STORYTELLING THROUGH PHOTOGRAPHY WITH JACOB LITTLE



Highlights

- Learn the craft of weaving storytelling images together during a weekend of adventure in Snowdonia
- Discover how to 'Tell a story' with images dealing with time progression and story timelines
- Join professional editorial photographer, journalist and writer <u>Jacob Little</u>
- Learn how to take photos that express movement, invoke feeling and memory
- Gain skills of editing and colour grading
- Know how to plan what to shoot before you press the shutter
- Never run out of epic subject matter with exploring the wild landscape of mountains, waterfalls, coastlines, lakes, forests and castles in the picturesque setting of Snowdonia.



WELCOME

Overview

Are you inspired by wild landscapes, outdoor adventures and visual storytelling? Here's your chance to learn the craft of weaving narrative images captured during a great weekend of adventure.

Join professional editorial photographer, journalist and writer **Jacob Little** as he hosts a weekend workshop of storytelling photography and editing set amidst the diverse landscapes of Snowdonia.

We've all been there – taking thousands of pictures of beautiful landscapes. Then when you get home, you can't choose between handfuls of images that look exactly the same. The quality of the images might be high in their own right, but they lack coherence, clarity and a narrative which tells the 'story' of your adventure.

Therefore the goal of this workshop is for Jacob to share his vast experience and techniques on how to create a 'collection' of images to tell an impactful and emotive narrative in your own creative style.



THE WORKSHOP

The Course

A two-day course in the wild landscapes of North Wales. You will learn about:

- Planning a shoot
- Location planning
- Mountain skills and practical equipment and gear care in the wild
- Why tell a story?
- How to structure a narrative
- Establishing what photography you want ahead of the day
- Shooting techniques. The basics of camera functionality
- Organising and sorting images
- Image editing: colour grading, cropping, establishing a 'feel'
- Creating the story

The workshop will enable you to view your images in a different light. It'll give you the opportunity to increase your technical skills towards a more intermediate level and understand what some of the jargon around photography means. It'll also discuss the key reasons editing is so important, and give you the skills and confidence to learn how to experiment with colour grading and organising your photography into sets to tell a impactful and evocative narrative.



YOUR WORKSHOP TEAM



Jacob Little

Professional Photographer

Born and raised in west Cornwall, I am interested in work focussing on rural ways, wild crafts and the tradition and heritage of authentic outdoor living. I am attracted by the storylines of these subjects and the narratives behind them, something I build into my work. Select publications and clients include The Guardian, Telegraph Online, Ford, Mitsubishi, Acai Clothing, Danner Boots, Coast magazine, Discover Britain Magazine, Countryfile magazine, Truck Surf Hotel and Visit Wales.

@JacobCLittle

www.jacoblittleportfolio.co.uk





Jim Young

Trek Leader

Born and raised in Conwy, Snowdonia, I started Adventurous Ewe in 2007 with great passion and excitement to showcase incredible off-the-beaten-track destinations in a safe, meaningful and fun manner. Many years on I'm delighted to be a small family business who think, talk, love, live and breathe adventure, exploration and responsible travel.

https://www.adventurousewe.co.uk/about-us/meet-the-team/









Activity: Outdoor Photography Workshop

Duration: 2 days & 2 nights

Active: 2 days trekking & outdoor photography

Trekking distance: Approx 20 miles in total

Workshops: 2 workshops with Jacob Little

Cost: Deposit: £65 per person

Remaining balance: £430 per person

Group size:

Trekking difficulty:

Medium

Dates 2021/2022:

Mar / Apr / Aug / Oct / Nov

ROUTE PLAN

Get ready for an adventure workshop



DAY 1

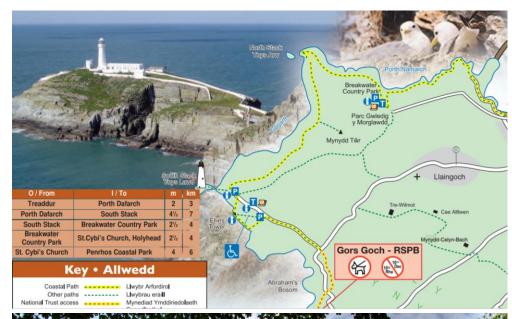
COASTAL, BOATS AND LIGHTHOUSE ADVENTURE

Capture the beautiful coastline of Anglesey as your route winds its way past dramatic coastal rock formations, differing vegetation, derelict buildings, boat yards, Holyhead Mountain and to South Stack Lighthouse nestled on its own rocky island.

