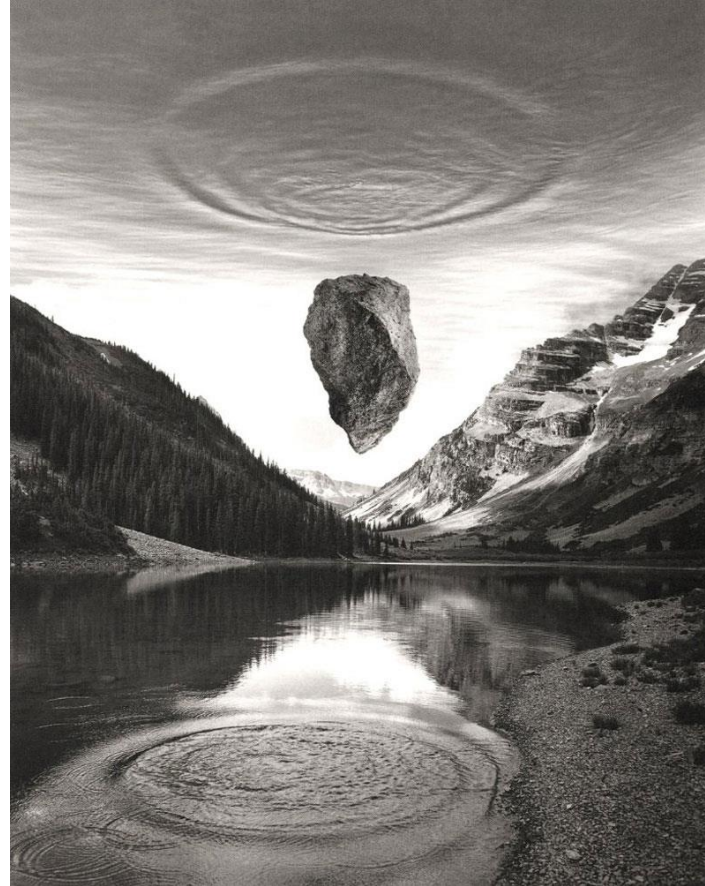
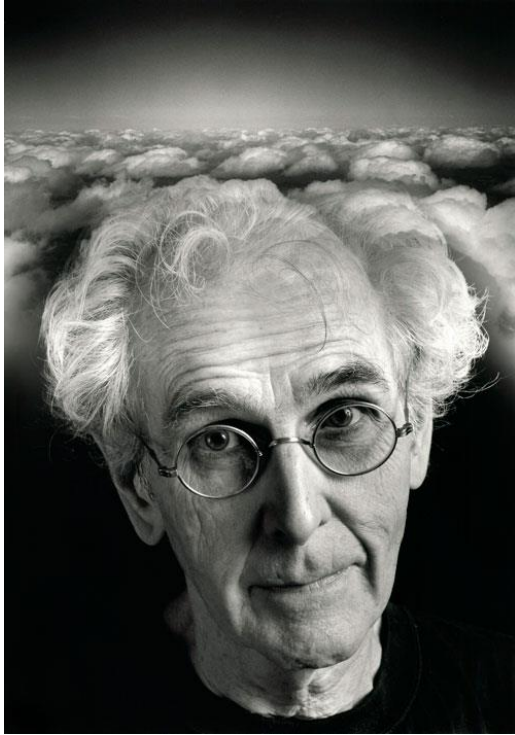


