FOR BETTER, OR FOR WORSE:
PHOTOGRAPHING IN A DIGITALLY CLUTTERED CROWD

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FOR BETTER, OR FOR WORSE:
PHOTOGRAPHING IN A
DIGITALLY CLUTTERED CROWD

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I dedicate this book to my wonderful wife Breann Carty; my parents-Dale and Edita Carty and my brother-Ezra Carty. Without their support, you would not be reading this thesis document.

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CHAPTER 1:  
The Problem
ABSTRACT

In recent years, smartphones have been utilized to photograph treasured moments. However, some are unaware they are distracting others in events such as weddings. The distracting smartphone user could potentially obstruct professional wedding photographers and hinder them from capturing priceless shots. The purpose of this thesis is to research the motive behind the addictive nature of smartphones and potentially decrease the number of smartphone pictures taken during the wedding ceremonies. The goal of this study is to bring awareness to the problem and to create a mobile application, which could then reduce the intrusiveness of smartphones during weddings. The researcher will observe wedding ceremonies in the United States, interview several wedding planners and other photographers to see if they have any suggestions for correcting “guest photographers,” and survey the general public to note their experience with cellphones at weddings.
CHAPTER 2: RESEARCH

IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY
Smartphones are prevalent tools. Since its integration with the internet, the smartphone has been used for photography, social media, and a plethora of other convenient amenities that has increased the number of cameras that have been in people’s hands. In Christopher Mims’s MIT article, he compounded a list of amenities that smartphones have successfully absorbed. The list ranges from road maps, books, to the average point and shot camera (Mims 3). When cameras were first invented, cameras were luxury items and one would have to venture to a local photography studio to have a portrait made. The smartphone camera has drastically improved since its inception and has allowed more people to have convenient access to cameras. Its convenience and ubiquity has created an unexpected conflict - smartphone camera users have become unaware of their surroundings and disruptions occur because their attention is being drawn from other activities. On a hike, it may not be so important, but at a wedding, it can mean the difference between living the moment or focusing on being an amateur photographer.

A perfect example is photographing a memory or living in the moment. At weddings, while it is a very special day for the bride and groom, most couples have a paid photographer whose main job is to take pictures and photojournalistically document the entire day. While smartphones are useful tools, they can be a distracting elements when wedding guests use them to take pictures throughout the wedding day.
The purpose of this research is to analyze how smartphones and other technology impact the wedding experience and will aid in minimizing distractions during the ceremony. This research will potentially use technology to impact the distraction of smartphone usage at weddings. The distracted guest can be a detriment to the bride and groom by getting in the way of the professional photographer. Their disruption causes the photographer to capture fewer images. This is true especially for weddings taken in sacred spaces where there are already rules for when and where the photographer can take pictures. A marketing campaign and smartphone application will be created to aid with the wedding “guest photographer” problem. The goal of the research is to bridge the gap and link the impact of technology on wedding photography and its wedding guests.
SUMMARY OF THE LITERATURE REVIEW

Here is the research that was conducted about the topic. This segment is broken up into three distinct sections. First, there will be a compare and contrast of cellphones vs. Smartphones. Secondly, the psychological of smartphone addiction will be discussed. Thirdly, the current steps being taken to minimize cellphone distraction on a wedding day.
CAMERAS VS SMARTPHONES - COMPARE/CONTRAST

The main differences between a DSLR and Smartphone are numerous, however, each has its benefits and unique place in the photographic world. With smartphone sales on the rise, the world is now faced with the question if they should discard their once highly prized camera for the newly released iPhone. Several key features must be considered when comparing the latest smartphones against dedicated DSLR, such as their sensor size, individuality, and optical zoom, while on the other hand, smartphones have portability, weight, and size.

