A Level Photography
Y12: Introductory Project 3

TYPOLOGY

The emphasis of this assignment is the use of digital photography to record a concept or idea and the development of a final composition inspired by the style of photography studied.

You have **two weeks** to carry out the assignment including all visual work and notes to explain your ideas and prove your knowledge and understanding. *Recording your investigations and experiments in a journal is the evidence that is assessed towards your final grade, it is imperative that you complete all work set to the best of your ability and make it clear, legible and preferably visually enticing to show how well you understand the themes/artists/photographers and the depth of your investigations.*

Your work will be marked on how well you:
Record in visual and other forms AO3
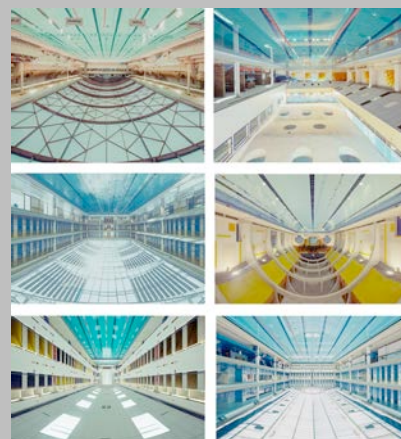Develop ideas through sustained investigations AO1
Use media, techniques and processes AO2
Demonstrate analytical & critical understanding AO1
Review and refine AO2
Reflect on work and progress AO3
Produce a personal, well-resolved response demonstrating critical understanding AO4

Project Deadline:

A Level Photography
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You are to use a range of photographic techniques and processes to create a visual 'Typology' record of a subject of your choice. You must show that you have considered more than just the visual aspect of your choice of subject but also the 'conceptual' aspects considering the meaning and message told through your images.

You must present at least 9 different specimens of your chosen subject as your record of this person, place, object or idea. You can present the final image up to A1 size (842mmX 594mm).

The presentation of your journal can take any format you choose but the more creative the better!

WEEK ONE: Investigate the theme/concept of typology and identify own theme for further research. Explore new photography techniques.

Demonstrate analytical & critical understanding AO1
Review and refine AO2
Reflect on work and progress AO3

Research the idea of 'typology', develop ideas for own typology research and explore new photography techniques.

In the lesson…	WHAT YOU NEED TO DO:	HOME-LEARNING
1. Introduction to typology and research.	✐**Define** typology ✐**Research** examples of typology and identify the themes/concepts and meanings behind the images. Present research as one general overview of 'typology'. Research should include: a variety of examples of images keywords the describe the main themes/visuals/concepts/style employed by photographers (use art@roundhay Pinterest pages as a starting point for visuals). Analyse two different examples of typology photography.	✐Complete definition and research for research page
2. Develop ideas for own typology focus.	✐**Create** an extensive mind-map of possible ideas for a typology focus of your own person, place or object?- think carefully about how to inject meaning or concept into your work instead of it being just a	✐ Present up research up into your creative/innovatively styled journal

	simple series of still life images or portraits etc. ✐**Consider** creative/interesting ways to present your research and journal work in a way that reflects the ideas/concepts behind typology	
3. Explore new photographic techniques: rules of composition, depth of field, basic lighting techniques	✐**Consider** how you might employ/experiment with these techniques in your typology photo shoot. ✐**Create** a plan for a photo shoot based on your chosen typology- identify where, what, when…etc.	✐ Continue to present research up into your journal

WEEK TWO HOME-LEARNING: Take photo shoot, develop ideas further, experiment with digital editing and create a final image

Demonstrate analytical & critical understanding AO1
Use media, techniques and processes AO2
Develop ideas through sustained investigations AO1
Review and refine AO2
Reflect on work and progress AO3

Shoot your photos and edit images into a final series of images exploring typology. Present all journal work.

WHAT YOU NEED TO DO:

✐ **Write up your intentions**- what is your subject? Why have you chosen this? What is your message/concept? How are you going to take your photos? Which of the typology images are you most influenced by (put images in!)

✐ **Take** your photos in line with your shoot plan- remember to make the most of any unexpected opportunities that may arise too! Its ok to be flexible- plans can change! (you just have to explain any changes in plan or lucky opportunities!)

✐ **Print, present and analyse** your contact sheet- explain where what and how your photos were taken, identify images you want to use and explain why you have chosen these.

✐ **Sketch out** a rough plan/s for the presentation of your typology series- consider size and layout of the images, again think about unique presentation ideas

✐**Edit** your final images and print out a copy to put into your journal- email the final image in a PSD format to rheaton@roundhayschool.com

✐**Record** all of your edits with using screen shots and before and after pictures

Journal Plan
Introductory project 3: Typology

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	• Add the title of the project and the brief • Keep the title bold and clear • Keep the page simple and clean
Definition of Typology	• Write up neatly/type up definition of typology • Add in imagery to support/illustrate definition • Don't forget to add the title, dates and author of the images
Typology Research	• 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 two chosen images using the how, the what and the why section of the visual literacy sheet • Add a clear title (TYPOLOGY!)
Mind-Map exploring themes for photos	• Mind-map shows a variety of ideas and possibilities for subject of photoshoot • Explain any conceptual ideas and influences from typology research
Intentions	• Add in photo shoot plan • Explain inspiration, concepts and messages • Explain how/what techniques you intend to employ • Add in imagery to illustrate ideas/thoughts/any photographers reference
Contact sheet (chosen subject)	• 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.
Layout Plans	• Sketch out and annotate each possible layout plan for your typology series
Editing	• 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	• Mount up images either physically or digitally • If digital consider using frames or borders to present • Print out a small version of your final pieces to stick in your journal • Email a PSD verson of your work for printing to rheaton@roundhayschool.com
Evaluation	• 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 your 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*