SEL

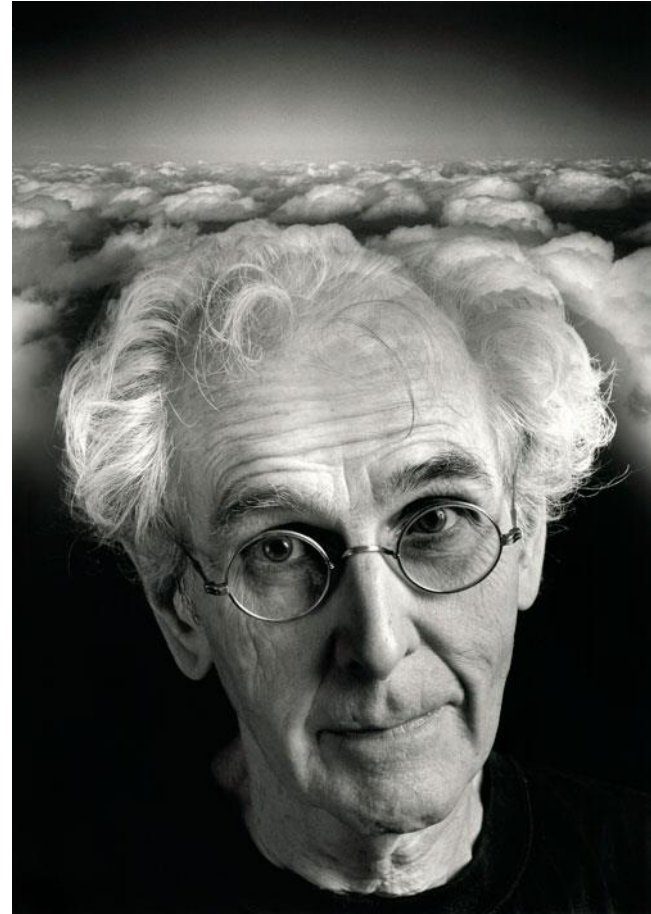
Motion Vs. Action

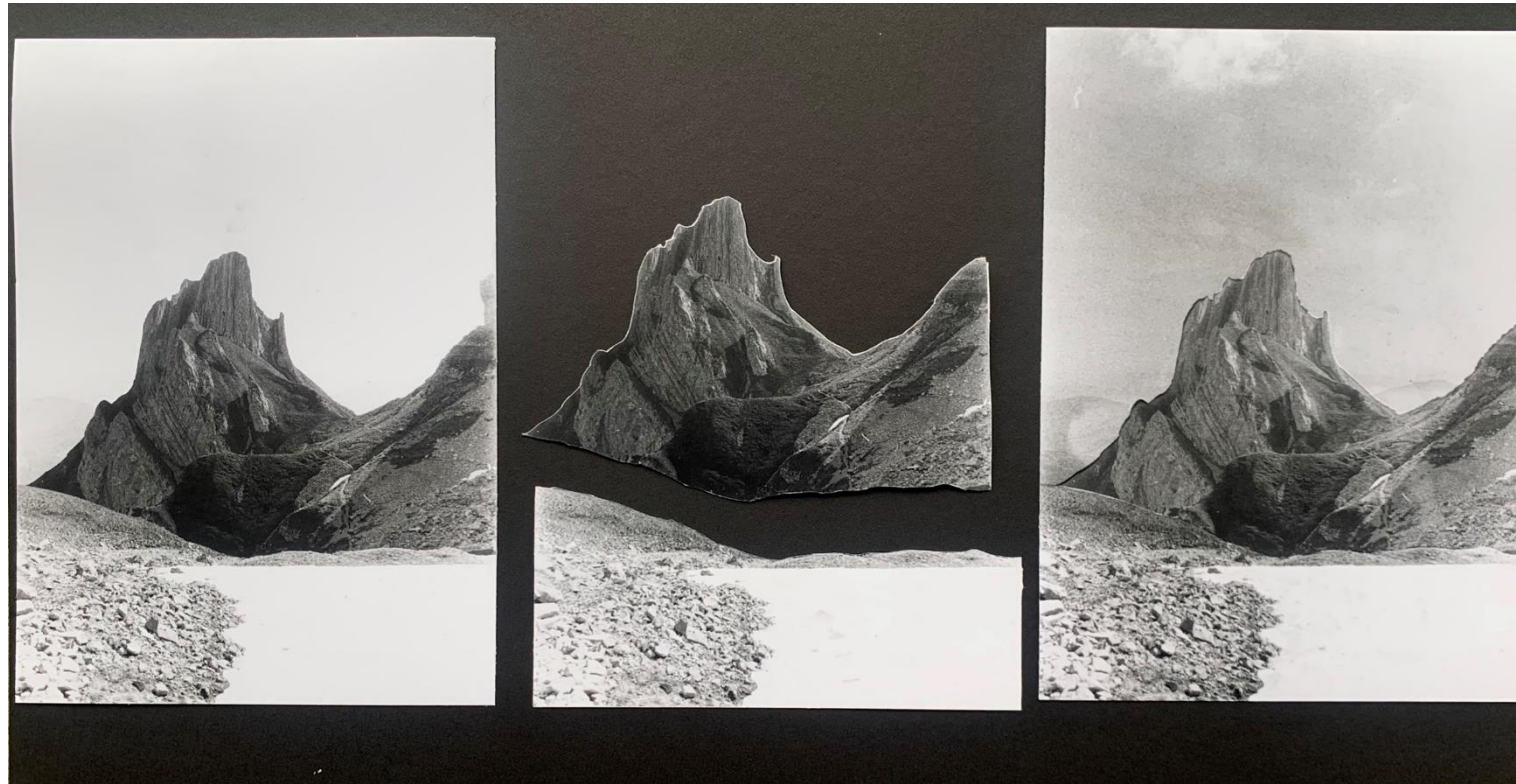
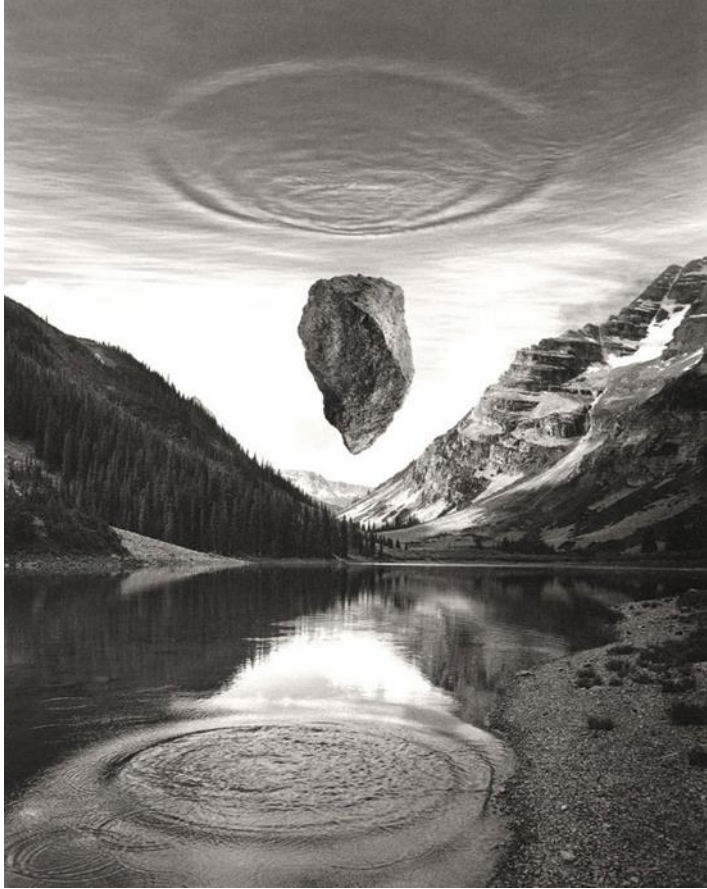
Jerry Uelsmann