DAY 2

MOUNTAINS, LAKES, GORGES AND WELSH VILLAGES ADVENTURE

Discover the rugged mountain ranges of Snowdonia as this lowland walk winds its way amidst this spectacular mountain range, past pristine lakes, interesting gorges and through the quaint Welsh village of Beddgelert with stone bridge & buildings and a picturesque stream.





ITINERARY

2 boots. 1 camera. 2 days. 1 photographic story captured & told

EVENING 1: INTRO & BRIEFING

Tell a Story Workshop

Meet your hosts, photographer Jacob Little and Trek Leader, Jim Young, for an intro to your adventure weekend photography workshop. During the evening you'll learn the foundations on how to 'Tell a story' with images – dealing with time progression and story timelines. You'll also learn what to shoot and the essence of story-telling photography before you head out on your trekking adventure the following day.

DAY 1: COASTAL ADVENTURE AND WORKSHOP

Anglesey Coastline and Holyhead Mountain and Workshop

You're welcome to rise and shine early to capture the morning light on the historic medieval fortress of Caernarfon Castle before returning to the hotel for breakfast.

Fuelled with a delicious Welsh breakfast, it's time to set out on a story telling adventure armed with your camera or smartphone and a plan of attack to start creating your very own story of images. Today you'll explore the spectacular coastline of the island of Anglesey with the chance to capture images of rocky coastlines, dramatic cliffs, isolated coves, sandy beaches, an assortment of boats, changing vegetation as you wind your way along the coastal path which climbs over Holyhead Mountain. With being the highest mountain on the island you'll be greeted with abundant wild and unspoilt landscapes to capture. It's then on to one of the most iconic images of Anglesey, South Stack Lighthouse perched on Ynys Lawd, a small rocky island just off the edge of Holy Island and surrounded by a Nature Reserve which is home to thousands of seabirds nesting on the cliffs in the spring.

It's then time to travel back to the hotel for your second workshop with Jacob. You'll learn the skills of editing and colour grading so all your photos have the same look at feel visually before the craft of weaving your storytelling images together.

Depending on weather conditions, we will aim to capture the sunset over Menai Straits as well.

DAY 2: MOUNTAINS AND LAKES AND RECAP

Snowdonia Mountain Ranges, Lakes, Gorges and a quaint Welsh Village

Discover the rugged mountain ranges of Snowdonia as this lowland walk winds its way amidst this spectacular mountain ranges, past pristine lakes and remarkable gorges. Continue your journey by foot through the quaint Welsh village of Beddgelert with it's stone bridge & buildings, picturesque stream and medieval legend of Gelert the Dog.

Recapitulate all that you've learned to pull together your very own adventure story in images with hands on advice from Jacob.

Option to extend your stay in Snowdonia or return home with a new set of skills and a captivating story to share and inspire.

