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SEEING PHOTOGRAPHICALLY

EACH MEDIUM OF EXPRESSION IMPOSES its own limitations on the artist – limitations inherent in the tools, materials, or processes he employs. In the older art forms these natural confines are so well established they are taken for granted. We select music or dancing, sculpture or writing because we feel that within the *frame* of that particular medium we can best express whatever it is we have to say.

The photo-painting standard

Photography, although it has passed its hundredth birthday, has yet to attain such familiarization. In order to understand why this is so, we must examine briefly the historical background of this youngest of the graphic arts. Because the early photographers who sought to produce creative work had no tradition to guide them, they soon began to borrow a ready-made one from the painters. The conviction grew that photography was just a new kind of painting, and its exponents attempted by every means possible to make the camera produce painter-like results. This misconception was responsible for a great many horrors perpetrated in the name of art, from allegorical costume pieces to dizzying out-of-focus blurs.

But these alone would not have sufficed to set back the photographic clock. The real harm lay in the fact that the false standard became firmly established, so that the goal of artistic endeavor became photo-painting rather than photography. The approach adopted was so at variance with the real nature of the medium employed that each basic improvement in the process became just one more obstacle for the photo-painters to overcome. Thus the influence of the painters' tradition delayed recognition of the real creative field photography had provided. Those who should have been most concerned with discovering and exploiting the new

pictorial resources were ignoring them entirely and, in their preoccupation with producing pseudopaintings, departing more and more radically from all photographic values.

As a consequence, when we attempt to assemble the best work of the past, we most often choose examples from the work of those who were not primarily concerned with esthetics. It is in commercial portraits from the daguerreotype era, records of the Civil War, documents of the American frontier, the work of amateurs and professionals who practiced photography for its own sake without troubling over whether or not it was art, that we find photographs that will still stand with the best of contemporary work.

But in spite of such evidence that can now be appraised with a calm, historical eye, the approach to creative work in photography today is frequently just as muddled as it was eighty years ago, and the painters' tradition still persists, as witness the use of texture screens, handwork on negatives, and ready-made rules of composition. People who wouldn't think of taking a sieve to the well to draw water fail to see the folly in taking a camera to make a painting.

Behind the photo-painter's approach lay the fixed idea that a straight photograph was purely the product of a machine and therefore not art. He developed special technics to combat the mechanical nature of his process. In this system the negative was taken as a point of departure – a first rough impression to be 'improved' by hand until the last traces of its unartistic origin had disappeared.

Perhaps if singers banded together in sufficient numbers, they could convince musicians that the sounds they produced through *their machines* could not be art because of the essentially mechanical nature of their instruments. Then the musician, profiting by the example of the photo-painter, would have his playing recorded on special discs so that he could unscramble and rescrumble the sounds until he had transformed the product of a good musical instrument into a poor imitation of the human voice!

To understand why such an approach is incompatible with the logic of the medium, we must recognize the two basic factors in the photographic process that set it apart from the other graphic arts: the nature of the recording process and the nature of the image.

Nature of the recording process

Among all the arts photography is unique by reason of its instantaneous recording process. The sculptor, the architect, the composer all have the possibility of making changes in, or additions to, their original plans while their work is in the process of execution. A composer may build up a symphony over a long period of time; a painter may spend a lifetime working on one picture and still not consider it finished. But the photographer's recording process cannot be drawn out. Within its brief duration, no stopping or changing or reconsidering is possible. When he uncovers his lens every detail within its field of vision is registered in far less time than it takes for his own eyes to transmit a similar copy of the scene to his brain.

Nature of the image

The image that is thus swiftly recorded possesses certain qualities that at once distinguish it as photographic. First there is the amazing precision of definition, especially in the recording of fine detail; and second, there is the unbroken sequence of infinitely subtle gradations from black to white. These two characteristics constitute the trademark of the photograph; they pertain to the mechanics of the process and cannot be duplicated by any work of the human hand.

The photographic image partakes more of the nature of a mosaic than of a drawing or painting. It contains no *lines* in the painter's sense, but is entirely made up of tiny particles. The extreme fineness of these particles gives a special tension to the image, and when that tension is destroyed – by the intrusion of handwork, by too great enlargement, by printing on a rough surface, etc. – the integrity of the photograph is destroyed.

Finally, the image is characterized by lucidity and brilliance of tone, qualities which cannot be retained if prints are made on dull-surface papers. Only a smooth, light-giving surface can re-produce satisfactorily the brilliant clarity of the photographic image.

Recording the image

It is these two properties that determine the basic procedure in the photographer's approach. Since the recording process is instantaneous, and the nature of the image such that it cannot survive corrective handwork, it is obvious that the *finished print must be created in full before the film is exposed*. Until the photographer has learned to visualize his final result in advance, and to predetermine the procedures necessary to carry out that visualization, his finished work (if it be photography at all) will present a series of lucky – or unlucky – mechanical accidents.