Jerry Uelsmann (June 11, 1934 – April 4, 2022)

- One of the best Darkroom Photomontage artists ever
- Professor at University of Florida in Gainesville



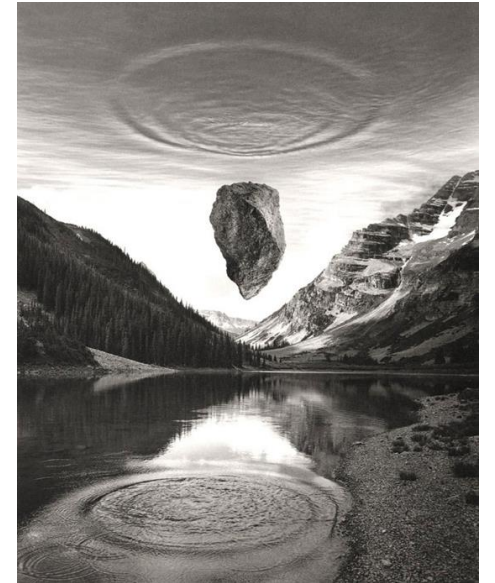


Leo Young
NPHS student

Jenny Gavin

(NPHS Photo 1&2 and AP photo student)

Inspired by
Jerry
Uelsmann



Experiment conducted by Uelsmann

Question: who would produce the highest quality images?