There are quite a few advantages of utilizing a Digital Single Lens Reflex (DSLR) camera over a smartphone. Firstly, the sensor size is a key factor in the clarity of an image. For example, a 12-megapixel smartphone and a 12-megapixel full frame camera, while they do have the same number of light-gathering photodiodes in their pixel wells, the full frame camera will have a crisper image because the pixels are significantly larger than the smartphone camera sensor (Leucher 5). The larger pixel wells capture more light which enables for more information to be stored. Many commercial photographers will use medium format cameras which can take images up to 100 megapixels’ images (Leucher 5).

Another advantage, of a DSLR, is the expandability of the camera which provides optical aid to the images. There are endless amounts of cameras and lenses for purchase which all have different purposes. Some lower end cameras can boast up to 60x optical zoom whereas many of the top selling smartphone cameras have a fixed lens and rely heavily on computer software to digitally zoom the image. While there are attachments for the camera smartphones, there is not as much control if using the actual lens and camera combination (Leucher 9).

The camera body size affects the digital noise of the image. Since DSLR’s are specifically designed to take pictures, they do not overheat nearly as much as smartphones. Both sets of cameras compensate for the amount of noise in their images however smartphones have the tendency to do it more especially in low light situations. When there is limited light, the small camera sensor has to work harder to collect light on its small photo wells. Since its working harder, the sensor produces more noise on the Pixel Wells: specification describes how many electrons a pixel element can hold before it is completely saturated. Digital Noise: Aberrant pixels. Pixels that are not representing the color, or the exposure of the scene correctly.

Megapixel: A megapixel contains 1,000,000 pixels and is the unit of measure used to describe the size of the sensor in a digital camera. Photodiodes: senses light and accumulates electrical charge in accordance with the strength of light that strikes it.
image and the image at the end of the day is not as crisp as it could have been (Leucher 9).

Not only does using a large sensor give more resolution, it also gives a higher dynamic range. Since the megapixels are larger and further away from each other it can collect more light. Dynamic range is the measurement of the lightest light to the darkest dark. (Leucher 9) “The average for Micro Four Thirds cameras looked at was 12.5 stops of dynamic range. That increased a bit to 13.0 for cameras with APS-C sensors, and then to 13.4 for full frame cameras (Demsey).”

Larger sensors tend to have an easier job making the subject in focus and the background blurry. In photography terms, ‘Bokeh’ is typically better in a DLSR than a smartphone camera. On a DLSR, controlling the ‘bokeh’ can be done with the touch of a button as compared to a smartphone, it is often necessary to be near the subject to start seeing this effect. The reason is because the camera’s aperture- the camera’s iris, can open up wider to let in more light. There have, however, been few breakthroughs, especially with Apple’s double camera setup on the iPhone 7. While it takes spectacular images, the limitations are that it requires lots of light and has to be within a certain distance from the subject in order to work (Crisp 9).

Having the option for an external flash gives a photographer the latitude to freeze motion and experiment with various effects. An external flash can freeze the subject’s motion faster than the shutter is open giving more latitude and sharper images for quickly moving action shots. They can also communicate with other lights through radio transmitters and sync cables to let them know when to flash (Leucher 10). In addition, “an external flash can create lighting from different angles and can be bounced off of a white ceiling or reflector to significantly soften any shadows and reduce any glare (Peppler 3). With an external flash on a DSLR, there is more control and latitude when shooting pictures in low light situations.

In regards to the output of images when printing, it is important to have an appropriate number of megapixels. The larger the print is going to be; the more camera megapixels are needed. If the megapixel count does not meet or exceed the image size for

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**Bokeh:** the blurred quality or effect seen in the out-of-focus portion of a photograph taken with a narrow depth of field.
print, the images will not appear sharp (Peterson 2). If shooting on an 8-megapixel smartphone or camera, the largest print without compromising quality should be an 8x10 or a 11x14 (Harmer 1). DSLR cameras have a wide range of bodies which range in megapixel count as opposed to smartphones which tend to have lower megapixel cameras to keep file sizes low.

