

# İSTANBUL



Istanbul offers a lot with its natural beauties and cosmopolitan structure right along with its centuries-long history witnessed many civilizations and its culture.

The classical landmark photos of Istanbul are quite well-known. Now, we will try to present the less known sides of this city by reflecting the old and new face of it.

When doing this, we are planning to use these landmarks in various unusual angles and in a way that has never seen before. To enhance the cosmopolitanism, we'll be showing the historical side but also, we need to show the modern parts.

# LANGUAGE OF PHOTOGRAPHY-1

It needs to be wide and heroic frames rather than close-up shots which draws the viewer in.

The color palette should be as vivid as possible and should help to create a cool image.

Has to capture interesting moments which encourages the viewer to visit and see.

Images showing poverty, wrack and ruins should be avoided.

## Themes/Balance of the frame elements:

We are aiming to show Istanbul's less known or unknown areas alongside with the classical landmarks like Istiklal Street, Galata Tower, Bosphorus Bridge.

Since the job has a publicity purpose we need to use any kind of aspect that gives a clue about Istanbul.

E.g: As analyzed below, instead of only showing Galata Tower, components giving hints about the location of the tower like Galata streets, shops, street life should be the background elements of the frame.



# LANGUAGE OF PHOTOGRAPHY-2

## Themes/Balance of the frame elements:

Along with these, we will be asking for occasion-based mis-en-scenes with casts performing taste, touch, see, hear & smell actions to use alongside the main campaign.

In the background, we should be portraying the elements giving hints about the locations very clearly.

It's important to use presentable casting and women with not too revealing clothing in these types of solutions.



# PHOTOGRAPHY ECONOMY (DESTINATION): DON'TS

The examples below illustrate incorrect ways to choose our destination imagery.



## Cluttered and busy:

This image doesn't have any breathing space. Once text, comms overlay and our logo is added, it will feel very cluttered.



## Extreme colours in the background:

Background colours, e.g. in the sky, that clash with our gradient overlay should be avoided.



## People as the focus:

This takes the image into more of a lifestyle direction, which is not as focused on the destination as we want to be.



## Existing colour filter:

Images that already have a colour filter or treatment should not be used or they will clash with our gradient overlay.



## Overly angled:

Shooting from below or above to create dramatic angles takes away the calm and relaxing feel of our imagery.



## Washed out:

When an image is very washed out, the addition of our gradient overlay will be too dominant.

# FRAMING

Alongside the mathematics of the frames, they also should be working in horizontal and vertical adaptations and for an easier adaptation for difficult measurements, we should have backups for the sky, background, left/right margins.

VERTICAL SPECIMEN



HORIZONTAL SPECIMEN



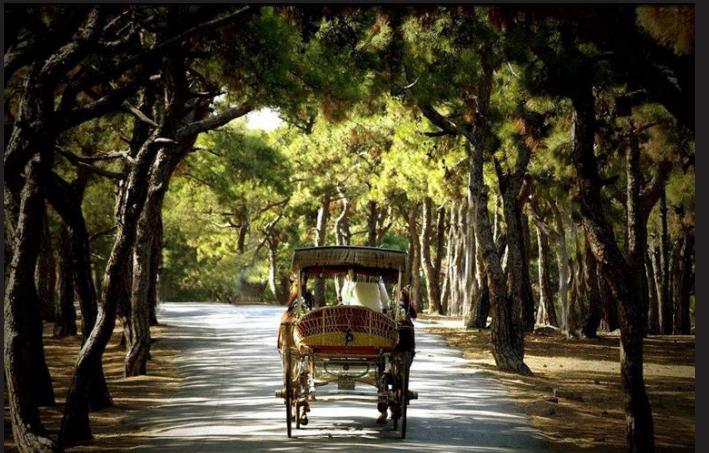
# SUGGESTIONS FOR LOCATIONS

# BALAT



# PRINCES'

HORSE CARRIAGES/STREETS/BICYCLES



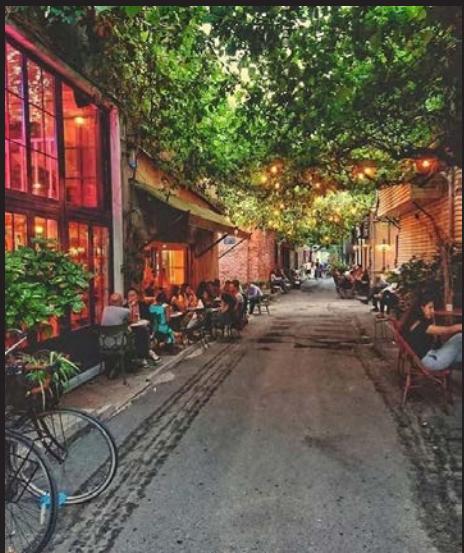
# YILDIZ PARK- HIDIV PAVILION



# ARBORETUM-BELGRAD FOREST



# STREETS OF KARAKOY



# DOLMABAHCE PALACE



# TOPKAPI PALACE

MUSEUM/GULHANE



Muhteremle Geziye

# YARIMADA



# BOĞAZ



# KÜÇÜKSU KASRI



# PIERRE LOTI

TEA HOUSE/VIEW/CABLE CAR



# GALATA

INTERIOR VIEW OF THE TOWER/STAIRS/STREETS



# GALATA



# TAKSIM

## TRAM/THE TUNNEL/PASSAGES



# TAKSIM

TRAM/ÇİÇEK PASSAGE/PERA PALAS/ANTIQUE SHOPS/SECOND-HAND BOOKSTORES



# HISAR

CITADEL WALLS/JUDAS TREES/THE BRIDGE/ INSIDE THE CITADEL



# ORTAKÖY

THE MOSQUE/STREETS/THE BRIDGE



# KADIKÖY

MODA SHORES/TRAM/HAYDARPASA/FERRY/STREETS OF KADIKÖY



# GRAND BAZAAR

ANTIQUE SHOPS/CARPET SHOPS/SPICE SHOPS



# MUSEUMS

SABANCI/ARCHEOLOGY/MODERN/SALT/NAVY

