

FLUX ACADEMY · A SCHOOL FOR SEEING

MODULE 1 · FOUNDATIONS

What Is the Goal of Street Photography?

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LESSON 001



The Goal Isn't Good Photos

- It's not about "impressive" images
- It's about what reality could be
- See, don't just document



What You'll Walk Away With

- A goal you can actually sustain
- Why "good" is the wrong target
- The mindset the whole year rests on



Chasing "Impressive" Hollows You Out

- The more you chase impressive, the less fulfilling it gets
- External success runs dry
- The wrong goal quietly kills the joy



A Goal You Can Keep for Life

- Right goal = lifelong fuel
- Not a finish line, a way of moving
- Sustainable beats impressive



What Reality Could Be

- Not what reality is — what it could be
- Your lens interprets, not records
- Elevate the ordinary into meaning



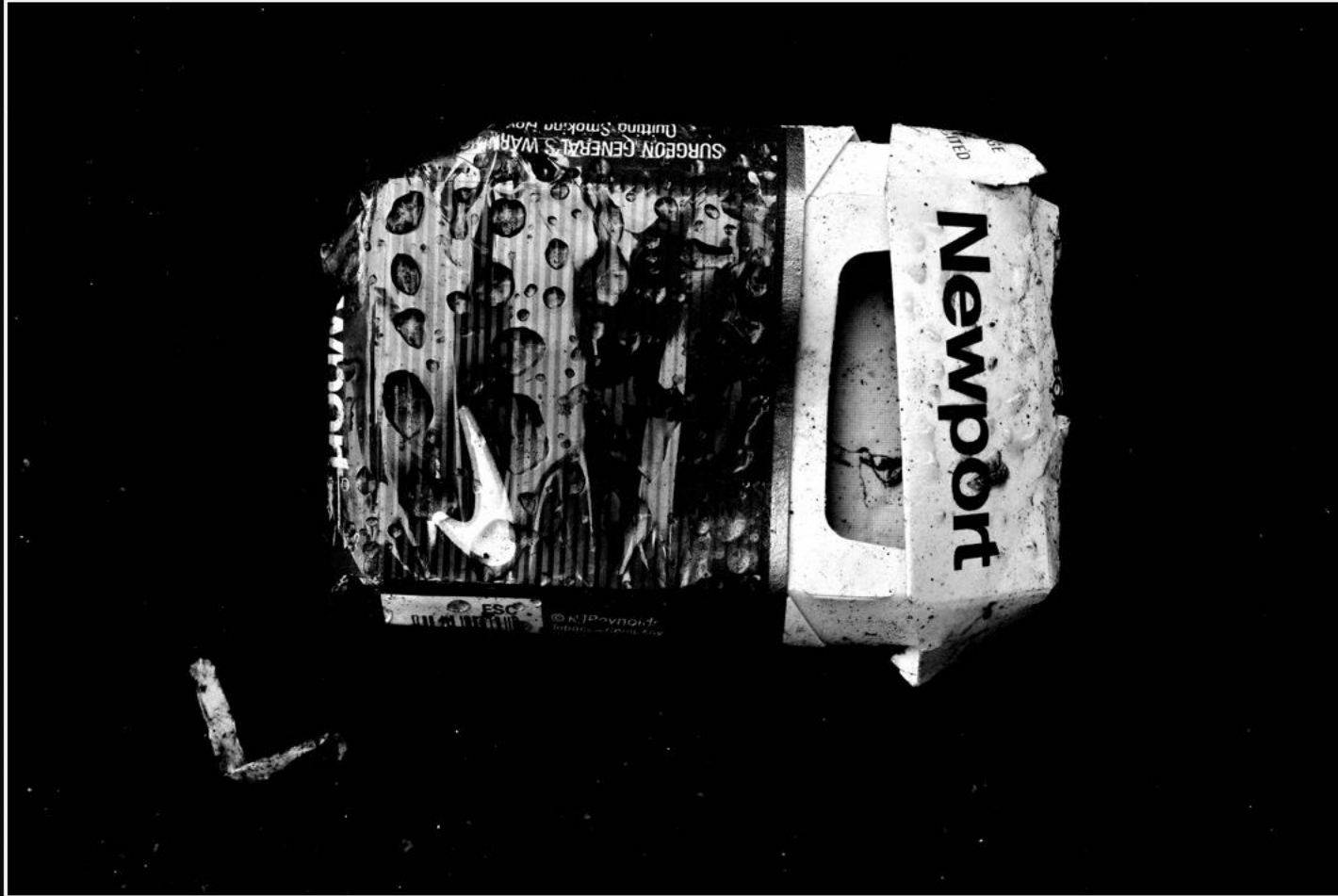
Release Judgment of Quality

- Stop grading every frame "good/bad"
- Judgment chokes the flow
- Just make the next photo



