

GCSE Photography

Distorted Portraits

This project is worth 60% of your official GCSE, you have 20 weeks to show evidence of:

✓ **AO1 – Artists Links**

Produce work in the style of different artists and write detailed P.M.I analysis to show your understanding of their work.

✓ **AO2 – Development**

Show skills whilst experimenting with a variety of techniques and processes

✓ **AO3 – Observations**

Take high quality close up photographs and produce skilful observations.

✓ **AO4 – Final Piece**

Produce a skilful personal outcome showing a variety of photography techniques and processes on the theme of '**Distorted Portraits**'.

	Week	Lesson	Tasks
AO1 Artist Links	1	1&2	✓ Write detailed PMI analysis or complete the analysis slide for the 4 colour images of Portrait Photographs on slide 6 Ensure you use keywords, descriptive sentences and personal opinions see slide 5 for support!
	2	1&2	✓ Write detailed PMI analysis or complete the analysis slide for the 4 black and white images of Portrait Photographs on slide 8 Ensure you use keywords, descriptive sentences and personal opinions see slide 5 for support!
	3	1&2	✓ Write detailed PMI analysis or complete the analysis slide for the 4 profile portrait images on slide 10 Ensure you use keywords, descriptive sentences and personal opinions see slide 5 for support!
	4		<p style="text-align: center;">Homelearning - see slide 14</p> Write detailed PMI analysis or complete the analysis slide for the 4 artists: Grey Sands, Dan Mountford, David Samuel Stern and Lucas Simoes . Ensure you use keywords, descriptive sentences and personal opinions see literacy support slide for guidance
		1&2	✓ Write detailed PMI analysis or complete the analysis slide for the 4 images by Bruno Metra – slide 12 Ensure you use keywords, descriptive sentences and personal opinions see slide 5 for support!
	5	1&2	✓ You have one week to ensure all task are complete to the correct standard in preparation for your GCSE to begin in September

		Week	Lesson	Tasks	
September - October	AO3 Observational Photographs & Recordings	1	1	✓ Take a minimum of 20 high quality colour portraits, at least 5 of these images MUST be profile portraits Ensure you consider: background, lighting and angles	
			2	✓ Create a contact sheet of all your photographs Remember you can crop images at this stage to ensure you are not including too much background	
		2	1&2	✓ Write detailed PMI analysis or complete the analysis slide for your 2 most successful colour portrait photographs. <i>You should write a minimum of one PMI/analysis slide per lesson</i> Ensure you use keywords, descriptive sentences and personal opinions see slide 3 for support!	
		3	Homelearning - Generational portraits photoshoot – see slide 16		
			1	✓ You have one lesson to type up your homelearning analysis for Grey Sands	
		AO3 Development of ideas	4	2	✓ Create a range of edits in the style of the artist Greg Sands using your colour portrait photographs You Must: <input type="checkbox"/> Select your most successful photographs to edit <input type="checkbox"/> Include an explanation of how your work links to the style of the artist you have studied
	1&2				
	5		Homelearning – Photoshoot planning sheet for Generational portraits		
			1	✓ You have one lesson to type up your homelearning analysis for David Samuel Stern	
	6		2	✓ Create a range of edits in the style of the artist David Samuel Stern using your colour portrait photographs You Must: <input type="checkbox"/> Select your most successful photographs to edit <input type="checkbox"/> Include an explanation of how your work links to the style of the artist you have studied <input type="checkbox"/> Include screen shots to show your editing process on PhotoShop	
			1&2		
	AO3 Observational Photographs & Recordings	7	Homelearning - Photoshoot planning sheet for black and white portraits		
1			✓ Take a minimum of 20 high quality black and white portraits, at least 5 of these images MUST be profile portraits Ensure you consider: background, lighting and angles		
8		2	✓ Create a contact sheet of all your photographs Remember you can crop images at this stage to ensure you are not including too much background		
		1&2	Write detailed PMI analysis or complete the analysis slide for your 2 most successful black and white portrait photographs. <i>You should write a minimum of one PMI/analysis slide per lesson</i> Ensure you use keywords, descriptive sentences and personal opinions see slide 3 for support!		

