters, to provide accurate, credible reports on current events. In this case, the digitally edited photo represented an air raid as more damaging than it really was. People may also wonder whether the photographer had personal or political motivations for editing the photo this way.

When Retouching Gets Touchy

- 2. Do you think it's unethical for news articles to use digitally edited photos? Why or why not?
- Newspapers have a responsibility to present information to the public as accurately as possible. Readers should be able to trust their news sources, and digitally manipulated photos are not factual representations of reality.
- Editing is not always a bad thing, and that photographers should be able to correct the color and lighting of their photos, to make them visually appealing, for example.
- All news is told through a reporter's perspective anyway, so no news story is truly "real."

Retouching Gets Touchy

- Who were the first people to notice this photo mishap? What role does the Internet play in allowing us to recognize and judge digitally manipulated images?
- Bloggers were the first to notice that the photo was manipulated. This indicates that the Internet pushes digital photo manipulation to a new level, because online communities can rapidly share images and draw attention to deceptive or controversial ones.

Remember

- We have discussed two different contexts for photo manipulation; the Pioneer Woman blog shows the fun and creative side and the Reuters article shows why digital manipulation can be seen as unethical and deceptive.
- There's a third aspect of digital manipulation to consider:
 - Audience!

Discuss...

1. Is there a difference between a digitally manipulated image in an advertisement and one in a news article? Do the benefits and drawbacks of photo manipulation depend on the context, which means where and how the photos are used?
2. Some people wondered if Microsoft changed the photo in order to appeal to a mostly white Polish audience. Would that be a valid reason to manipulate the photo? Do you think what Microsoft did was ethical?
3. Should there be rules about how we digitally manipulate images in the media? Why or why not? What would they be?

Blog

1. Where do we draw the line between creativity and deception?
2. How do the purpose and context of photo editing affect how we feel about it?
3. What role does the internet play in allowing us to share, inspire, and critique images that have been edited?

Charlie!

- Edit the image of the dog Charlie. What could you do to make it artistic, funny, and creative?
- Remember to cite your sources in MLA style. Refer to your guide if you can't remember how to do this!
- Submit a mark out of 10- paste this blow your bibliography.
- Why did you give yourself that mark? Explain.