Half the class:

- grade is determined by the quantity of photo turned in (darkroom not digital)
- 100 = A
- 90 = B
- 80 = C
- Etc.

Half the class:

- grade is determined by one photo turned in

What happened

- Group 1 produced the number of photos they wished to earn the grade they wanted
- Group 2 spent a great deal of time planning and going through the motions of what they were going to shoot and their post-production and only took action when they felt they were ready

Who produced the highest quality work?

- Group 1?

- Group 2?

Group 1

Rule of Returns – You reap what you sow

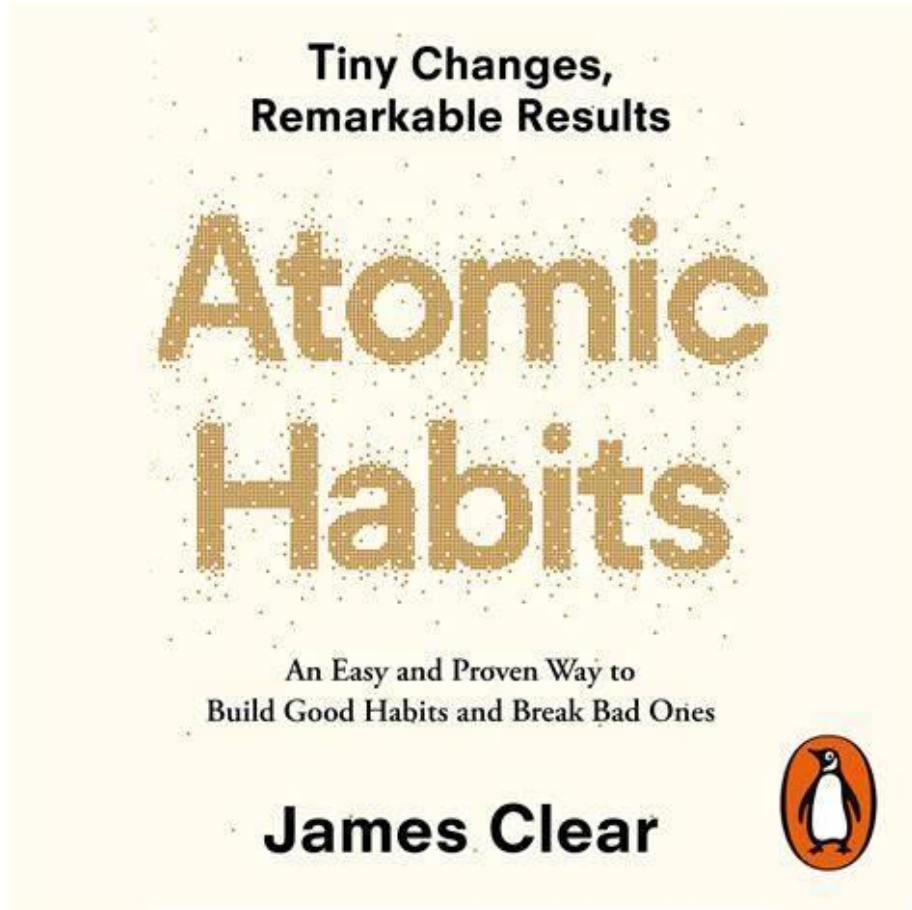
You produce the quantity (with good intent), the universe will reveal the quality



Ronaldo and Pulisic did not become the great soccer players by just going through the motions