		Week	Lesson	Tasks
November - December	AO3 Observational Photographs & Recordings	<p style="text-align: center;">Trip to Sheffield City Centre – Date to be confirmed *Monday 4th Nov? (P5 to download photographs)</p> <p>✓ Take a minimum of 50 high quality architecture photographs. Ensure you consider: background, composition, perspective and angles</p>		
		Homelearning - Photoshoot planning sheet for architecture photographs		
		1	1	<p>✓ Create a contact sheet of all your photographs</p> <p>Remember you can crop images at this stage to ensure you are not including too much background</p>
			2	<p>✓ Write detailed PMI analysis or complete the analysis slide for your 2 most successful profile portrait photographs.</p> <p>Ensure you use keywords, descriptive sentences and personal opinions see slide 3 for support!</p>
		2	1&2	<p>✓ Write detailed PMI analysis or complete the analysis slide for your 2 most successful architecture photographs.</p> <p>You should write a minimum of one PMI/analysis slide per lesson</p> <p>Ensure you use keywords, descriptive sentences and personal opinions see slide 3 for support!</p>
		Homelearning – Bruno Metra Photoshoot		
		3	1	You have one lesson to type up your homelearning analysis for Dan Mountford
	2		<p>✓ Create a range of edits in the style of the artist Dan Mountford using your colour portrait photographs</p> <p>You Must:</p>	
	4	1&2	<p><input type="checkbox"/> Select your most successful photographs to edit</p> <p><input type="checkbox"/> Include an explanation of how your work links to the style of the artist you have studied</p> <p><input type="checkbox"/> Include screen shots to show your editing process on PhotoShop</p>	
	Homelearning - Photoshoot planning sheet for Bruno Metra photoshoot			
	5	1	✓ You have one lesson to type up your homelearning analysis for Lucas Simoes	
		2	<p>✓ Create a range of edits in the style of the artist Lucas Simoes using your colour portrait photographs</p> <p>You Must:</p>	
	6	1&2	<p><input type="checkbox"/> Select your most successful photographs to edit</p> <p><input type="checkbox"/> Include an explanation of how your work links to the style of the artist you have studied</p> <p><input type="checkbox"/> Include screen shots to show your editing process on PhotoShop</p>	
	Homelearning – Personalised homelearning based on project gaps			
7	1&2	<p>Create 2 final piece designs combining the style of all the artist you have studied during the project</p> <p>You Must:</p> <p><input type="checkbox"/> Include an explanation of how your work links to the style of the artist you have studied</p> <p><input type="checkbox"/> Include screen shots to show your editing process on PhotoShop</p> <p><input type="checkbox"/> Combine ideas from your most successful edits</p>		
AO3 Development of ideas				

Literacy Support Slide

What does P.M.I stand for?

Plus - The thing I like most about this image is.....because.....

Minus - The thing I like the least about this image is.....because

Interesting - This image is unique because.....

Keywords

- ✓ Portraits
- ✓ Distortion
- ✓ Facial Features
- ✓ Lighting
- ✓ Background
- ✓ Unusual
- ✓ Unique
- ✓ Effective
- ✓ Dominates
- ✓ Colour
- ✓ Layering

✓ Sections

- ✓ Proportion
- ✓ Detail
- ✓ Patterns
- ✓ Shadow
- ✓ Tones
- ✓ Composition
- ✓ Contract
- ✓ Vibrant
- ✓ Enhanced
- ✓ Sophisticated
- ✓ Modern
- ✓ Target Audience

How can I start my sentences?

Sentence starters –

The artist has distorted the portrait by.....

The facial features look....

The lighting in the image is....

The background enhances the photograph because....

The angle of the photograph is....

The element that dominates the photograph is....

There are shadows....which make the image look....

The....section of the photographs enhanced by....

What are the 'Keyword' I should include in my work?

How can I extend my writing to show deeper thinking skills

- ✓ What photography **techniques** are used?
- ✓ How does the **background** effect the 'feel' of the portrait?
- ✓ How could this image be **improved**?
- ✓ Describe the **mood or emotion** you think the photographer is trying to portray.
- ✓ How does the **composition** effect the image?

Don't forget there are no write or wrong answers!! Just describe what you can see and give your personal opinion!

Week 1

Colour Portrait Photographs

Task: Write in depth analysis for 2-3 images from the selection below. Use the literacy support frame provided. You will have 2 lessons to complete this

Support:

- ✓ Use the **literacy support** information on slide 3, try to include all of the keywords
- ✓ See **WAGOLL** slides at the end of the powerpoint

Don't forget to include:

- ✓ Describe all elements of the image, state the obvious!
- ✓ Give your own personal opinions
- ✓ Give a reason for every statement you make



Colour Portrait images

The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The images is taken from aangle. This makes the image look.....by.....

Colour

--	--	--	--	--	--	--	--

Angle

Insert the image of your choice here

Background

Lighting

The lighting in the images is.....this affects the image by...

Interesting

The interesting element of this work is.....this makes it unique because.....

