

Postupak ocjene doktorskog rada

DOKTORAND/ICA:	Vesna Uglješić, dipl. dizajner
NASLOV RADA na hrv. jeziku:	Utjecaj žarišne duljine objektiva i dubinske oštine na doživljaj poslovnih fotografskih portreta
NASLOV RADA na engl. jeziku:	The impact of focal length and depth of field on the perception of business portrait photographs

SAŽETAK:
<p>Poslovni fotografski portret čest je oblik profesionalne vizualne komunikacije, ali se u praksi često promatra ponajprije kao tehnički korektan ili estetski prihvatljiv prikaz osobe. Ovaj rad polazi od pretpostavke da tehničke odluke pri snimanju, osobito žarišna duljina objektiva i otvor objektiva kao čimbenik dubinske oštine, mogu utjecati na prvi dojam o portretiranoj osobi te procjenu poslovne prikladnosti. Cilj rada bio je ispitati povezanost promjena žarišne duljine i otvora objektiva s doživljajem poslovnih fotografskih portreta. U fotografskom dijelu istraživanja sudjelovalo je šest portretiranih osoba. Svaka je snimljena u devet uvjeta dobivenih križanjem žarišnih duljina od 28 mm, 85 mm i 180 mm s otvorima objektiva f2.8, f5.6 i f11, uz kontrolu rasvjete, pozadine, kadra, pogleda, izraza lica i obrade. Glavno istraživanje provedeno je na studentskom uzorku i obuhvatilo je 113 valjanih ispitanika, 666 evaluacija portretiranih osoba i 6660 pojedinačnih odabira. Ispitanici su metodom prisilnog odabira procjenjivali devet fotografija iste osobe. Dodatne ankete sa stručnjacima iz fotografije i dizajna te stručnjacima iz poslovnog svijeta služile su provjeri stabilnosti obrazaca. Rezultati pokazuju da se doživljaj poslovnog portreta ne može svesti na jedan izolirani parametar. Kombinacija 85 mm / f2.8 najčešće se povezivala s pozitivnim općim dojmom, toplinom i pristupačnošću, dok se 180 mm / f5.6 najstabilnije povezivala s kompetentnošću, pouzdanošću, autoritativnošću, poslovnom prikladnošću i prirodnijim prikazom lica. Kombinacije s 28 mm, osobito 28 mm / f2.8, najčešće su se povezivale s nepovoljnim procjenama. Dodatne ankete poduprle su glavne obrasce. Rad potvrđuje da se različite kombinacije parametara mogu povezati s različitim komunikacijskim ciljevima.</p> <p>Ključne riječi: poslovni fotografski portret, žarišna duljina, otvor objektiva, dubinska oština, prvi dojam, socijalne atribucije, profesionalna vizualna komunikacija</p>

EXTENDED ABSTRACT:
<p>Business photographic portraits are a common form of professional visual communication. They appear on organizational websites, professional networking platforms, curricula vitae, conference biographies and other channels in which a person is presented as an expert, employee, candidate or representative of an organization. Although such portraits are often treated as neutral representations, they are shaped by photographic decisions. This dissertation examines whether lens focal length and aperture, as a factor of depth of field, can be associated with changes in the viewer's first impression of the portrayed person. The study starts from the assumption that a business portrait is not only a technically correct or aesthetically acceptable image. It is also a communicative form that may influence how the viewer interprets the face, professional presence and business suitability of the portrayed person. Focal length is considered together with the camera-to-subject distance, since comparable framing requires a change in shooting distance. Aperture is considered through the distribution of sharpness and blur, and therefore through the visual relationship between the person and the background. The aim of the research was to examine whether systematic variations in focal length and aperture can be linked to differences in the perception of business portraits. Six portrayed persons were photographed in controlled studio conditions. Each person was photographed in nine conditions created by crossing three focal lengths, 28 mm, 85 mm and 180 mm, with three aperture values, f2.8, f5.6 and f11. Lighting, background, framing, gaze direction, facial expression, camera height and image processing were kept as comparable as possible. The main study was conducted with a student sample. After data cleaning, the analytical set included 113 valid respondents, 666 evaluations of portrayed persons and 6660 individual choices. A forced-choice method was used. Respondents viewed nine photographs of the same person and selected the photograph that best matched each statement. Two additional surveys were conducted with experts in photography and design, and with business, human resources and public relations professionals. They examined whether the main patterns also appeared among respondents who viewed business portraits from different professional perspectives. The results show that the perception of a business portrait cannot be reduced to one isolated photographic parameter. The clearest patterns appear at the level of combinations of focal length and aperture. The combination 85 mm / f2.8 was most often associated with a positive overall impression, warmth and approachability. The combination 180 mm / f5.6 was most consistently associated with competence, trustworthiness, authoritativeness, business suitability, and a more natural and proportional appearance of the face. Combinations with 28 mm, especially 28 mm / f2.8, were</p>

most often associated with unfavorable judgments, primarily lower business suitability, lower naturalness and proportionality of the face, and lower trustworthiness. Depth of field cannot be interpreted independently of focal length. A shallow depth of field was favorable especially in the combination 85 mm / f2.8 when the communicative goal was warmth and approachability. The same aperture value did not have the same effect when combined with 28 mm. Similarly, f5.6 was most important when combined with 180 mm, where it supported a more stable and professionally suitable impression. The communicative effect of depth of field therefore depends on focal length, shooting distance, perspective geometry and the overall visual organization of the image. The additional surveys supported the main patterns found in the student study. In the photography and design group, the results were largely repeated. In the business, HR and PR group, the broader pattern at the level of focal length was preserved, although 180 mm / f2.8 appeared more often in some professionally positive judgments. Comparisons between the student sample and the additional groups did not show statistically significant differences after correction for multiple testing. The hypotheses were evaluated on the basis of the full set of results. The first hypothesis was confirmed, since systematic variations in focal length and depth of field led to statistically significant differences in emotional evaluations and social attributions. The second hypothesis was also confirmed, since intentionally adjusted combinations supported different communication goals. The third hypothesis was partially confirmed. Depth of field affects the perception of portraits, but not as a simple one-directional effect in which shallow depth of field would always be more favorable. The scientific contribution of the dissertation lies in the empirical connection between concrete photographic parameters and the perception of business photographic portraits. The methodological contribution lies in the controlled protocol for producing and evaluating portrait stimuli. The practical contribution lies in guidelines that connect photographic settings with communication goals. The study shows that focal length, shooting distance, aperture and depth of field participate in the way a person is visually presented and interpreted in a professional context.

Keywords: business portrait photography, focal length, aperture, depth of field, first impression, social attributions, professional visual communication

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