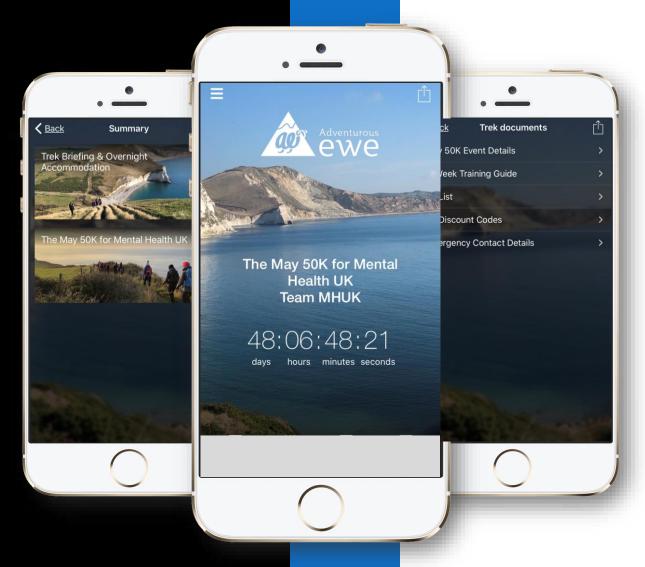
Please note, this workshop take place in the wild landscapes of North Wales. Things change in the outdoors. Your perfectly planned itinerary may change a bit (or a lot) if the weather turns, or conditions change. Usually though, changes make it all the better and you'll discover other parts of Snowdonia along much less trodden lowland paths.

Included:

- Photographer and writer, Jacob Little
- · Local Mountain Leader, Jim Young
- Two photography workshops
- Takeaway notes
- 2 night's accommodation in single rooms
- Welsh breakfast x 2
- Homemade packed lunch x 2
- Minibus transfers
- Emergency first aid provisions
- Safety management
- All workshop management and hygienic cleaning procedures of equipment before, during and post weekend.

Not included:

- Dinner x 2
- Travel to and from Caernarfon
- Camera or smartphone
- Laptop and editing software (free software recommendations will be provided)



TRAVEL APP

Once signed up, all your trip details and updates will be available through our free travel app. It's accessible 24/7 and the excitement will build with the countdown to your workshop starts. Plus no more paper, A'ppy days.





TRIP SUMMARY

Dates, trip overview



TRIP DETAILS

Itinerary, workshop details and inclusions



TRAVEL DOCUMENTS

Training guide, kit list & exclusive discount codes, meet the team, emergency contact details, safety & wellbeing guidelines



OTHER INFO

Weather, maps, editing software recommendation, etc.







ESSENTIAL INFO The nitty gritty bits for your adventure workshop



Safety & well-being

Adventurous Ewe puts the safety and well-being of you, our leaders, instructors & crew and the communities we visit at the centre of all our operations, always. Your safety and well-being is our top priority and as such we have implemented a new operational procedures focused on safety and strong hygiene practices for all our adventures and workshops.

You're in safe hands with Adventurous Ewe.

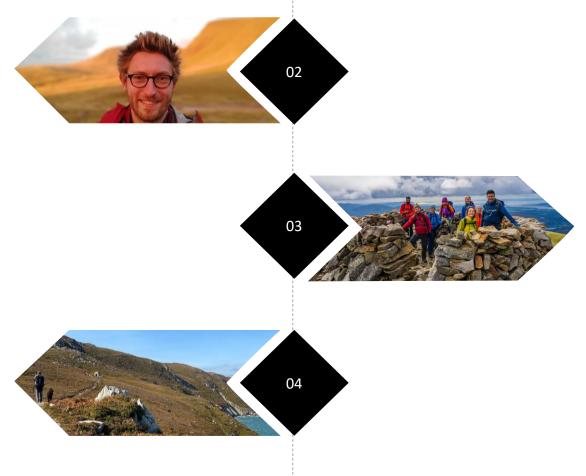
Workshop crew

Jacob Little is a freelance editorial and commercial photographer working for national publications, brands and websites. He travels frequently to remote, rural areas of the UK to capture stories of rural life, remote communities and lost traditions. Jacob's training in photography and journalism leads him to believe that the story needs to stay at the centre of any set of good images. Good photography needs to have a beginning, a middle and an end - a series of images to help evoke memory, feeling and experience. Learning techniques to help this process in both the capture and editing stages of a photo shoot is key to this narrative workshop run in partnership with Adventurous Ewe. Jacob's experience of life in Cornwall and life in a rural place lends itself to working with outdoor organisations, extracting narratives that resonate and storylines that speak to audiences.