Even with all of the benefits, there are quite a few advantages of shooting with a smartphone camera as opposed to a DSLR. A few key factors include its size, portability and weight. According to Canon's website, their newly released 5D Mark IV the dimensions of 5.93 x 4.58 x 2.99 inches and weighs approximately 31.39 ounces with a battery (Eos 5D Mark III). This weight does not include a lens and could range from 4.7 ounces (40mm f2.8) to 9.9 (800mm f/5.6) pounds just on canon lenses that fit full frame cameras. Since the Canon camera is on the bulkier side, it requires a separate bag while being transported to minimize scratches on the camera body and lens. In comparison, on Apple's website, their newly released iPhone X is 2.78 x 5.65 x .30 inches and weighs a mere 6.14 ounces. This smartphone is small enough to fit in a standard pocket and has other operational functions and weighs five times less than the Canon 5D mark III without a lens.

The price of a smartphone compared to a camera is very comparable. With $999 on Canon's platform, it is possible to invest in a Canon Rebel T6i, a prosumer DSLR with a touchscreen, rotatable LCD screen, built-in Wi-Fi, and a wide to medium range lens. With the same $999, Apple's iPhone X retails around $999 which has a double camera feature. In the smartphone, one camera is a wide angle and the other is a telephoto lens ("iPhone X"). In portrait mode, when the lenses work together, the image achieves a nice bokeh effect.

In most recent models of cameras, DLSR's have been increasing the number of features that they have in their cameras such as Wi-Fi, GPS, and 4K Log video. The Wi-Fi connects a computer or phone to tether the computer wirelessly transfer images moments after the image is shot. It is even possible to use the smartphone as a remote to shoot in unsafe locations. Another additional feature that is beneficial is GPS. When traveling or shooting the geotag location is embedded in the image’s metadata and auto time syncs with the Universal Time Code (Canon 5D Mark IV). Shooting in log, "tells the camera to record more values from a scene—meaning you'll be able to recover more from your highlights and shadows and adjust more colors and tones in post-production" (Lynda 1).
The iPhone however, does boast more than just picture taking, it can also connect to Facebook, send text messages and surf the internet in addition to its photographic capabilities. Both the smartphone and camera are great options for the money.

Smartphone cameras excel in their simplistic design and have a hassle-free method of sharing for instant gratification. With traditional cameras, a photographer would have to connect their camera to a computer or connect via Wi-Fi so they can access the pictures on their phone (Gray 5). With the older method, the phone's storage diminished quickly not allowing for a quick turnaround. Sharing to social media gives a sense of instant gratification because as soon it is posted, instant feedback can be received (Gray, 6).

In regard to editorial photography, DSLR’s and smartphone have different aesthetics that they bring to the table. DSLR’s clunky design will get good quality images, however, if a photojournalist is not in the right spot at the right time then they aid in capturing more authentic shots. According to Gray, “Mobile photographers can get close to their subjects and not be recognized as a photographer, allowing them to get more authentic images of people” (Gray 12). Since smartphones are more ubiquitous than traditional cameras, they are perfect for capturing the unexpected events occurring around cities. For example, after the 2005 subway bombings in London, there were eyewitness camera phone pictures showcasing the catastrophic events moments after it occurred (Camera Phones).

II. PHYSIOLOGICAL EFFECTS OF SMARTPHONE ADDICTION

Smartphone addiction is having an effect on how we interact with peers, significant others, and business professionals. Wendy Richmond believes that the "most surface level, a mobile phone is a replacement tool, affecting the way we maintain contact with each other..." (Richmond 172)" In this section, the researcher will be discussing research found in possible areas where smartphone users have overused and misused the once cherished handheld device.
From Richmond’s observations, she speculates if Americans cannot be alone with themselves (Richmond, 172). Most people if they are strolling along in the park, carry their phone with them and call or text a friend while out to pass the time. While on the walk, the caller’s ‘mind’s eye’ is concentrated on the person they called or texted. Once the conversation is over, the caller has no recollection of the walk they were just on and lack any enjoyment of being in nature (Richmond, 172).

