

NPTC Group Newtown College
Art & Design Department AS Level Photography

Assignment title:	Assignment 2: Metamorphosis – Constructed Collage FORMATIVE
Assessor:	
Date issued:	Final Deadline:
Qualification:	WJEC AS Level in Photography L3
Unit:	Unit 1: Personal Creative Enquiry
Assessment Objectives covered:	<p>AO1</p> <ul style="list-style-type: none"> •Development of ideas that are informed by contextual study of past and present photographic and other sources such as film, fine art, graphic design and published media and the place of photography within these. •Awareness of the issues that influence the purposes, meanings and contexts of photography and of the variety of photographic and motion picture genre and, where appropriate, relating personal work to a particular genre. •Analytical skill and critical and contextual understanding in comparing and contrasting the work of relevant photographers and other contextual sources and in the formative and summative evaluation of personal photographic outcomes. <p>AO2</p> <ul style="list-style-type: none"> •Selection of, and experimentation with, appropriate photographic media and processes, other media and combinations of media, with controlled use of lighting, shutter speed, aperture, lenses, filters and digital software. Technical details may be included, but should be selective and concise. Concern with technical processes should not assume greater importance than the progression of creative ideas. •Exploration of stimulating resources and studio-based and environmental sources to initiate and develop innovative ideas, with due regard to viewpoint, composition, tone, colour, texture, scale and other visual elements. Each significant step in the creative process should be documented. The full potential of photography should be explored through experimentation with traditional and digital media. •Discrimination in reviewing ideas as work develops. Careful control exercised in refining detail, such as in editing, image manipulation and print resolution, to produce outcomes of quality. <p>AO3</p> <ul style="list-style-type: none"> •Gathering, selecting, organising and communicating relevant information in studying visual and tactile sources of reference. Due attention should be given to the selection of only the most significant images and the analysis and annotation of these, rather than including multiple thumbnail/contact prints with no evaluative comments. •Recording, through photography and by other means, such as sketches, storyboards and written notes, ideas, observations and insights that are relevant to personal intentions. •Critical reflection on work and progress in order to review what has been learned, deepen understanding and clarify purpose and meaning.

AO4

- Presentation of creative responses that are essentially personal and effectively realise stated intentions, such as a photographic poster to support a strongly held opinion or images of architectural structures projected onto a three-dimensional construction.
- Explicit connections made, where appropriate, between the different elements of the submission, including contextual, practical and written responses, presenting work in an order, which can be easily followed.
- Consideration of different presentational formats, such as animated sequences and use of mixed media, selecting the most appropriate of these for the submission, giving due regard to the purpose of the work and how to make it look interesting. If the print size or cost of a preferred format is a constraint, then this could be drawn, described and/or presented as a scale model.

Scenario: This assignment will enable you to produce assessment evidence for the AS/A2 Level in Photography, **Unit 1: Personal Creative Enquiry**. Summaries of the Assessment Objectives for this unit are listed above. **In this scenario**, you have been approached by an International Publishing Company to produce photographic material to illustrate a web site and journal, which will be publishing an article about diversity across different cultures. This would be used to highlight specific statistics and issues across the world; religious, political, social, environmental and physical. They are looking for a new, innovative and creative approach to visual imagery, which would add some humour and impact to serious issues. The photographs you create will be based on a photo-montage/collage technique explored by many historical and contemporary artists and photographers. You will need to explore a range of different photographic techniques, as listed, while investigating your chosen areas of concern. As well as exploring the publishing context, you should also investigate how the abstract theme might be used in other photography genres e.g. Advertising, Fashion, Landscape, Sport, Portraiture etc. Techniques you will be exploring are:

Hannah Hoch (photomontage/collage) - Object Scans & Photographs - Low Key - High Key – Silhouettes - Light Joiner Photography, Painting/Graffiti – Photomontage (vertical, horizontal, diagonal, assembled).

You will be using InDesign to create the layout and contents of the book. The final images should also be displayed as a digital PDF slide show ready to show the client.

Task 1:

Research: produce visually exciting research pages in InDesign based on your chosen theme and photomontage techniques. Research photographic styles past and present. Look at contemporary photographers and historical movements that have used collage in their work.

Evidence you must produce for this task:**InDesign pages and supporting work containing:**

- * Photos of primary sources
- * Responses to secondary sources; magazines/internet/leaflets/galleries
- * Page layouts
- * Analysis of others' work; for at least different 3 different artefacts
- * Brief annotations for other images collected.

**Assessment Objectives
covered by this task:**

AO1

Sources of information:

Look at Photographers/Artists such as Ofer Wolberger, Hannah Hoch, Raoul Hausmann, May Ray, Joseph Cornell, Nancy Spero, John Stezaker, Jesse Treece, Damien Blottiere, David Hockney, Andre Breton and Many more.

**Task 2:****Experimentation, Review and Development.**

The next stage is to start generating your own varied ideas for photographing your photomontages. Search for photomontage/collage photography on the net, as well as your chosen theme. Make sketches or notes of ideas for photographing and consider unusual angles, subjects, locations, etc. You will need to think of a series of photos to take that capture your idea in different ways and using different techniques, materials and processes, as listed.

Evidence you must produce for this task:	InDesign pages and supporting work containing: *Photos using primary sources based on the theme *Experimental photography using a variety of techniques *Brief annotations *Media Records *A Review of your photography
Assessment Objectives covered by this task:	AO2, AO3.

Sources of information:	Primary sources; Photography.
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Task 3:	Final Images; Presentation and Evaluation. You will now need to complete your InDesign document, showing developmental and final photographs. When you are happy with the layout, present them in a PDF slide show. You should include notes and titles. When you have completed all of the above tasks, you will need to complete an Analysis and Evaluation of your developmental work and completed project.
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Evidence you must produce for this task:	Completed InDesign pages and supporting work containing: *Final photographs *An Evaluation of the project *Final PDF presentation.
Assessment Objectives covered by this task:	AO4

Sources of information:	Moodle.
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