Level of difficulty

The trekking part of your workshop is graded as 'Medium'. The two days cover different environments such as coastal paths, mountains, gorges and forests so a good base level of fitness is required to help you get the most enjoyment of being outdoors. There are no technical trekking sections as most of the route is along trails and stone paths to allow you to focus on your outdoor photography skills.

A trek training programme will be provided to help you with your preparations.



Group size

We pride ourselves in small group workshops to minimise the impact on the environment, to maximise your safety & well-being and to make your experience more authentic and valuable with personal instruction.

The minimum group size to run this workshop is 6 people and the maximum group size is 12 people.

You are most welcome to join this adventure as a group of friends, family or colleagues or as a solo traveller.

If you have a group of over 6 people, we would be more than happy to run a private workshop for your group or company. Please get in touch for more info.

Training & preparation

A bespoke training programme will be provided when join this workshop to help you with your trek preparations. This includes info, videos and an exclusive discount code for a 28 day kettlebell training programme & app which is ideal for strength and endurance training for those short on time. The more you are prepared, the more you will enjoy the challenge.

Our motto is:

Train hard, smile harder and enjoy the experience!

Kit and discount codes

A full kit list will be provided when you join this workshop. You're welcome to bring any type of digital camera whether its an SLR, compact camera or your mobile phone. You'll also need a laptop and we'll provide you with a list of recommended editing software, both free and subscription based platforms.

To help you with purchasing any outdoor trekking kit that you may need, you'll receive an exclusive Adventurous Ewe discount code for independent outdoor retailers **Joe Brown, The Climbers Shop** and **ashmei** athletic apparel where sustainability meets performance.

Rest assured any equipment that we supply will be hygienically cleaned and sanitised and was not used 72 hours before you use it and will not be used for the next 72 hours.





Adventure with purpose

Adventurous Ewe is a **Snowdon Visit Specialist** and we also support the vital work of the **Snowdonia Society** who work tirelessly to ensure that Snowdonia is well-protected, well-managed and enjoyed by all.

We've also teamed up with leading climate change charity **Cool Earth** and invest a % of our revenue into supporting their critical conservation projects around the world.

These partnerships mean that just by joining the flock and taking part in this workshop, you will not only have an incredible experience and learn new skills, but you can do so by knowing you are actively supporting rainforest communities across the globe.

Any queries?

Feel free to contact Jim or Sue at:

jim@adventurousewe.co.uk
susan@adventurousewe.co.uk
call 01492 588 069 or chat to us online via the website.

We're here to help, support and guide you as much as you need.



MEET JACOB LITTLE

Photography workshop instructor

Jacob Little is a freelance editorial and commercial photographer working for national publications, brands and websites. He is based in Bristol and Cornwall and travels frequently to remote, rural areas of the UK to capture stories of rural life, remote communities and lost traditions. Jacob's training in photography and journalism leads him to believe that the story needs to stay at the centre of any set of good images. Good photography needs to have a beginning, a middle and an end - a series of images to help evoke memory, feeling and experience. Learning techniques to help this process in both the capture and editing stages of a photo shoot is key to this narrative workshop run in partnership with Adventurous Ewe. Jacob's experience of life in Cornwall and life in a rural place lends itself to working with outdoor organisations, extracting narratives that resonate and storylines that speak to audiences.





WHY ADVENTUREOUS EWE

Big adventures, small bootprints

Here at Adventurous Ewe we think, talk, love, live and breathe adventure. We create and deliver worldwide adventures, whether they be trailblazing itineraries to remote pockets of the globe or classic bucket list adventures. At the core of each trip creation is real and meaningful connections to destinations and people.

We're a friendly family business operating since 2007 with decades of adventure travel experience, knowledge and insight that you can depend on. We're passionate about igniting your adventurous spirit and achieving the extraordinary in some of the world's most incredible places. We're also proud to be the main UK trip supplier for **Much Better Adventures**.