Just Make New Photos

- Volume over verdicts
- The next frame, then the next
- Quantity is permission



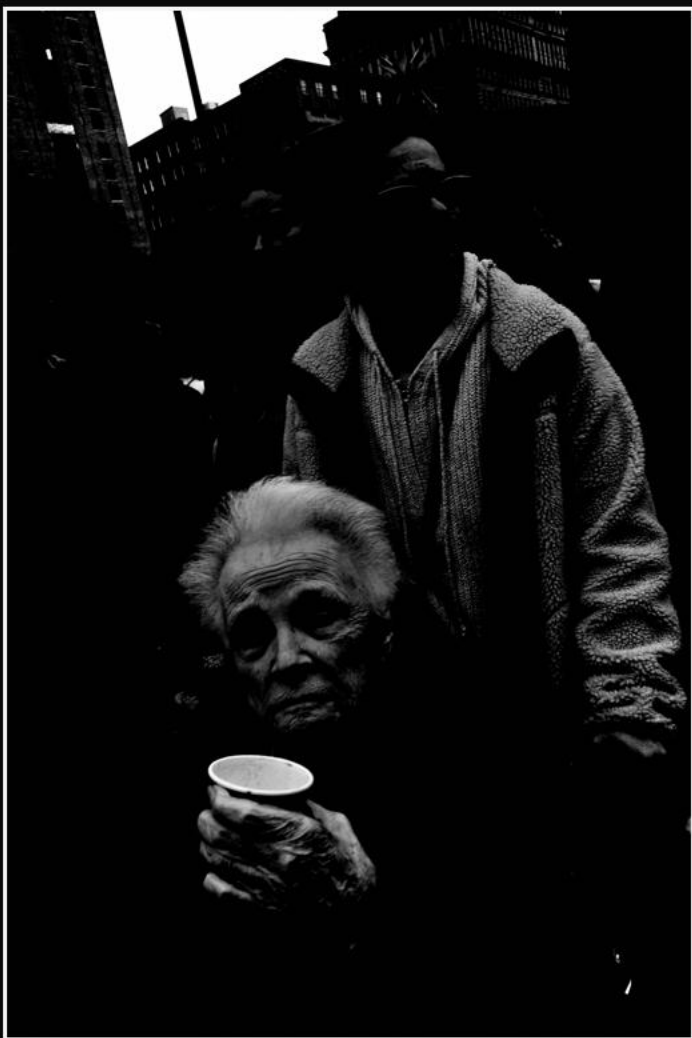
Cultivate Curiosity

- Return to the child-like state every morning
- Eyes wide open to infinite possibility
- Curiosity is the heart of it



