

A Level Photography

Project 1

Image and Text

The emphasis of this assignment is the development of ideas, working towards a final composition inspired by the artists/photographers studied.

You have **four weeks** to carry out the assignment including all visual work and notes to explain your ideas and prove your knowledge and understanding.

Your work will be marked on how well you:

Record in visual and other forms AO3

Develop ideas through sustained investigations AO1

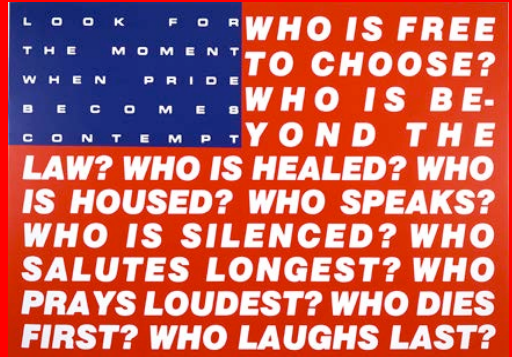
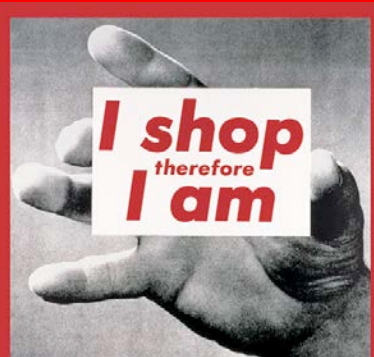
Use media, techniques and processes AO2

Demonstrate analytical & critical understanding AO1

Review and refine AO2

Reflect on work and progress AO3

Produce a personal, well-resolved response demonstrating critical understanding
AO4



Project Deadline: Monday 30th November 2015

A level Photography

Project 1: Image and Text

The meaning of images can be changed or enhanced by the addition of text. A number of photographers have used this idea when exploring an issue that concerns them. Research examples of this type of work and respond to an issue that concerns you.





Taking a visit to the seaside as your subject, investigate a range of image and text representations that you have identified, their mutual effects on the perception and understanding of imagery and explore the work of **chosen artists/photographers to produce a personal perspective viewpoint of the British seaside**. Your work will explore digital processes and can convey any message or viewpoint related to the British seaside you choose.

WEEK ONE: Initial Research

Record in visual and other forms AO3

Develop ideas through sustained investigations AO1

Explore the theme of 'Image and Text' finding examples of the variety of different styles and ways image and text can be combined together.

In the lesson...	WHAT YOU NEED TO DO:	HOME-LEARNING
1. Introduction to the project- exploring the theme of 'Image and Text'. Exploring the different types and purposes of 'Image and Text'	 Collect lots and lots of examples of where image and text are used together e.g. postcards, newspapers, greetings cards, posters, advertisements etc. (these can be from contemporary and historical sources) , Identify how image and text are used and to what effect e.g. to sell something, satire, propaganda and so on.	 Complete mind-mapping research of examples of image and text and Image and text in art.
2. Exploring Art & Photography and 'Image and Text'	 Create a visual mind-map/general research page identifying how image and text are used by artists and photographers	
3. Introduction to documentary photography/Image and text artists	 Select 3 artists/ photographers to study- one documentary photographer, and two text and image artist/photographer	
4. Independent research time.		

WEEK TWO: Investigate artists

Demonstrate analytical & critical understanding AO1

Choose and research artists' work

<u>In the lesson...</u>	<u>WHAT YOU NEED TO DO:</u>	<u>HOME-LEARNING</u>
5-8 Recreate artists/photographers work	<p> Recreate a chosen image from each of the artist using Photoshop. (This is your introduction to Photoshop techniques.)</p> <p>Record your process in your journal using screen shots to illustrate each action used and simple annotation to explain. Remember to use key vocabulary.</p>	<p> Create a research sheet that explores the work of each of your chosen artists/photographers – both visually and with annotation to show your analytical & critical understanding.</p> <p>Identify techniques, styles of the artists work that you wish to explore in your own work.</p>

WEEK THREE: Visual Research

Develop ideas through sustained investigations AO1

Review and refine AO2

Use media, techniques and processes AO2

Reflect on work and progress AO3

Explore visually using digital photography the theme of the British seaside

<u>In the lesson...</u>	<u>WHAT YOU NEED TO DO:</u>	<u>HOME-LEARNING</u> <i>Set your own tasks</i>
1. Group discussion on the theme of the 'British Seaside'- time for exploration of areas of study.	<p> Mind map a range of ideas of places and activities within the British Seaside that you could study.</p> <p> Identify your intentions for your photo-shoot- what are you going to shoot, where, why, what will the message be? Use the shoot plan guide to help.</p>	<p> Add mind map to your journal and any supporting images.</p> <p> Add in an intentions page- this should include your photo shoot plan</p>
<p> Take photographs- Photo shoot day trip</p> <p>Revisit camera/photographic techniques- Depth of Field, ISO and rules of composition.</p>		
2. Explore the image and text and the influence they each can have on viewer perception.	<p> Present your experiments with image, text and meaning- present your images and your captions explaining the different messages the text gives to the image</p>	
3. Exploring typography/font style	<p> Explore different kinds of typography. How does the style of the text alter/enhance the meaning</p>	<p> print out contact sheet annotate each image highlighting</p>

