

PROJECT DESCRIPTION

Create three different photographs.
The photographs should be active, dynamic, and asymmetrical compositions.
The subject or theme of the photographs should be either:

Contradiction (for 8:30 sections)

Chance (for 10:00 sections)

You may use any camera capable of making high quality images (minimum 300 dpi at 6 x 9").
All photographs must have horizontal orientation.
Photographs may be in color or black/white (all photos must match)
Each photograph should be presented as a 6 x 9" print.
For the final critique, mount each photograph in the center of a 9 x 12" piece of black Quest cover stock (available at the UW bookstore).

THEME INTERPRETATION — WHAT TO PHOTOGRAPH AND HOW TO PHOTOGRAPH IT

The first step is to consider how a general audience defines the theme that you have been assigned:

Contradiction: a conflict or inconsistency; direct opposition; discord of action, feeling or effect
Chance: not planned or expected; accidental; inadvertent

Once you understand your theme, consider what subjects could be photographed to communicate that theme to a general audience. For example, can you find environments or objects that capture a specific aspect of the theme? Can you visit or stage an event/situation that will allow your theme to visually manifest itself? Explore *multiple* ideas—creating a wide variety of photographs and working through an intense, multivariate process is key to success.

IMPORTANT: Avoid cliché subjects. Visual clichés are popular or common subjects that have lost originality, ingenuity and impact through overuse. Examples: cherry blossoms in the UW quad, Kane Hall shadows, UW bike racks/garbage cans, sentimental portraits of dogs/children, angled shots of piano keyboards, etc. Avoid typical "tourist spots" in Seattle.

How you photograph your subject is just as important as *what* you photograph. Consider if changes in lighting, angle of view, focus and distance from the subject help or hinder the communication of your theme. Remember, photographs must be active, dynamic and asymmetric compositions.

TIMELINE > DESIGN PROCESS

Critique 1 - Present 6 different photographs (all must be mounted) on Friday, 4.6
Critique 2 - Present 6 new [revised] photographs (all must be mounted) on Friday, 4.13
Critique 3 - Present 6 final photographs (all must be mounted) on Friday, 4.20—then select three finals to submit immediately after critique for grading. Late work will not be accepted.

FLICKR REQUIREMENT

You must post all your critique photographs to the FLICKR group by 12pm on Fridays.
The Flickr group is at: http://www.flickr.com/groups/art166spring12_proj1/
Please name your files as follows: "Proj1Contradiction_1", "Proj1Chance_2", etc.
Please tag your file with your section (AA, AB, AC, etc.) and the theme (Contradiction or Chance)

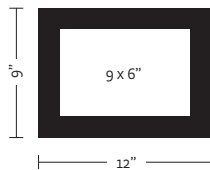
PROJECT EVALUATION CRITERIA

The photographs clearly communicate the assigned theme (3 pts)
The photographs are dynamic, asymmetrical compositions with significant formal contrasts (3 pts)
The composition has a clear focal point—the image is not a general "pattern" (1 pt)
The photograph is visually and/or conceptually unique (2 pts)
The photographic prints are of the highest quality, and are neatly and cleanly mounted (1 pt)
TOTAL: 10 points

CRITIQUE PARTICIPATION EVALUATION CRITERIA

The student has properly presented 6 photographs at every critique.
The student has followed a thorough process to develop multiple ideas and refine the final images.
The student has participated in analyzing and discussing their own and others' work during critique.
The student has commented on at least five other projects via Flickr.

Mount each photograph in the center of a 9 x 12" black cover-weight (Quest) board. Strathmore ArtAgain paper is also acceptable.



Write name, section (AA, AB, AC, etc.) and theme in the lower right corner on the back.