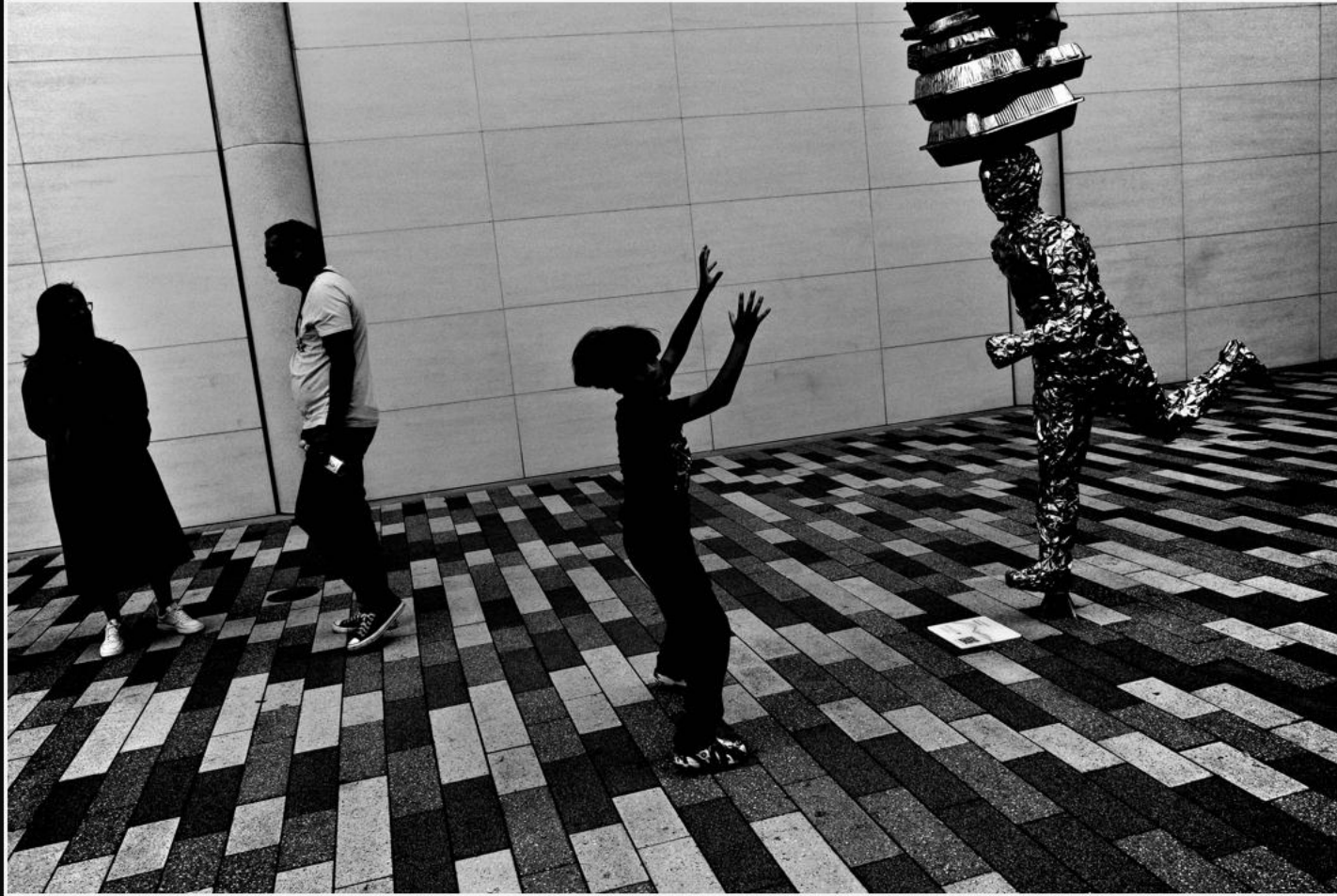
The Cartier-Bresson Warning

- Cartier-Bresson modeled curiosity
- But he abandoned photography
- Keep the curiosity, avoid the burnout



Embrace Play

- Photography is an excuse to be in a state of play
- Play unlocks freedom
- The camera is the permission slip



Adults Forgot How to Play

- Reclaim play as essential
- Seriousness drains fulfillment
- Joy is not a luxury here



Reframe the Purpose

- Ask: what will reality manifest to be?
- A question, not a checklist
- Interpretation over documentation



Interpretation Over Documentation

- The same street, your vision
- Elevate, don't just capture
- The photograph adds something



Photography as a Life Practice

- The camera deepens how you live
- Connection, attention, presence
- A practice, not a hobby



Go Beyond This Earth

- Your goal isn't to get patted on the back
- It's to go beyond this Earth
- Meaning over validation



Create from Curiosity and Joy

- Create from pure curiosity and joy
- Not from expectation
- The source decides the work



Shoot With Zero Judgment

- Tomorrow: make photos, grade nothing
- No "keeper" thinking on the street
- Notice how much more you see



The Curiosity Reset

- Each morning, child eyes back on
- Treat the known street as unknown
- Wonder is a daily choice



Shooting for Approval

- Don't shoot for likes or the algorithm
- Approval is a moving target
- It quietly distorts your eye



Making It a Grind

- Career-grind mindset drains it
- Pressure crowds out play
- Seriousness is the silent killer



Where It All Begins

- This is Lesson 1 — the starting line
- Every later lesson leans on this
- The goal underwrites everything ahead



Where We Go From Here

- Next: Photography as a Way of Life (Lesson 002)
- Then: Shoot Everything, No Limits (Lesson 003)
- Building the full FLUX worldview (Module 1)



See, Play, Go Beyond

- The goal: reveal what reality could be
- From curiosity and joy, never approval
- See. Play. Go beyond.