We're also proud to operate adventures with reason by supporting both local and global environmental charities, the **Snowdonia Society** and **Cool Earth**. So by joining the flock for your next trip, experience the feel-good factor that you're helping the planet through these partnerships. We not only want to make a difference to your life, your experiences and your stories, but to the lives, communities and environments of this awe-inspiring planet.

Why join us:

- ✓ Reconnect and gain a fresh perspective through the lens of adventure
- ✓ Be bold, be ambitious and experience an adventure to remember
- \checkmark Feel protected, feel safe and know your wellbeing is our focus
- ✓ Be part of something bigger and help the environment and local communities grow
- ✓ Meet and mingle with the people of the planet
- ✓ Enjoy the whole journey the support & guidance from AE, the new friendsheeps made, the thrill of travelling, the people & places, the great achievements and difference you can make - not only to your life, others too!

We're excited to be immersed in your adventure from your very first step. Travel is a force for good, for everyone!

All you need is the....

- Courage to start
- 2. Strength to endure
- 3. Determination to finish! #ewecandoit

HELPING SHAPE THE FUTURE OF TOURISM

Adventurous Ewe may only be a small tour operator however we are proud to be part of these fantastic initiatives with our operations and as a collective collaboration, make a difference to the safety and future of tourism.

World Travel & Tourism Council's #SafeTravels

We have implemented the protocols for tour operators which have been compiled based on input from leading tour operators either directly or from their public announcements around the healthy, and responsible reopening of tour operations to the public. The protocols also take into account World Health Organisation (WHO), the US' Centres for Disease Control and Prevention (CDC) and the European Centre for Disease Prevention and Control (ECDC) guidelines. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, hygiene, and reduction of physical contact guidance which travellers will need and expect to embrace a safe travel experience.

Future of Tourism

We've also joined the movement to reshape the Future of Tourism. We are excited to announce that Adventurous Ewe has signed the new set of Guiding Principles launched by the Future of Tourism Coalition. As a signatory, we commit to please destination needs at the centre of our recovery strategies and do our part to build a better tomorrow for travel and tourism. Learn more at <u>www.futureoftourism.org</u>. #FutureofTourism

For more info please visit: https://www.adventurousewe.co.uk/safetywellbeing/







ADVENTURE WITH PURPOSE

Cymdeithas Eryri

Snowdonia Society

Our mission: to harness the power of travel to conserve and protect the world's precious natural spaces, one epic adventure at a time.

Our goal: to ensure rainforest communities benefit from adventure tourism, and to educate and inspire our flock to help actively support these communities across the planet.

Now more than ever our commitment to maintain our support of one of the leading global climate change charities, Cool Earth and the local protection and sustainability work of the **Snowdonia Society**, is of utmost importance.

To do this we'll continue to contribute a % from every booking to Cool Earth and maintain our partnership with the Snowdonia Society. It's time that we all live in a more responsible world. This means that not only will you have a fabewelous experience and learn new skills when you join an Adventurous Ewe workshop, you can do so whilst taking pride in knowing that you are helping support both of these fantastic causes.

2020-2022

Arbenigwyr ar ymweliad â'r Wyddfa Snowdon visit specialist

Partneriaeth Yr Wyddfa Partnership







YOU'RE IN SAFE HANDS



ADVENTURE SAFETY AND WELL-BEING GUIDELINES

Adventurous Ewe puts the safety and well-being of you, our leaders & crew and the communities we visit at the centre of all our operations, always. Your safety and well-being is our top priority. We have implemented a range of changes and precautions focused on ensuring strong hygiene practices for all our adventures. This also includes ensuring our suppliers of accommodation and catering have strong hygiene practices in place too.

Please note that while these procedures take into account current WHO and government guidelines, it is a live document which we will update as new information becomes available about COVID-19.

