

Visual Ethnography – May Term

Field Shoot 1:

Downtown Redlands: Business Hours and After Hours

I. DAY PORTION:

- A. Meet at 10:30am in the Redlands Mall parking lot, corner of State Street and Orange.
- B. We will shoot pictures of downtown (State Street) life from 10:45am to 12:30pm (or thereabouts)
 - Work in pairs
 - Both shoot separately, but think, plan, and observe together
- C. Our focus:
 1. Human interactions typical of this time of day
 2. Interactions between people and the built environment
 3. The typical, not the absurd or the obscure

II. EVENING PORTION:

- A. Meet at 5:45pm in same place, for “Market Night”
- B. We will shoot pictures from 6pm to 8pm (or thereabouts)
 - Work in pairs
 - Both shoot separately, but think, plan, and observe together
- C. Our focus:
 1. Human interactions typical of this time of day
 2. Interactions between people and the built environment
 3. The typical, not the absurd or the obscure (though this may be harder to identify than it was during the day).

III. PRODUCT:

- A. Your task will be to communicate a sense of the difference between State Street during a normal day and at Market Night.
- B. You will choose 7 pictures for each. (You will have to shoot a great many more pictures than that to get this many good ones.)
- C. Put those photos together into a slide show, in **meso-PechaKucha** format: 5 minutes total for your presentation
 - Put a single non-transition slide at the front with your name, a title, etc.
 - Put the 7 photos from the morning’s shoot, each set to advance automatically
 - Put in a single transition slide, so we know when we’re starting the night.
 - Put the 7 photos from the evening’s shoot next, with automatic advance
 - Turn this in on Moodle, so it is available before 7:30am on Monday.