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Use the boxes to help you analyse the images

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Week 2:

Lesson

Objective:

What:
Develop an understanding of what elements create an effective portrait photograph

Why:
To be able to take a range of successful portrait photographs

How:
Each student will take a minimum of 20 colour close up portrait photographs

Success Criteria:

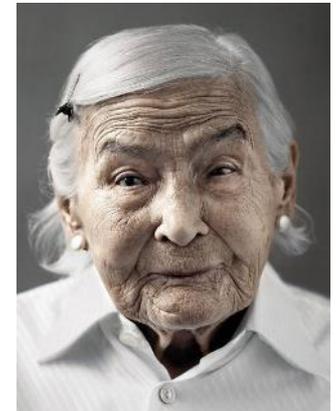
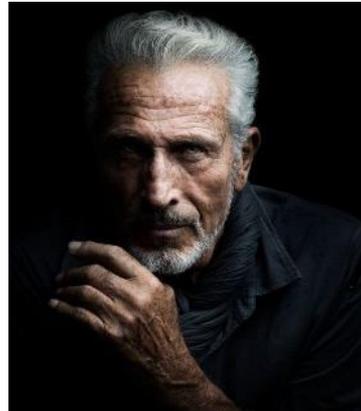
- ✓ Close Up compositions
- ✓ Clear Focused photographs
- ✓ Clean Plain backgrounds
- ✓ Range of angles
- ✓ Different lighting techniques
- ✓ A range of expressions

Class Discussion:

Before taking your photographs, you will discuss the keyword terminology within the success criteria and explore how you will successfully do this whilst taking photographs

What are the key elements to create an effective photograph?

How can you create a mood within a photograph?



Week 2

Class Discussion.

Which photograph is the most successful and why?

Which photograph is the least successful and why?

How could photograph B be improved to look more professional?

How could photograph C be further improved?

Keywords:

- ✓ Observation
- ✓ Quality
- ✓ Lighting
- ✓ Background
- ✓ Angle

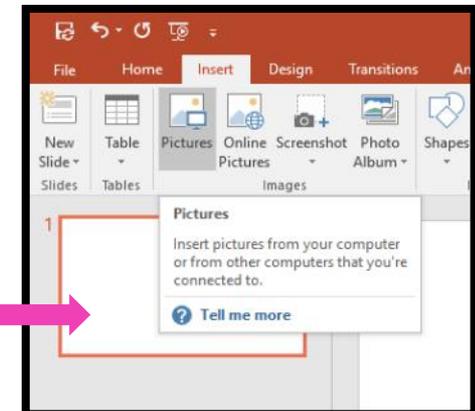
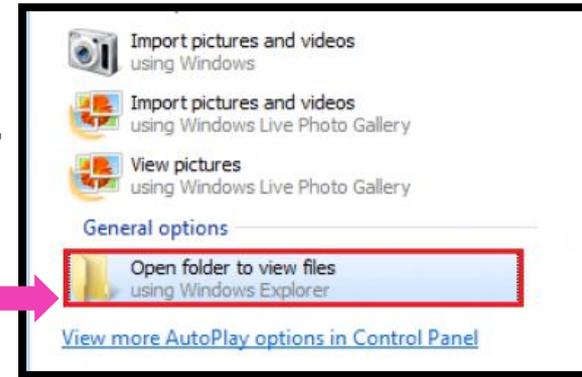


You should all now have a good understanding of what makes a successful photograph. Apply this knowledge whilst taking your photoshoot

Before the end of the lesson you must transfer your photographs from the memory card onto your computer

To upload pictures from your memory card onto your computer

1. Plug in your memory card into the left hand side of your monitor
2. A window will pop up, click on 'open folder to view files'
3. Then press down 'ctrl' on your keyboard while you click on the photographs you need, this will select them.
4. You can then drag them into your 'documents'
5. Once they have copied to your 'documents' open your project PowerPoint in one drive and go to 'insert' and then 'picture' you can then go to your documents and select the pictures you need and create a 'contact sheet'



Home Learning

Why will it benefit you?

You are required to research and analyse existing artists work and use them to influence your own ideas for the GCSE specification: **AO1 Artist Links.**

Task

✓ Write detailed PMI analysis for the 4 artists:

- Grey Sands
- Dan Mountford
- David Samuel Stern
- Lucas Simoes.

Artist Link Analysis

It is your responsibility to –

- Hand the home learning in on time.
- Complete work to the best of your ability.
- Present work to a high standard.
- Actively seek support if needed before the deadline.

Date given –

Week commencing 20th September

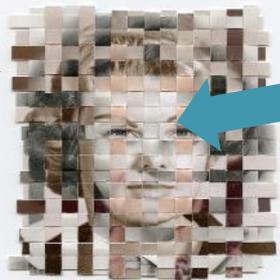
Hand in date –

Week commencing 27th Sept

Support/Recommended resources -

Ensure you use keywords, descriptive sentences and personal opinions see literacy support slide for guidance

Homelearning



Greg Sand

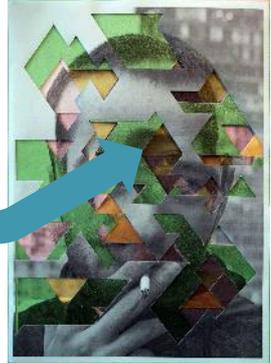


Dan Mountford

David Samuel Stern



Lucas Simoes



Home learning

Gregg Sands

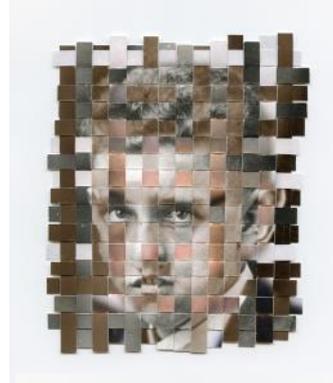
Write a general overview of the style of these artist. Use the keyword terminology to structure your writing.