- ✓ The maximum number of participants will be kept under 12 people per group.
- ✓ Hand sanitiser will be provided before, during and after your workshop and also carried by the crew.
- ✓ Your Leader/s, who are first aid qualified, will be operating under higher-level protocols for infection control and patient care. They will wear masks and gloves where appropriate.
- ✓ We will honour social distancing guidelines wherever possible during the workshop. If the 2-metre rule is unable to be maintained, please place yourself side by side, or facing away from each other, rather than face to face if possible.
- For any accommodation bookings included as part of your package, if you would prefer a single room / tent please let us know asap and we will make the arrangements for you dependent on availability. There will be an additional cost for this dependent on the hotel/tent transport, therefore please get in touch with us for further info at info@adventurousewe.co.uk.
- ✓ Any equipment or hire items that we supply will be hygienically cleaned and sanitised. Items will not be used 72 hours prior to when you used it and they will not be used for 72 hours after your use.

- ✓ If there's a requirement whereby you need to share an enclosed space such as the cabs of vehicles, you should keep the window open for ventilation and you should be careful to avoid touching your face at all times. On leaving the enclosed space, wash your hands with soap and water for 20 seconds or use hand sanitiser if there are no washing facilities available.
- ✓ If you are feeling unwell, DO NOT attend the workshop. For your own health and the well-being of others, please remain at home and rest until you are well again.
- ✓ To protect other members of the flock on your workshop, you should also remain at home if someone in your household is self-isolating.
- ✓ If you have been travelling overseas in the last 14 days, please DO NOT attend until further advised. Please contact us to discuss in further detail.

Friendly reminder:

- ✓ Participants & crew to maintain good hand and personal hygiene. Wash hands regularly with soap for 20 seconds and or an alcohol-based hand sanitiser before handling food and after being in public spaces and between activities wherever possible.
- ✓ Participants and crew to avoid touching eyes, nose and mouth and to cover their nose and mouth when coughing and sneezing with a tissue or flexed elbow.
- ✓ Participants, Leader/s and Crew to avoid sharing personal items.

Participants, crew and supporter health and safety remains a priority for Adventurous Ewe, and we will continue to monitor and follow the advice and directions of government and health experts.

If you have any queries, please feel free to contact us at info@adventurousewe.co.uk or call 01492 588 069. Thank-ewe.



INCLUSIONS & EXCLUSIONS

ADVENTURE PHOTOGRAPHY WEEKEND SNOWDONIA

INCLUDED

Pre-workshop:

- Personalised trip support in the lead up from Adventurous Ewe
- Training guide
- Discount on personal kit from Joe Brown, The Climber's Shop and ashmei athletic apparel both in shop and online
- Workshop info supplied via our free mobile travel app
- Public liability insurance
- Risk assessment and emergency management planning.

During your workshop weekend:

- · Photographer and writer, Jacob Little
- · Local Mountain Leader, Jim Young
- Two photography workshops
- Takeaway notes
- Two night's accommodation in single rooms
- Welsh breakfast x 2
- Homemade packed lunch x 2
- Minibus transfers
- Emergency first aid provisions
- Safety management
- All workshop management and hygienic cleaning procedures of equipment before, during and post workshop.

NOT INCLUDED

- Dinner x 2
- Travel to and from Caernarfon
- Camera or smartphone
- Laptop and editing software (free editing software package recommendations will be provided)
- Clothing and equipment listed on your Kit List
- Personal spending money
- Any costs incurred with retiring from the workshop early ie. hotel accommodation, change of travel tickets, any medical costs, etc.
- If you are travelling by train, please ensure you book an openended ticket for your return journey.

KIT LIST

Good quality, durable kit could mean the difference between a fantastic outdoor workshop and an uncomfortable one. This is a list of recommended kit to take on your weekend workshop.