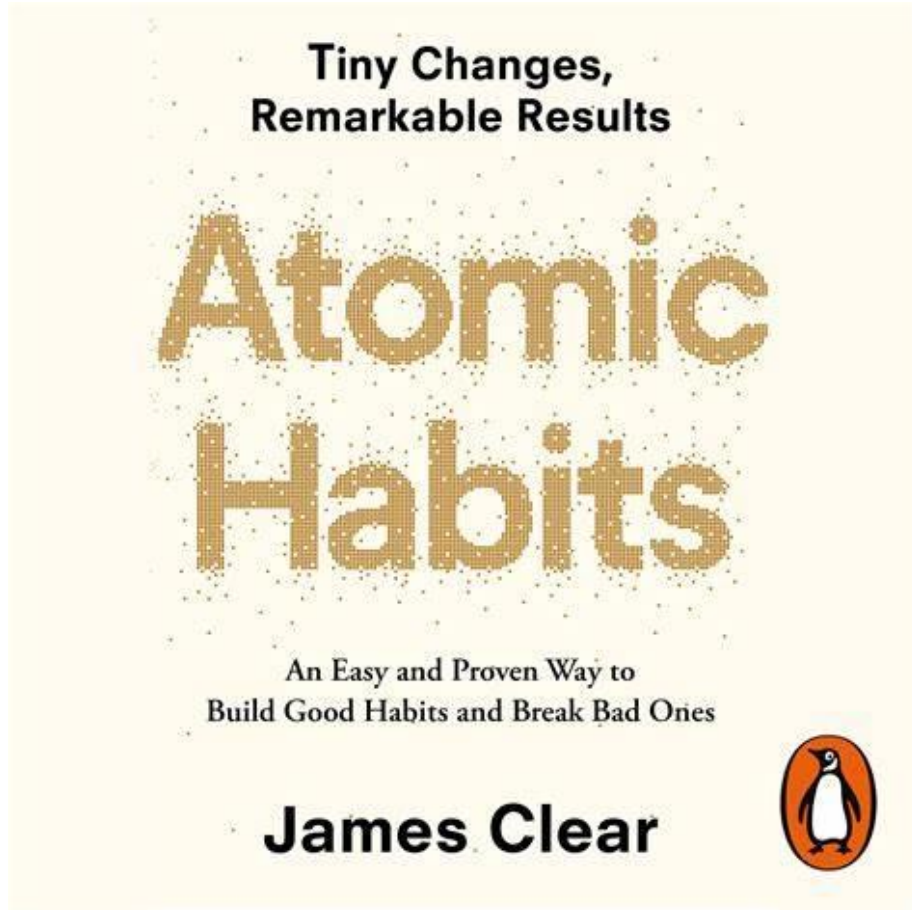
They practiced for tens of thousands of hours

Motion Vs Action



Motion does not
mean action
Some people
think if we look
busy, we are
working

Motion Vs Action



Shooting multiple
exposures of a
topic is true
action

Annie Leibovitz



Leibovitz did not become a great photographer by just snapping off a few images



Annie Leibovitz

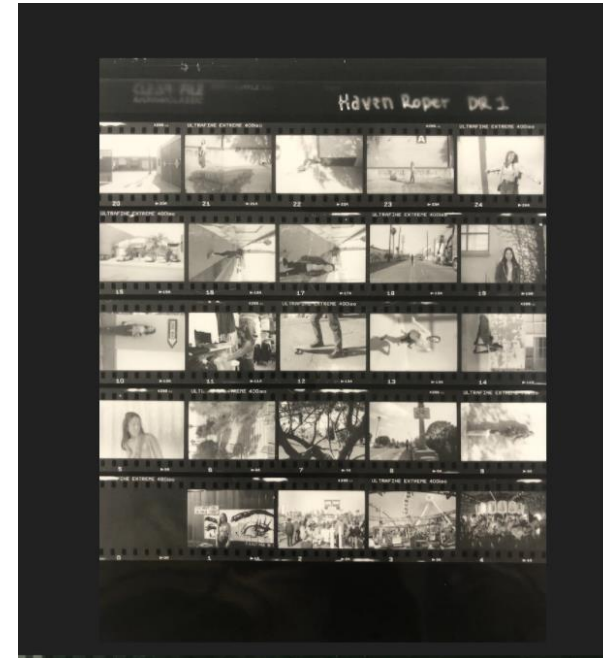
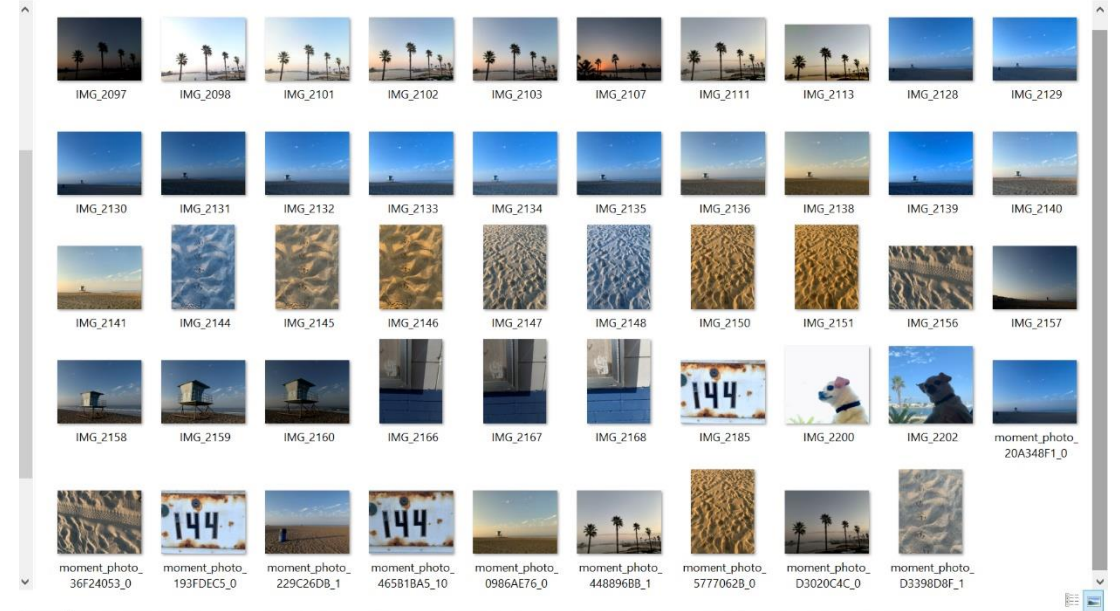