4. Independent study time to complete set tasks	of your message? Present these experiments in your journal.	relevance to the theme of 'British seaside' and the quality of the images in relation to composition and finish and camera setting/techniques used. Present in your journal.
5.		
6,7&8. Independent study time to complete set tasks/work/evidence	✍️ Consider the kinds of text that could be placed with the types of scenarios you have photographed. What is the meaning of the text? To contradict the image? To sell the image? Humour? Satire? Propaganda? Consider what kind of statement your images are making combined with the text-write a list of ideas for captions next to your chosen 3 images for development.	


WEEK SEVEN & EIGHT: Final Ideas/Realising Intentions

Reflect on work and progress AO3

Produce a personal, well-resolved response demonstrating critical understanding AO4

In the final weeks you need to draw the assignment to a conclusion – where do you want it to go/what do you want it to look like. Plan a final piece and create a mock-up or draft, then create the final image.

In the lesson...	WHAT YOU NEED TO DO:	HOME-LEARNING <i>Set your own tasks</i>
1. Print out your three chosen images, using layout paper annotate how the images could be developed to reflect the style of your chosen arts/photographers (3 quick ideas)	✍️ Select three images on which to further develop ideas for text, manipulation/development- mount up ideas in your journal with clear explanation of how the images reflect your chosen perspective on the local environment and the stylistic elements of your chosen artist/photographer Explain the intention of your work- how do you expect the viewer to perceive the message?? What is the message you are sending? How have you selected the text?	✍️ Present all work in your journal. (ideas, final idea, making process, final images/s)
2. Developing a final design based on SA/PA/TA	✍️ A final composition: what your piece will look like. Describe any changes between your initial and final design explaining the reasons for these changes: link it all to the question 'Image and Text' and to your artists.	

3-4.  **Create the final image.** Record step by step by screen shots, how you have made your image on Photoshop, annotate your development process, explaining the decisions/changes you make to your design as you create it.

Artist/Photographer List

Choose one artist/photographer to study from each of the lists below

Image & Text	Documentary/Street
<p>Jim Goldberg, Barbara Kruger, Tom Phillips, John Hillard, Robert Frank, Gillian Wearing, Keith Arnett, Duane Michals, Gunnar Thor Vihjalmsson, Gilbert & George</p>	<p><i>Richard Billingham (Ray's a laugh), Angela Strassheim, Larry Sultan, Sally Mann, Diane Arbus, Robert Capa, Larry Clark, (Tulsa) Don McCullin, Nan Goldin, Sally Mann(Family), Martin Parr, William Eggleston, Ed Ruscha (26 Gasoline stations) Dona Schwartz (In the Kitchen), Dorothea Lange (FSA work) Elliott Erwitt, Gary Winogrand, Helen Levitt, Lee Friedlander, Henri Cartier Bresson, Bruce Gilden, William Eggleston, Boris Mikhailov, Ed Ruscha Andre Kertesz, William Klein, Eugene Atget, Philip Lorca di Corcia, Walker Evans, Joel Meyerowitz, Robert Frank, Martin Parr, Gillian Wearing</i></p>

Journal Plan

Project 1: Image & Text

In your journal you should have the following pages as laid out on the plan. Use the tips underneath the page titles to help you complete the pages with all of the necessary information.