Colour:

Mood:

Composition (how have the photos been set up)

Style and technique: How do you think these images have been made?



Keywords

Home learning

David Samuel Stern

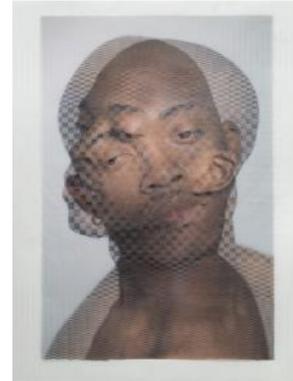
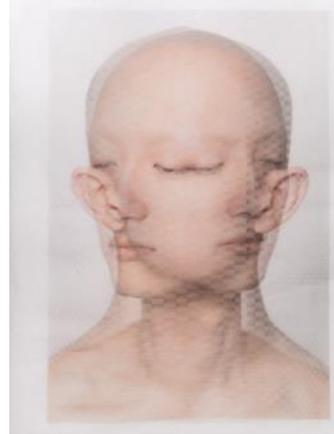
Write a general overview of the style of these artist. Use the keyword terminology to structure your writing.

Colour:

Mood:

Composition (how have the photos been set up)

Style and technique: How do you think these images have been made?



Keywords

Home learning

Dan Mountford

Write a general overview of the style of these artist. Use the keyword terminology to structure your writing.

Colour:

Mood:

Composition (how have the photos been set up)

Style and technique: How do you think these images have been made?



Keywords

Home learning

Lucas Simoes

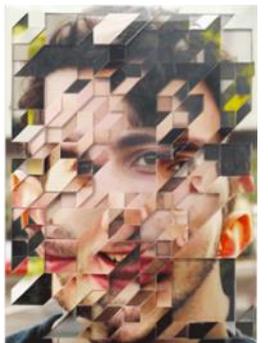
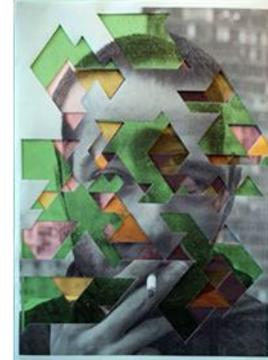
Write a general overview of the style of these artist. Use the keyword terminology to structure your writing.

Colour:

Mood:

Composition (how have the photos been set up)

Style and technique: How do you think these images have been made?



Keywords

Week 3: Lesson 1

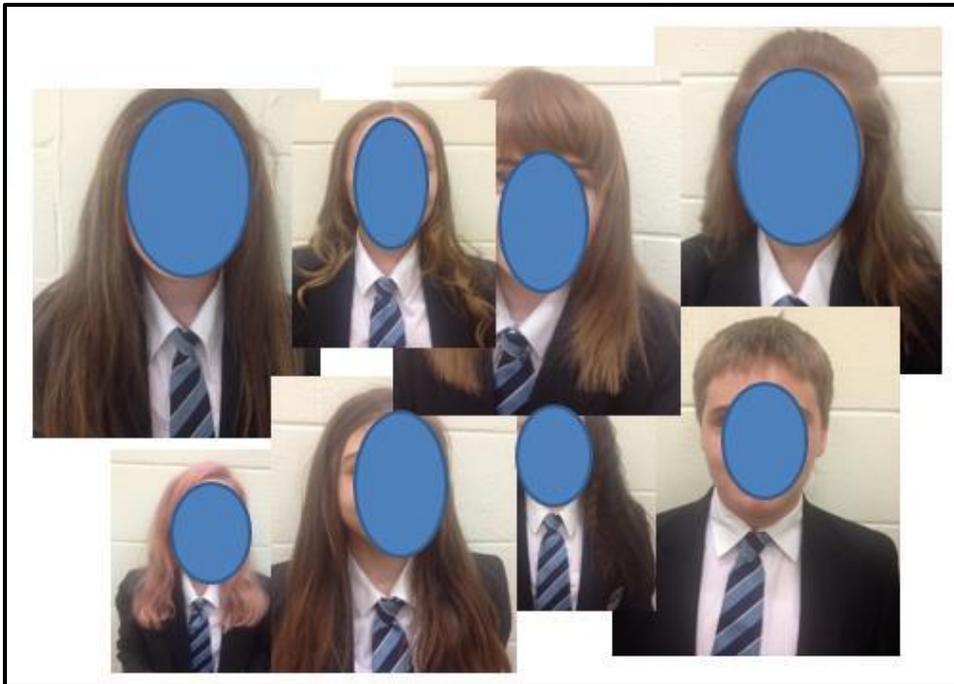
Progress File Starter Task- 5 minutes

✓ **Complete the task on page 21**

What is a contact sheet?
What should it display?