To understand the mindset of why smartphone users are addicted, research was conducted to explore if various personality traits bore any significant effect on smartphone usage trends. In a research study overseen by Kim and Chock, they found that posting group selfies may be motivated by narcissism and different personality traits. They found that younger participants were more likely to post group selfies if they had higher narcissism rate. The motive behind posting solo and group selfies is the craving to be admired which narcissism contributes to (Chock Kim, 569).

Based off the sociometer theory, Borrow and Rainone analyzed the correlation between receiving likes and self-esteem on social media (Borrow Rainone 232). The sociometer theory expresses that self-esteem is directly related to how belonged or distanced the individual feels from their environment. The study concluded that the number of likes a person received on their profile pictures was directly related to how the individual felt with their self-esteem.

Self-awareness and anxiety are linked based on the objective self-awareness theory. With stimuli, such as an image or reflection of oneself in a mirror, users are more self-aware. With being more self-aware, however, people tend to become more anxious about what others think about themselves (Borrow Rainone 233). It is essential to know for if a guest takes a picture with the wedding couple, even though the guest is looking for likes, they are also looking praise which can then boost their self-esteem.

Smartphones also have an effect on family matters as well. Many smartphone users sleep with their devices near the nightstand or under the pillow and carry them while traversing down the house. Instead of spending quality time at a dinner with the family or a date, the question that arises is usually “are you even paying attention?” This lack of human interaction and distraction sometimes causes quarreling and a wedge in marriages if not addressed (Foster 3).
In a study by James Roberts and Meredith David, from Baylor University, they researched that “the typical American checks his or her smartphone once every six-and-a-half minutes or roughly around 150 times a day”. In another study, the amount of participants who reported that it dramatically inhibited their ability to interact with their partners was 70 percent. In addition, they surveyed 175 adults in romantic relationships across the United States to measure how much the constant phone distraction interfered with the participants relationships. Their astounding results showed that, “smartphones are real relationship downers—up there with money, sex, and kids”. This information confirms that cellphones, even though they are very useful can cause unnecessary stressors and wedges in relationships (Roberts 10).

Although smartphones are distractions to many human interaction, some consumers use their phones for conflict resolution. A small percent of smartphone users have resolved their disputes through text instead of in person. The conflicting parties are able to communicate what is on their mind without interruptions. The predominant number of users who prefer this method are millennials who have grown up with smartphones at an early age.

With the presence of a smartphone, it can cause distractions from a routine conversation (Misra 289). In a case study conducted with 100 dynads (participants) in select coffee shops around the United States, dynads sat at a table and were observed unobtrusively having a conversation ranging in topics from the mundane to controversial. The results from the study showed that dynads who interacted and had conversations in the coffee shop without a smartphone in their hands or on the table showed “higher levels of empathetic concern for their conversation partners above and beyond the effects of age, gender, ethnicity, and mood…” (Misra 289). The researchers also concluded that the conversations with the presence of smartphones were less fulfilling than conversations where the dynads did not have the smartphones openly visible (Misra 289).
In the same dynad study, the researchers observed some that smartphone users may miss due to being on cellular devices. They observed, that "Individuals are potentially more likely to miss subtle cues, facial expressions, and changes in the tone of their conversations partner’s voice and have less eye contact when their thoughts are directed to other concerns in the presence of a mobile device" (Mirsa, 291).

III. STEPS TO MINIMIZE DISTRACTIONS ON A WEDDING DAY

With the strong presence of the social media world, it is very easy to get absorbed in taking and posting images. At a wedding, one of the best days of the couple's life can be a perfect ‘like’ magnet for social media. Guests sometimes take a few snaps during the ceremony to remember this special day or for a post. These guests, known to photographers as guest photographers, often get in the way of the professional photographer who was hired to document their day. In order to decrease the potential of that happening, increasingly more couples have experimented with a different approaches to minimizing the number of guest photographer distractions.