ГΠ	Olographi
	Camera or mobile phone camera
	Camera bag – optional
	Dry bag - for camera equipment
	Compact tripod - optional
	Portable charging device or spare batteries
	Camera lens cloth
	Laptop
	Photo editing software – we will provide you with
	recommended software packages – both free and
	subscription based
	Notebook & pen
CL	OTHING
	Waterproofs - breathable waterproof jacket that has a good hood. Waterproof over-trousers – it is
	recommended that they have a long/full length zip so you can put them on whilst still wearing boots.
	Base layers – preferably a synthetic wicking layer with a long-sleeved top
	Fleece Jacket, wind-stopper or light weight down
	jacket (ideal to keep warm when you stop for photos)
	Trousers - fleece or synthetic / nylon or polyester comfy
	trekking trousers. Avoid cotton they absorb moisture
	easily and thereby have a cooling effect
	Headwear - warm woolly hat and cap/sunhat
	Gloves – warm wind-stopper gloves

☐ Casual clothes for the evenings, workshops and travel

☐ Wicking/merino wool t-shirt

DUCTOCDADUV

FOOTWEAR

- ☐ **Hiking boots** well-worn in with ankle support and waterproof for the hike. It can get wet and boggy in places
- □ Socks recommend merino wool hiking socks
- ☐ Flip-flops or trainers for post-trek

BAGS

- Overnight bag which you can leave any items not needed during your trek. This can be left in your accommodation place or in the support vehicle
- □ **Daypack** 20 25 litre rucksack with a waist strap to carry your kit required on the trek. An internal dry bag and/or rain cover is recommended

EQUIPMENT

- Water bottle (essential) 2-3 litre capacity or a platypus / camelbak system.
- ☐ Thermos (optional) if you wish to take a hot drink on the trek
- ☐ **Head torch** & spare batteries
- □ **Sunglasses** strong UVA/UVB protection preferable
- ☐ **Trekking pole(s)** optional. Please train with these prior to your trek

ADDITIONAL ITEMS

- □ Hand sanitiser (essential)
- ☐ Face mask (essential for travel and indoors)
- ☐ Favourite snacks, both sweet and savoury
- □ Electrolytes
- ☐ Sunscreen and lip block SPF40 as a minimum
- ☐ Toiletries including biodegradable toilet roll & disposable bag (for toilet paper rubbish on the hike if needed) and toiletries for overnight accommodation
- Personal First Aid please bring any personal medication plus paracetamol, ibuprofen, antihistamines, electrolytes, rehydration sachets, antibacterial hand gel and plasters/Compeed blister pads, zinc oxide or Rock tape, etc.

NICE TO HAVE

■ Duct tape for emergency repairs – (wrap some around your trekking pole or water bottle rather than carrying a whole roll)

EXCLUSIVE DISCOUNT CODES

To help you get the very best from your Adventurous Ewe trip we have teamed up with independent UK outdoor specialists:

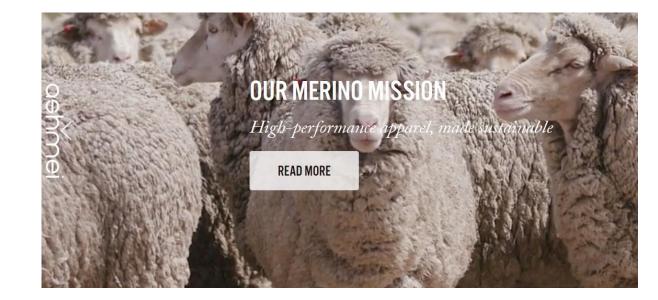
Joe Brown and The Climber Shop who are kindly offering any members of our flock a 10% discount* in either Joe Brown / The Climbers Shops or online at https://www.climbers-shop.com/

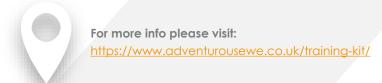
Ashmei who produce sustainable high performance sporting apparel. https://ashmei.com/

Exclusive discount codes will be provided when you sign up for this adventure.









CONTACT US

For any further info or any questions, please feel free to contact us at:



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Online chat on our website at https://www.adventurousewe.co.uk/