Keywords:

- ✓ Observation
- ✓ Quality
- ✓ Lighting
- ✓ Background
- ✓ Angle



Week 3:
Lesson 1

Lesson Objective: Creating Contact sheets

What:

Learn and understand how to successfully present your photographs within your project

Why:

To show the full range of photographs you have taken and your understanding of the artist style

How:

All students will create an organized contact sheet that is well presented and labelled up correctly



Contact Sheet Colour Portraits

Week 3
Lesson 2

Progress Log Starter Task:
Pg 15
5 mins

Spend 5 minutes to complete the meaning for as many of the photography terminology words as you can.

Photography Terminology

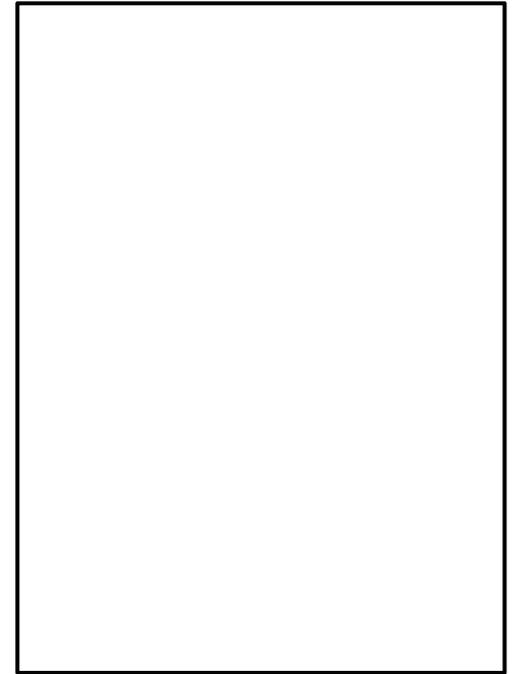
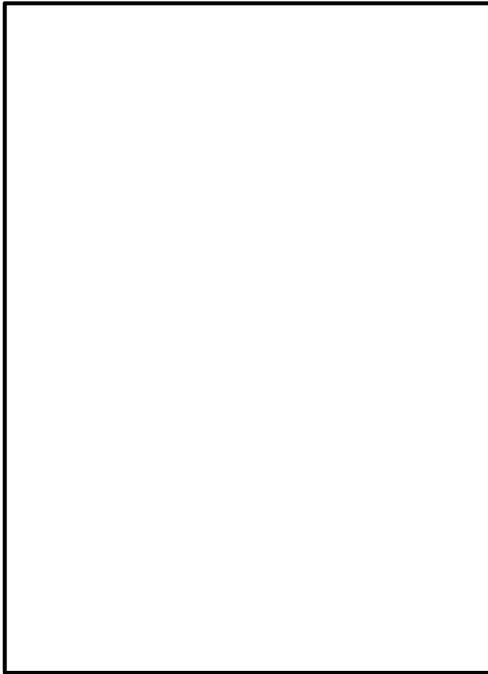
	Keywords	Meaning
	Mood	
	Background	
	Lighting	
	Angle	
	Intention	
	Contrast	
	Composition	
	Techniques	

Date:

Name:

Photo shoot:

Sketch out three composition plans for your photo shoot. Annotate in detail explaining backgrounds, lighting, angles, mood.



You have 15 minutes to choose 3 different photographs from your contact sheets. Create sketches of the compositions then annotate how you used lighting, backgrounds, angles and how this contributed to the overall mood of the photograph.

Colour Portrait Photographs

Task: Write in depth analysis for 2 of your most successful images from your photoshoots. Use the literacy support frame provided. You will have 1 lesson to complete this any incomplete work to be completed as homelearning

Support:

- ✓ Use the **literacy support** information on slide 3, try to include all of the keywords
- ✓ See **WAGOLL** slides at the end of the power point

Don't forget to include:

- ✓ Describe all elements of the image, state the obvious!
- ✓ Give your own personal opinions
- ✓ Give a reason for every statement you make



Colour Portrait images

The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The images is taken from aangle. This makes the image look.....by.....

Colour

Background

Angle

Insert the image of your choice here

The interesting element of this work is.....this makes it unique because.....

Lighting

Interesting

The lighting in the images is....this affects the image by....