Guest photographers have been a problem even during the age where film was the industry standard. In the 1990’s photographers dealt with guests who held point and shoot and 35mm cameras (Lewis 89). Many photographers met with their wedding clients beforehand to inform them some of the main points in the contract. Most photographers had a clause stating that no one is to take pictures of the pictures that they arranged for a few reasons. First, the guest’s pictures would hurt the sales from the wedding photographers (Lewis 89). Secondly, if a guest takes a picture using a camera with a flash, it could interfere with the exposure of the images from the professional photographer. Also, if there are other photographers the wedding party may look at the other people taking pictures instead of the hired wedding professional.

Optical Slave: Flash will fire when it senses the flash from another speedlight.
As mentioned before, photographers typically have a clause in their contracts stating that they are to be the only hired professional photographer at the event. There are some guests that even after prior warning still take pictures. In those situations, some photographers would “place a flash with an ‘optical slave’ attached to the tripod... away from the wedding subjects, but pointing toward where the recalcitrant amateurs are standing and taking snapshots” (Lewis 89). By doing this, every time the guest’s flash went off, it would trip the external flash on the tripod or light stand and send light into the guests’ camera lenses. This interferes with their camera exposure and essentially ruins all of the shots the guests take. Also, the guest would not recognize it until after the pictures are being processed from a film lab weeks after the wedding. This is a great example of how photographers have gone to great lengths to prevent guests from taking pictures of their arrangements.

Since the 1990’s, the wedding community has come together and came up with a solution of an unplugged wedding. An unplugged wedding, according to the Modern Wedding “An unplugged wedding results when couples ask their snap-happy families and guests to turn off their phones, iPads, cameras and other digital gadgets so they can be fully engaged when witnessing the bride and groom exchange vows on this very special day” (Seaver 1). The couple will have the perspective of the photographer and will not have to worry about having fewer shots because a guest got in the way. However, even though their pictures are a lower quality, it’s always great to see that the wedding guests had a great time by their social media posts (Seaver 2). In the unlikely event that the wedding photographer misses the shot, hard drive corrupts or SD card fails, there will be a missing gap in wedding day pictures which is impossible to recover.

For couples who want the best of both worlds, it’s usually recommended that the couple at the very least, have an unplugged ceremony (Seaver 5). This allows the photographer to get some of the most important shots of the day with minimal distractions from ‘guest photographers’ on their phones, iPads or prosumer cameras. During the reception, they have the opportunity to take pictures of the first dance, cake cutting and selfies with the bride and groom.

There are a few ways to inform guests that taking pictures during the ceremony is not appreciated (Modern Wedding 7). One
method is to have the wedding planner or someone with good penmanship can hand-letter a clever limerick stating that taking pictures with cell phones or other types of flash photography are prohibited for they are the hired a wedding photographer. Then strategically place the sign so the guests can see it when they enter the ceremony site. In addition, the officiant can make an announcement at the beginning of the ceremony to let them know that photography is not allowed.

Many wedding photographers write into their contracts that they are shooting exclusively and will not shoot if there is another professional photographer at the wedding. The photographer can inform the bride and groom before the wedding during a client meeting of situations where they were not able to get the shot or rude interactions and show examples of how it can interfere with their day. If the couple can identify a person who may fit the description, the couple can then make an informed decision on what they would like to do. Another way for the photographer is by keeping an eye out for ambitious looking guest photographers and letting them know in a kind professional way that they are the hired photographer and be mindful when taking pictures. Some photographers who don’t mind guests taking pictures after the ceremony, such as Jai Long, says “Personally, I have no problem with friends and family bringing their cameras to the weddings I shoot. If the couple doesn’t mind having an uncle taking photos on the DSLR he just bought, then I don’t mind either. It is their wedding, and their friends and family, so I will work around everyone to make sure I get the best possible photos.” (Waterman, 4)
With the wedding industry constantly changing, I wanted to make sure that the creation of the app was a needed part in the industry. Different wedding blogging websites like “The Knot” and “Wedding Wire” help with wedding planning and are very successful at boosting the industry with ideas, tips and tricks and trend happening in weddings. While their wedding websites and apps do have the function to for a checklist of the things needed for the bride to do, budgeter and helps finding wedding vendors. The only downfall to these websites and apps is that they specifically cater to the wedding couple which leaves it up to the bride and groom to relay all of that other information to their guests. In 2016, there were approximately 141 guests per wedding in the United States which leaves a massive amount of people to coordinate with (US Weddings 4).
To fill the knowledge gaps, the researchers of this study will conduct several additional research methods. First, the plan is to interview wedding planners and wedding venue owners from a variety of locations in the United States. In addition, an anonymous survey regarding smartphones and weddings will be sent out to the general public to gather information what the motive of the disruptive guests and a wedding guests’ experience. The anonymous survey was approved through Liberty University’s IRB department to ensure the ethical nature of the questions.
My proposed visual solution is to create a campaign for weddings guests to put down their phones during the ceremony. I will create some posters and an application that will notify that the wedding is about to start and not to use their phones. The phone application will also have a camera function which shares all of the images taken by wedding guests throughout the day.

