

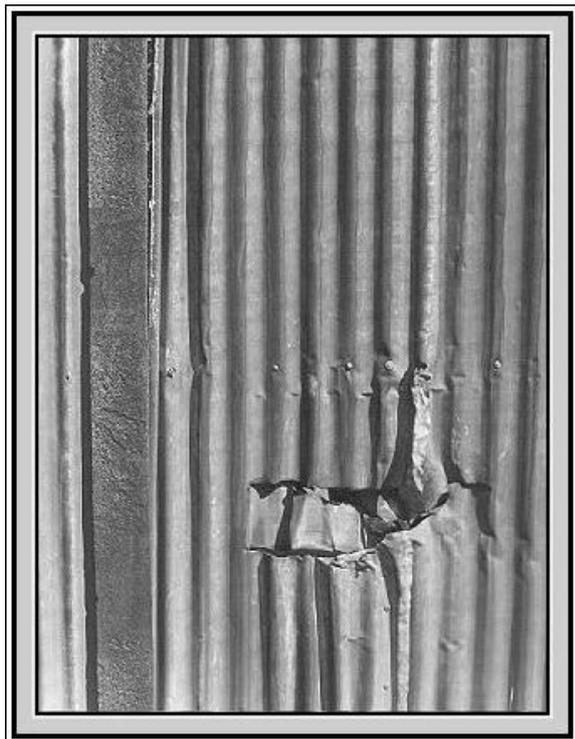
NPTC Group Art & Design Department Foundation Diploma Programme

Exploratory Stage Media Workshop: Abstract Urban Photography

Curriculum Areas:	2D: Computer-Based and Lens-Based
Timescale:	8 hours x 2 weeks.
Units:	1: Research, Recording & Responding. 2: Media Experimentation.
Resources:	Mac Suite, 35mm D/SLR Cameras, Darkroom.

Introduction.

During this assignment you will be learning about 35mm Film SLR photography, image editing and page layout software while working in the context of photography and graphic design. Many of the skills you have been developing in other areas are transferable e.g. understanding of issues such as composition, layout, eye-path, balance and contrast. The main purpose of a graphic or web publication is to provide information about or to sell a product. In this instance you will be producing information about a place; a city or town. The brief is to design and produce a poster, leaflet or flier which explores the 'anatomy' of a particular town or city, through the use of a series of abstract urban images. Think about the use of dual language if the image is to be used in Wales.



Activities.

You will need to try out lots of different photographic techniques and you should try out some of the following;

- | | | |
|---------------------|-----------------------------|---------------------|
| 1. Photo-gram | 6. Stencilling | 11. Motion Blur |
| 2. Pin Hole Camera | 7. Limited Depth of Field | 12. Negative Spaces |
| 3. Macro | 8. Black & White | 13. Toning |
| 4. Hi Key/Lo Key | 9. Spot Colouring | 14. Camera Shake |
| 5. Focucus Stacking | 10. Photoshop Action/Filter | 15. Silhouette |

1. Watch the instructional DVD by West Media; *Learn Photography*.
2. View the Abstract Urban slideshow on Moodle to get an idea of the image required.
3. Collect and analyse other abstract urban photographs as a starting point for your own work. Use the 'Analysing & Evaluating Others' Work' sheets to focus your investigations. In particular, see if you can find examples of Welsh Towns and Cities, to see how they are presented both in an historical and contemporary context.
4. Participate in camera skills workshop and make note of main SLR functions.
5. Choose a town or city to investigate and visit e.g Liverpool.
6. Take photos of buildings, signs, street furniture, pavements, railings etc. reducing the compositional arrangement to 'abstract' elements. Take particular note of shadows, pattern, texture, shape, contrast, rhythm, gamut etc. without being too concerned about the figurative element. Also, think about which of the techniques from above you might apply.
7. Develop and print your photos in the dark room.
8. Scan in any images/photos which you may want to use.
9. Experiment with PhotoShop and other techniques to see how you might change and enhance the images you have collected.
10. Experiment with the layout and text in PhotoShop and InDesign. Look at the work of Graphic Designers such as Neville Brody to see how contemporary designers use text.
11. Produce 3 or 4 different designs in rough.
12. Choose 1 to develop into a final design.
13. Print and mount the final pieces of work.