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Artist Link Image



Use the boxes to help you analyse the images

Colour Portrait images

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Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Artist Link Image



Use the boxes to help you analyse the images

Week 4:

Black and White Portrait Photographs

Task:

Write in depth analysis for 2-3 images from the selection below. Use the literacy support frame provided. You will have 2 lessons to complete this

Support:

- ✓ Use the **literacy support** information on slide 3, try to include all of the keywords
- ✓ See **WAGOLL** slides at the end of the powerpoint

Support:

Don't forget to include:

- ✓ Describe all elements of the image, state the obvious!
- ✓ Give your own personal opinions
- ✓ Give a reason for every statement you make



Black and White Portrait images

The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The images is taken from aangle. This makes the image look.....by.....

Colour

--	--	--	--	--	--	--	--

Angle

Insert the image of your choice here

Background

Lighting

The lighting in the images is....this affects the image by...

Interesting

The interesting element of this work is.....this makes it unique because.....

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Use the boxes to help you analyse the images

Black and White Portrait images

The colours in the images make the image look.....this creates amood, because.....

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Colour

--	--	--	--	--	--	--	--

Angle

Insert the image of your choice here

Background

Lighting

The lighting in the images is....this affects the image by...

Interesting

The interesting element of this work is.....this makes it unique because.....

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Use the boxes to help you analyse the images

Black and White Portrait images

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Colour

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Angle

Insert the image of your choice here

Background

Lighting

The lighting in the images is....this affects the image by...

Interesting

The interesting element of this work is.....this makes it unique because.....

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Use the boxes to help you analyse the images

Home Learning

Generational Portraits Phootshoot

Why will it benefit you?

You are required to produce additional photoshoots for the GCSE specification: **AO3 Observations.**

Task

✓ Take a minimum of 20 high quality generational portraits

Ensure you consider: different people who are a range of ages, a plain background, effective lighting and a range of angles.



It is your responsibility to –

- Hand the home learning in on time.
- Complete work to the best of your ability.
- Present work to a high standard.
- Actively seek support if needed before the deadline.

Date given –

Week commencing Sept

Hand in date –

Week commencing 9th Sept

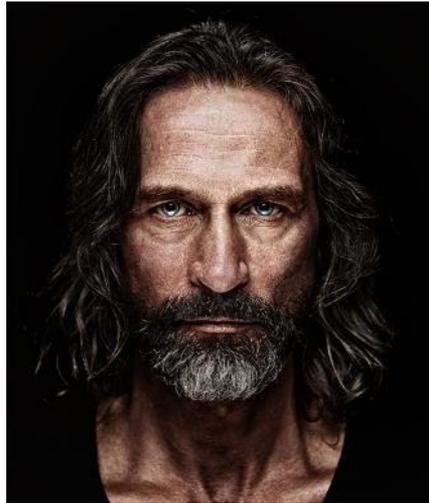
Support/Recommended resources –

Please use the images provided for guidance and as your inspiration. If you need to loan a camera please see your teacher.

Remember your photographs MUST be uploaded to your one drive folder.

Generational Portrait Photographs

Task: take a minimum of 20 high quality generational portraits
Ensure you consider: different people who are a range of ages, a plain background, effective lighting and a range of angles.



Profile Portrait Photographs

Task:

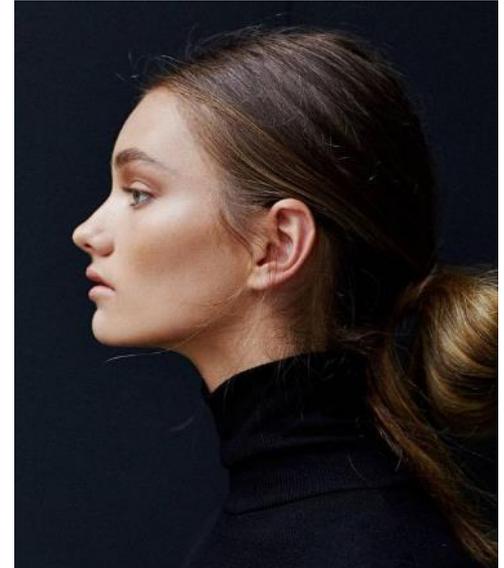
Write in depth analysis for 2-3 images from the selection below. Use the literacy support frame provided. You will have 2 lessons to complete this

Support:

- ✓ Use the **literacy support** information on slide 3, try to include all of the keywords
- ✓ See **WAGOLL** slides at the end of the powerpoint

Don't forget to include:

- ✓ Describe all elements of the image, state the obvious!
- ✓ Give your own personal opinions
- ✓ Give a reason for every statement you make



Profile Portrait images

The images is taken from aangle. This makes the image look.....by.....

The colours in the images make the image look.....this creates amood, because.....