The proposed visual solution is to create a campaign for weddings guests that will discourage them from using their smartphone cameras during the ceremony. The free phone application is to work with the integration with Wedding blog websites such as the Knot and Wedding Wire. The wedding couple will be able to sign in, create an event and get a custom event number which they can put in their save the date, invitations, or in their program at the event ceremony. The wedding couple ability to edit admin settings to set date, time, and an estimate of how long the ceremony is going to be. The application will have a camera function and a photo library cloud which shares the images taken by wedding guests throughout the reception. The application will notify the user a few minutes before the wedding starts that using smartphones to take images during the ceremony is not appreciated. The camera function in the application will be temporarily inactive for the duration of the ceremony.
SURVEY

With that in mind, I conducted two anonymous surveys with approval through Liberty University’s Institutional Review Board. The surveys were divided up into two groups. One was created for the general public and people who have attended weddings while the other was for wedding vendors.

The survey for the general public contained 9 questions and took participants on average three minutes to complete. The survey had a total of 75 responses. The top results were as follows.

- 80% of participants said that they have taken pictures either during a wedding ceremony or reception.
- 31% of participants never thought about the possibility of getting in a photographers way if they are on their phones.
- 75% of participants said that they would use a free app that would share the pictures they took.

I as concluded this survey, the results were very positive. With 80 percent of people responding that they would like an app which shared pictures that they have taken during a wedding even if they aren’t friends. Some expressed the want for it to be connected with other social media platforms with would be good for sharing other people’s images. With all of this feedback, it laid the groundwork of the features that would be included in the app.

The survey for the wedding vendors consisted of 8 questions with 39 participants across the United States. The breakdown of my participants were 82 percent of the participants were photographers, 10 percent were wedding planners and 5 percent were videographers.

The top results for my survey were the following:

- When asked if there was a feature that they would like to see in a wedding experience app, the top responses were as follows:
  - a. Being able to see the Professional’s Photographers pictures
  - b. The ability to share and download pictures in an album with everyone
  - c. Ability to connect with other social media platforms
  - d. Photo Filters

IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY
The results from the wedding vendor survey were overwhelmingly positive. The wedding vendors agreed that there was a problem with wedding guests using cellphones at weddings. They also did agree that signs are helpful when limiting the number of phones used during a wedding, however, if the sign is incorrectly places at a venue, some guests may not notice it. There were a few responses with a timeline of the day so wedding guests could move from one part of the reception to the other. The suggestions were very helpful and are featured in the app that was prototyped.

90% agreed that there was a problem with cellphones at weddings during the ceremony

62% of people have encountered a rowdy guest who has interrupted the ceremony.

66% of wedding vendors agreed that that would promote an app that would notify the guests that the wedding is starting and discourage people from using their cellphones.