Journal Pages	On the page you should have...
Title and Brief	<ul style="list-style-type: none"> • Add the title of the project and the brief • Keep the title bold and clear • Keep the page simple and clean • Create a visual theme for your layout and titles
Visual Mind-Map-Image and Text	<ul style="list-style-type: none"> • Add keywords the explain types of image and text • Add more annotation to explain collected imagery • Add more imagery to fill the page • Fill up pages making sure there are no gaps • Make sure your titles stand out/are attractive • Consider presentation more: trying to tie your sheets together visually
Visual Mind-Map-Image and Text in Art & Photography	<ul style="list-style-type: none"> • Add keywords to describe how image and text are used together • Add more annotation to explain collected imagery • Add more imagery to fill the page • Fill up pages making sure there are no gaps • Make sure your titles stand out/are attractive • Consider presentation more: trying to tie your sheets together visually
Artist/Photo Research 1	<ul style="list-style-type: none"> • Add lots of images of the artists/ photographers work • Use keywords to highlight the main visual features and conceptual themes • Add information based on the questions from the visual literacy sheet • Analyse one chosen image using the how, the what and the why section of the visual literacy sheet • Add a clear title (the artists name!) • Consider presentation more: trying to tie your sheets together visually
Artist Recreation 1	<ul style="list-style-type: none"> • A recreation of the artists work • A small contact sheet of images taken in the style of the artist • Annotation to explain the links to artist, subject, style on the contact sheet • Add in any editing of chosen image for recreation- include screenshots etc • Place images of the artists work next to recreation for comparison
Artist/Photo Research 2	<ul style="list-style-type: none"> • Add lots of images of the artists/ photographers work • Use keywords to highlight the main visual features and conceptual themes • Add information based on the questions from the visual literacy sheet • Analyse one chosen image using the how, the what and the why section of the visual literacy sheet • Add a clear title (the artists name!) • Consider presentation more: trying to tie your sheets together visually
Artist Recreation 2	<ul style="list-style-type: none"> • A recreation of the artists work • A small contact sheet of images taken in the style of the artist • Annotation to explain the links to artist, subject, style on the contact sheet • Add in any editing of chosen image for recreation- include screenshots etc • Place images of the artists work next to recreation for comparison
Artist/Photo Research 3	<ul style="list-style-type: none"> • Add lots of images of the artists/ photographers work • Use keywords to highlight the main visual features and conceptual themes • Add information based on the questions from the visual literacy sheet • Analyse one chosen image using the how, the what and the why section of the visual literacy sheet • Add a clear title (the artists name!) • Consider presentation more: trying to tie your sheets together visually
Artist Recreation 3	<ul style="list-style-type: none"> • A recreation of the artists work • A small contact sheet of images taken in the style of the artist • Annotation to explain the links to artist, subject, style on the contact sheet • Add in any editing of chosen image for recreation- include screenshots etc • Place images of the artists work next to recreation for comparison
Mind-map- British seaside	<ul style="list-style-type: none"> • Add keywords • Add more annotation to explain collected imagery • Add more imagery to fill the page/eplore the idea in more depth • Fill up pages making sure there are no gaps • Make sure your titles stand out/are attractive • Identify your intentions- what is going to be your focus, how will you do this?

Contact sheet (chosen subject)	<ul style="list-style-type: none"> • Identify on the contact sheet good images by highlighting/circling, adding a sticker etc • Cross out poor imagery • Annotate good images to explain the positives • Quick note to explain which techniques have been used/attempted • Identify images chosen for the final piece • Explain any potential editing that will need to happen ie crop, lighten, de-saturate etc.
Exploring Meaning/Perception in imagery	<ul style="list-style-type: none"> • Add all captions to exemplify each identified type of meaning with the image • Explain how each caption changes the meaning of the image • Present your page thoughtfully • Add a clear title
Development of chosen images	<ul style="list-style-type: none"> • Add titles or sub-headings to explain your ideas • Add further annotation about the message you are trying to show • Add further annotations to explain your ideas • Add thumbnails of artist work to explain links • Add ideas for captions/text to go with the images
Exploring Typography	<ul style="list-style-type: none"> • Identify at least 6 different fonts to exemplify each meaning (humorous, political etc) • Annotate chosen 'fonts' explaining why their style suits the words • Select appropriate fonts to type up your captions in- show at least 6 different examples/possibilities
Development of Final idea	<ul style="list-style-type: none"> • Sketched up final three images • Add annotation to explain links to artists and local environment message • Make sure page is full
Editing	<ul style="list-style-type: none"> • Add screenshots (ctrl + shift +3) of you editing your images using all of the tools that you use • Simply annotate images stating the tools used • Show before and after images of you pictures. • Explain any changes or decisions made in the editing process that effect the look of your final piece
Final Piece	<ul style="list-style-type: none"> • Print out a small version of your final pieces to stick in your journal • Email a PSD version of your work for printing to rheaton@roundhayschool.com
Evaluation	<ul style="list-style-type: none"> • Evaluate the success of your final piece with a short paragraph to explain what worked well, what you may have struggled with and how you overcame any problems and any changes you made to your designs as you were editing your work

High quality presentation is key 75% of the mark for your work is in the prep/journal/sketchbook, if it is incomplete or illegible your marks will suffer.

Presentation tips:

Fill the page* consider layout of information on pages* add flaps, tabs and pull-outs if you are struggling to fit everything on* keep handwriting clear and neat or type* use a consistent style/ font/pen colour* try to make pages visually appealing* do not use pixelated images* make keywords bigger and do not list them* if in doubt keep it simple* don't waste time double mounting* cut out neatly and straight* create a uniform style for the pages*

Exemplar Project : Image & Text