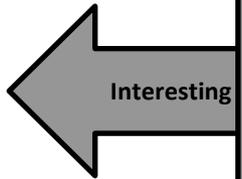
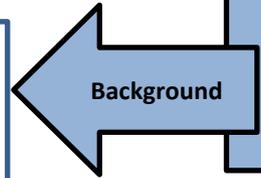
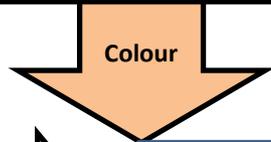
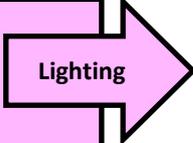
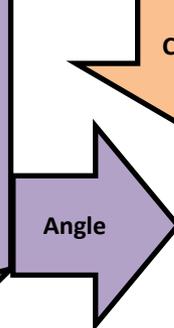
The background of the images is....this affects the image by....

The lighting in the images is.....this affects the image by...

Insert the image of your choice here

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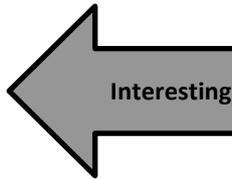
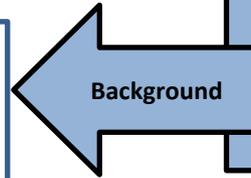
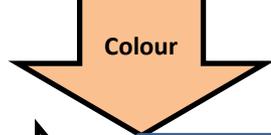
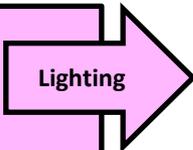
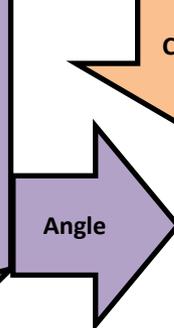
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Insert the image of your choice here

The interesting element of this work is.....this makes it unique because.....

The composition/layout of the images is placed to the.....this makes the image look.....because.....



Use the boxes to help you analyse the images

Profile Portrait images

The images is taken from aangle. This makes the image look.....by.....

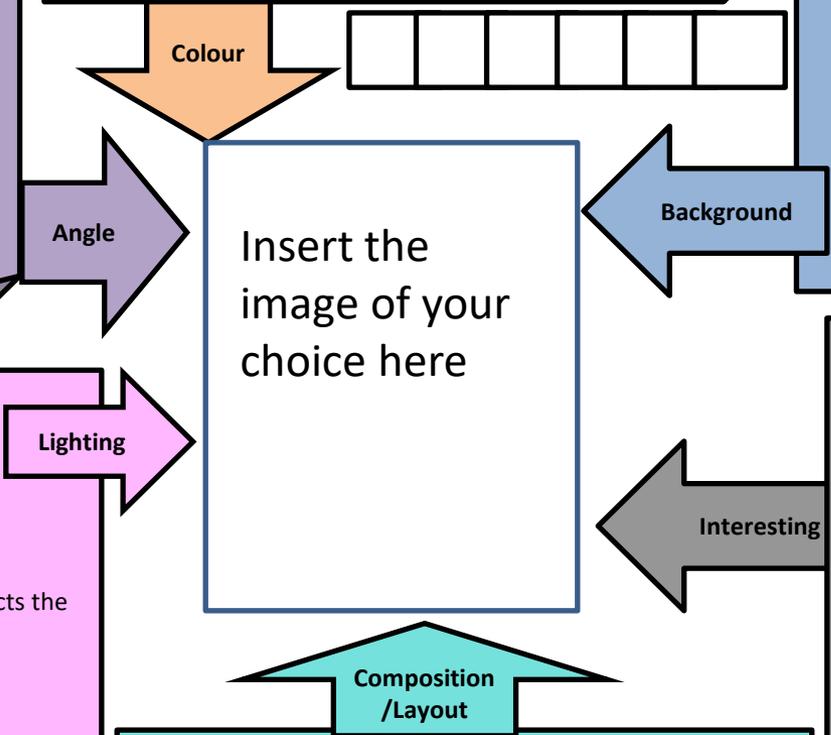
The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The lighting in the images is....this affects the image by...

Insert the image of your choice here

The interesting element of this work is.....this makes it unique because.....



Use the boxes to help you analyse the images

Week 6:

Lesson Objective:
Photoshoot 2

What:

Develop an understanding of what elements create an effective profile portrait photograph

Why:

To be able to take a range of successful profile portrait photographs

How:

Each student will take a minimum of 10 profile portrait photographs and 10 Black and white portraits

Success Criteria:

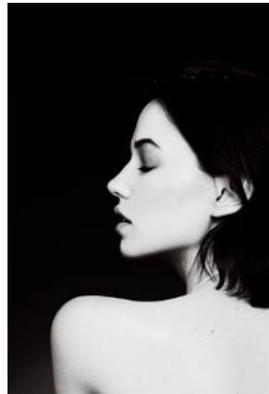
- ✓ Close Up compositions
- ✓ Clear Focused photographs
- ✓ Clean Plain backgrounds
- ✓ Range of angles
- ✓ Different lighting techniques
- ✓ A range of expressions

Class Discussion:

Before taking your photographs, you will discuss the keyword terminology within the success criteria and explore how you will successfully do this whilst taking photographs

What are the key elements to create an effective photograph?

