

Humans of Your School - Personality Profile

Objective: Complete an interview, take a candid photo of the person in their environment, and publish an edited version of both in full color, to be displayed in the halls and featured in online storytelling. Profiles may also be included in the yearbook

Directions: Follow these steps in this order to complete your project.

- Following these steps will teach you the process of yearbook journalism and will allow your adviser and editors to evaluate your work and give you helpful feedback.

Step 1: Prepare for the Interview

1. Research Brandon Stanton's blog/Facebook page, [Humans of New York](#).
2. Study his interview questions, the types of captions he includes with his photos, and how those words are reflected in a candid personality portrait.
3. Find a person with whom you can run a full interview.
4. Be prepared for the interview with a list of questions that you developed by studying Brandon Stanton's questions.
5. Feel free to depart from your list of questions when you want to as the interview develops.
6. Refresh yourself about how Brandon Stanton approaches people:
7. [On the Art of the Effective Interview](#): ""The interview is not driven by any pre-structure. It's a very intense focus and interest in someone's life."
8. Running the Interview:
9. Record the interview, with permission from your subject.
10. Use all of your knowledge and the tips you have learned about how to run an effective interview.

Step 2: Find the Story

1. Transcribe the interview (typed). [Using the Otter.ai app](#) on your phone will help you transcribe, (after you record the interview, you can access the transcript on a computer and then put it into a google doc) but you'll have to correct the transcript it creates.
2. You will turn in the entire interview. Type your questions, your subject's answers, and your conversation.
3. Highlight the heart of the story in the transcript. This may be several parts of your interview.
4. Choose what you will publish with the photo and "design" the story.
5. Publish only the parts that are most impactful. Choose what to excerpt, what to condense, and maybe splice parts of the conversation together to tell the story logically.
6. You may need to include your question(s) to help the story make sense. Don't include your questions if they are not needed.

Step 3: Prepare to Photograph

1. Reserve the camera and lens that you want to use.
2. Find the right space or place where your subject is in THEIR environment (a place they feel comfortable) - or - if you know a part of the interview that you want to capture visually, make that the location for your photo shoot.
3. Read up on [Environmental Portraits](#).
4. Prepare ahead of time by thinking about [how to help your subject pose](#) for the photo shoot.

Step 4: Run the Photo Shoot

1. Show up early and scope out the environment, and set up your space and camera to suit the lighting.
2. Complete a photo shoot with your subject from a variety of angles.
3. Move around the subject - make sure you have at least one worms eye, one birds eye, and one from the side.
4. Make sure to control your background, which means NOT shooting in front of a wall, lockers, bulletin board, etc.
5. Find the personal quality or aspect of the person that you want to feature – you will need to help them feel comfortable to express themselves with you and your camera.
6. Make sure to shoot in manual mode, balance your light, and focus on the subject.
7. You will want to a shortened depth of field, so work with your aperture (f-stops) and shutter speed to achieve that.

Step 5: Turn in Your Work

1. Find your card on the Trello Board
2. Attach your favorite 5 DIFFERENT photos.
3. Make your “cover” photo your favorite photo
4. In the “Description” space, write a PPQ caption of the photo.
5. Attach your full transcript, labeled “Transcript of ____ (person’s name).”
6. Attach a separate document, labeled “Final text of ____ (person’s name). This is the story you want published on your poster with your photo..”
7. Make your two google docs viewable anywhere by anyone and editable. Make sure you change the settings BEFORE linking them to Trello.