Hence the photographer's most important and likewise most difficult task is not learning to manage his camera, or to develop, or to print. It is learning to *see photographically* – that is, learning to see his subject matter in terms of the capacities of his tools and processes, so that he can instantaneously translate the elements and values in a scene before him into the photograph he wants to make. The photographers used to contend that photography could never be an art because there was in the process no means for controlling the result. Actually, the problem of learning to see photographically would be simplified if there were fewer means of control than there are.

By varying the position of his camera, his camera angle, or the focal length of his lens, the photographer can achieve an infinite number of varied compositions with a single, stationary subject. By changing the light on the subject, or by using a color filter, any or all of the values in the subject can be altered. By varying the length of exposure, the kind of emulsion, the method of developing, the photographer can vary the registering of relative values in the negative. And the relative values as registered in the negative can be further modified by allowing more or less light to affect certain parts of the image in printing. Thus, within the limits of his medium, without resorting to any method of control that is not photographic

(i.e., of an optical or chemical nature), the photographer can depart from literal recording to whatever extent he chooses.

This very richness of control facilities often acts as a barrier to creative work. The fact is that relatively few photographers ever master their medium. Instead they allow the medium to master them and go on an endless squirrel cage chase from new lens to new paper to new developer to new gadget, never staying with one piece of equipment long enough to learn its full capacities, becoming lost in a maze of technical information that is of little or no use since they don't know what to do with it.

Only long experience will enable the photographer to subordinate technical considerations to pictorial aims, but the task can be made immeasurably easier by selecting the simplest possible equipment and procedures and staying with them. Learning to see in terms of the field of one lens, the scale of one film and one paper, will accomplish a good deal more than gathering a smattering of knowledge about several different sets of tools.

The photographer must learn from the outset to regard his process as a whole. He should not be concerned with the 'right exposure,' the 'perfect negative,' etc., such notions are mere products of advertising mythology. Rather he must learn the kind of negative necessary to produce a given kind of print, and then the kind of exposure and development necessary to produce that negative. When he knows how these needs are fulfilled for one kind of print, he must learn how to vary the process to produce other kinds of prints. Further he must learn to translate colors into their monochrome values, and learn to judge the strength and quality of light. With practice this kind of knowledge becomes intuitive; the photographer learns to see a scene or object in terms of his finished print without having to give conscious thought to the steps that will be necessary to carry it out.

Subject matter and composition

So far we have been considering the mechanics of photographic seeing. Now let us see how this camera-vision applies to the fields of subject matter and composition. No sharp line can be drawn between the subject matter appropriate to photography and that more suitable to the other graphic arts. However, it is possible, on the basis of an examination of past work and our knowledge of the special properties of the medium, to suggest certain fields of endeavor that will most reward the photographer, and to indicate others that he will do well to avoid.

Even if produced with the finest photographic technic, the work of the photographers referred to could not have been successful. Photography is basically too honest a medium for recording superficial aspects of a subject. It searches out the actor behind the make-up and exposes the contrived, the trivial, the artificial, for what they really are. But the camera's innate honesty can hardly be considered a limitation of the medium, since it bars only that kind of subject matter that properly belongs to the painter. On the other hand it provides the photographer with a means of looking deeply into the nature of things, and presenting his subjects in terms of their basic reality. It enables him to reveal the essence of what lies before his lens with such clear insight that the beholder may find the recreated image more real and comprehensible than the actual object.

It is unfortunate, to say the least, that the tremendous capacity photography has for revealing new things in new ways should be overlooked or ignored by the majority of its exponents – but such is the case. Today the waning influence of the painter's tradition, has been replaced by what we may call *Salon Psychology*, a force that is exercising the same restraint over photographic progress by establishing false standards and discouraging any symptoms of original creative vision.

Today's photographer need not necessarily make his picture resemble a wash drawing in order to have it admitted as art, but he must abide by 'the rules of composition.' That is the contemporary nostrum. Now to consult rules of composition before making a picture is a little like consulting the law of gravitation before going for a walk. Such rules and laws are deduced from the accomplished fact; they are the products of reflection and after-examination, and are in no way a part of the creative impetus. When subject matter is forced to fit into preconceived patterns, there can be no freshness of vision. Following rules of composition can only lead to a tedious repetition of pictorial clichés.

Good composition is only the strongest way of seeing the subject. It cannot be taught because, like all creative effort, it is a matter of personal growth. In common with other artists the photographer wants his finished print to convey to others his own response to his subject. In the fulfillment of this aim, his greatest asset is the directness of the process he employs. But this advantage can only be retained if he simplifies his equipment and technic to the minimum necessary, and keeps his approach free from all formula, art-dogma, rules, and taboos. Only then can he be free to put his photographic sight to use in discovering and revealing the nature of the world he lives in.