When asked if they would suggest any features in the app, some of the top responses included:

a. Time and location of Event, Schedule of the day and dinner menu

b. Link to Photographers information

c. Shared Photo Album

d. Message from the Bride and Groom

e. Link to Wedding photographer’s Pictures
CHAPTER 4:
APPLICATION DEVELOPMENT
LOGO INSPIRATION

For my logo, I wanted something that would let the viewer automatically know what the app would be related to. I also wanted the logo to be very structured with a noticeable icon that would be related to weddings and photography and video. I combined very iconic symbols of both a wedding ring and a record/shutter button to achieve this effect.

LOGO ITERATIONS

Here are some of the previous versions of my logo. At first, I wanted a contrast between their words Wed mode but was not convinced of its compatibility so I changed it to Avant Garde Bold and Medium.

LOGO ICON ITERATIONS

CAMERA/RECORD BUTTON  WEDDING RING

= FINAL WED MODE ICON
APP INSPIRATION

Since my app would be a photography app, I decided to construct a very photo heavy design. I looked on Pinterest, Behance and a number of other design sites to draw some inspiration.

APP SKETCHES

Here are some sketches from the first draft of my application screens. I chose inspiration from a number of different apps. I wanted a modern feel without it being too complicated and jumbled.
APP FRAME ITERATIONS

I started off my frames with a monochrome layout to get a foundation of how I wanted them to look. By creating a list of features I wanted to highlight, I was able to design in a steered direction.
CHAPTER 5:
FINAL SOLUTION

IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY
COLOR PALETTE

PRIMARY COLOR
CMYK: C=92 M=76 Y=40 K=30
RGB: R=37 G=61 B=91
HEX#: 253D5B

PRIMARY COLOR
CMYK: C=1 M=37 Y=23 K=0
RGB: R=244 G=175 B=171
HEX#: F4AFAB

SECONDARY COLOR
CMYK: C=0 M=25 Y=24 K=0
RGB: R=255 G=201 B=181
HEX#: FFC9B5

SECONDARY COLOR
CMYK: C=0 M=0 Y=0 K=0
RGB: R=255 G=255 B=255
HEX#: FFFFFF

SECONDARY COLOR
CMYK: C=63 M=55 Y=37 K=12
RGB: R=255 G=201 B=181
HEX#: FFC9B5

BRAND ELEMENTS

AVENIR BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT AWESOME 5

64 • IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY

IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY • 65
SCREENS

APPLICATION LINK
https://xd.adobe.com/view/fcfebd01-7d63-40e6-8402-3547cb143df0/
IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY
Allie + Sam’s Wedding starts in 2 hours! Leave within 30 minutes to arrive on time.

Press for more

Allie + Sam’s Wedding has started! We want you to enjoy the wedding and experience it! We have hired a wedding photographer so sit back and enjoy our wedding!

Press for more

IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY

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IMPACT OF TECHNOLOGY IN WEDDING PHOTOGRAPHY

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If this app were to become a reality, I would incorporate other functions that would allow wedding planners the control to change some of the schedule throughout the day. On wedding days sometimes everything goes according to plan, but more often than not, they can also go off schedule. With the wedding planner’s control to change some of the events through the day, we can let the bride and groom relax while the wedding planner takes care of it. Another expansion would be to have the wedding guests put what their relationship to the bride and groom is on the app when they are signing up. On the wedding day, sometimes it is a challenge to get everyone together for the family formal pictures right after the ceremony and before the reception which is typically called cocktail hour. During that time, the wedding photographer is photographs the family formals, bridal party and bride and groom pictures. Which leaves approximately 20 minutes for each segment. When doing the family shots, some of the family members sometimes wander off into the cocktail hour and takes a while to find them with takes some time off of other pictures. With the wedding guests being able to put in their relationship to the group, the wedding planner can send a message to all family members to report to a specific area for family formals.
CONCLUSION

In the research I have found, 90 percent of wedding vendors have seen a problem regarding cellphone use at weddings. Some use their phones more than other. Even though a majority of people do not use their phones at weddings, it is still a percentage that can limit using it during the wedding ceremony. Some of the features incorporated in this app will take weddings to the next generation. This app prototype that was created is similar to what Uber did to the taxi industry—just make it convenient. With Uber, you can see what’s the driver’s name, car make and model and how many ratings and reviews they have. Similarly in WedMode, the wedding guest will be able to see who are attending the wedding, what table number they are, register for gifts and RSVP on the same application. It also has the capability to tag the various wedding vendors which can then promote the various businesses.