Leibovitz did not become a great photographer by just snapping off a few images



Motion vs. Action

- Planning and going through the motions is not a bad thing at all, but if that absorbs most of your time, the quality will not follow
- To produce quality you must put in the time through actions



Annie Leibovitz



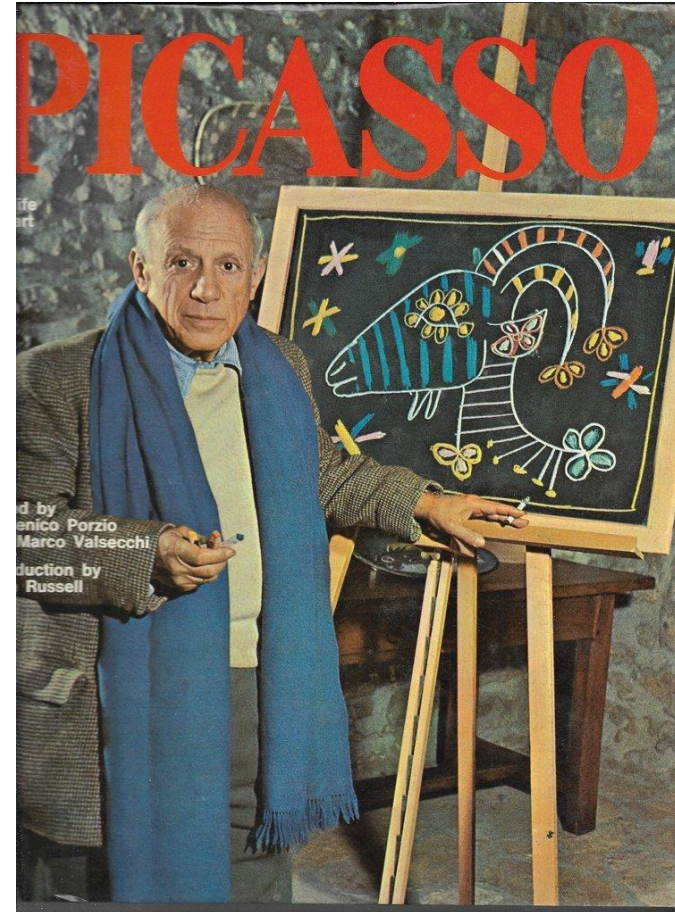
Leibovitz did not become a great photographer by just snapping off a few images



Rich Bateman

Pablo Picasso

**Inspiration
exists, but it
must find us
working**



Motion Vs Action applies to all of life

- Put in the quantity (with good intent) – the universe will reveal the quality
- Playing a sport
- Being a friend
- Being a parent
- Being an employee
- Being an employer