The main functions of WedMode’s are to do the following three things— Increase communication between the wedding couple and the wedding guests, inform the guests about the events occurring through the day, and notify them to not use their phones during the ceremony if the wedding couple chooses to, share pictures that wedding guests have taken and take the wedding experience to the next generation.

WedMode has attempted to increase communication between bride and guest by having all of the information the couple landing page. A section that has is connected to the location and a countdown clock. It has several features if you are an out of town guest. There different hotel blocks, gift registries and funds that you can arrange through the app. There is a travel section that is integrated to the wedding for if you are out of town and do not have transportation to the wedding venue.
I have also designed an alert system in the app to inform the guests that the wedding about to start and to please put away their phones for the wedding is about to start. It will also mention that they hired a professional photographer to take images and will be sharing them with you.

In the album section, the guests will be able to upload the images they take during the cocktail hour, and reception.

With all of these functions I strongly believe that this application prototype can help wedding guests use their phones more appropriately at weddings.
CHAPTER 7:
APPENDIX
The Liberty University Institutional Review Board has approved the study. The researcher conducting this study is Dale Carty II. You may ask any questions or concerns you may have about the study at any time. Please notify the researcher if you would like a copy of this information for your records.

Participants should not expect to receive a direct benefit from taking part in this study. You are invited to be in a research study to explore the motive behind the addictive nature of smartphone users and potentially decrease the number of smartphone pictures being taken during wedding ceremonies. You were selected as a possible participant because you have attended at least one wedding ceremony. You are free to withdraw from the study at any time without affecting those relationships.

Participants should not expect to receive a direct benefit from taking part in this study. You are invited to be in a research study to explore the motive behind the addictive nature of smartphone users and potentially decrease the number of smartphone pictures being taken during wedding ceremonies. You were selected as a possible participant because you have attended at least one wedding ceremony. You are free to withdraw from the study at any time without affecting those relationships. If you decide to participate, you are free to not answer any question or withdraw at any time. Participation in this study is voluntary. Your decision to participate or not to participate will not affect your current or future relations with Liberty University.

The use of your responses in the study will not affect your current or future relationships with Liberty University.

Editors: The data collected in this study are statistical, which means they are not in a form that you would be able to identify anyone. The researcher conducting this study is Dale Carty II. You may ask any questions or concerns you may have about the study at any time. Please notify the researcher if you would like a copy of this information for your records.

Please read and understand all information. If you have any questions or concerns regarding the study, please contact the researcher or the faculty advisor. You are encouraged to contact the researcher prior to or after the data collection.

The purpose of this study is to research the motive behind the addictive nature of smartphone users and potentially decrease the number of smartphone pictures being taken during wedding ceremonies. You were selected as a possible participant because you have attended at least one wedding ceremony. You are free to withdraw from the study at any time without affecting those relationships.
Dear Dale Carty, II,

We are pleased to inform you that your study has been approved by the Liberty University IRB. This approval is extended to you for one year from the date provided above with your protocol number. If data collection proceeds past one year, or if you make changes in the methodology as it pertains to human subjects, you must submit an appropriate update form to the IRB. The forms for these cases were attached to your approval email.

Thank you for your cooperation with us, and we wish you well with your research project.

Sincerely,
G. Michele Baker, MA, CIP
Administrative Chair of Institutional Research
The Graduate School
Liberty University  |  Training Champions for Christ since 1971
"CAMERA PHONES Dematerializing the Photo: IDEA NO 92." CAS - Central Authentication Service, search.credoreference.com/content/entry/linguist/camera_phones/0?institutionId=5072.


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