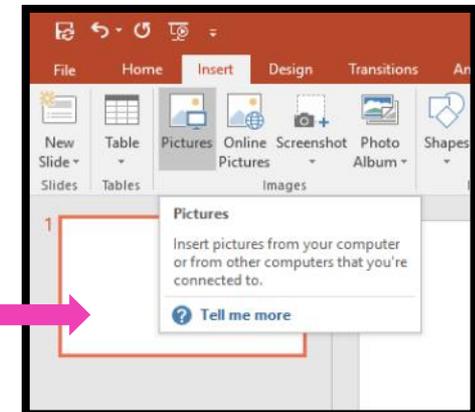
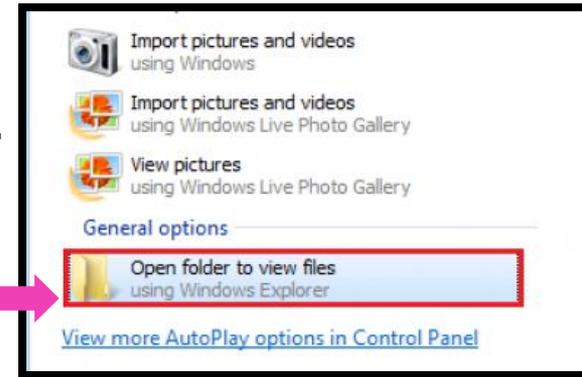
How can you create a mood within a photograph?



Before the end of the lesson you must transfer your photographs from the memory card onto your computer

To upload pictures from your memory card onto your computer

1. Plug in your memory card into the left hand side of your monitor
2. A window will pop up, click on 'open folder to view files'
3. Then press down 'ctrl' on your keyboard while you click on the photographs you need, this will select them.
4. You can then drag them into your 'documents'
5. Once they have copied to your 'documents' open your project PowerPoint in one drive and go to 'insert' and then 'picture' you can then go to your documents and select the pictures you need and create a 'contact sheet'



Week 7:
Lesson 1

Lesson Objective: Creating Contact sheets

What:

Learn and understand how to successfully present your photographs within your project

Why:

To show the full range of photographs you have taken and your understanding of the artist style

How:

All students will create an organized contact sheet that is well presented and labelled up correctly



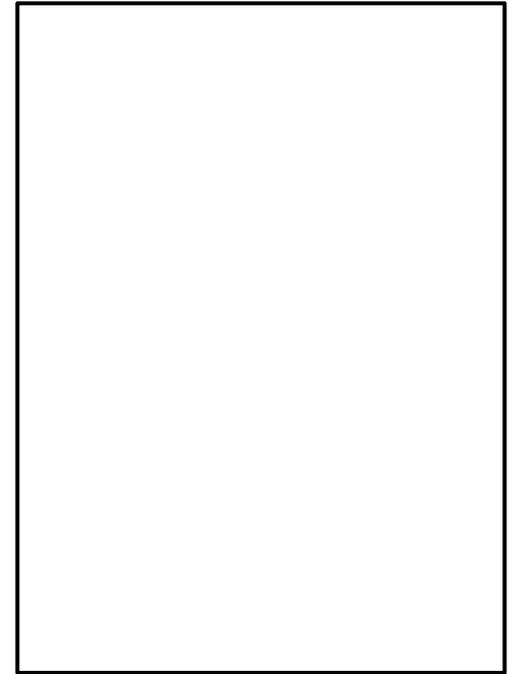
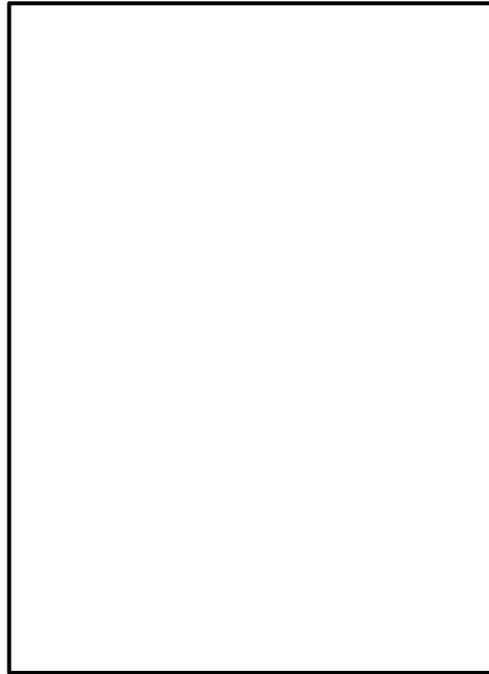
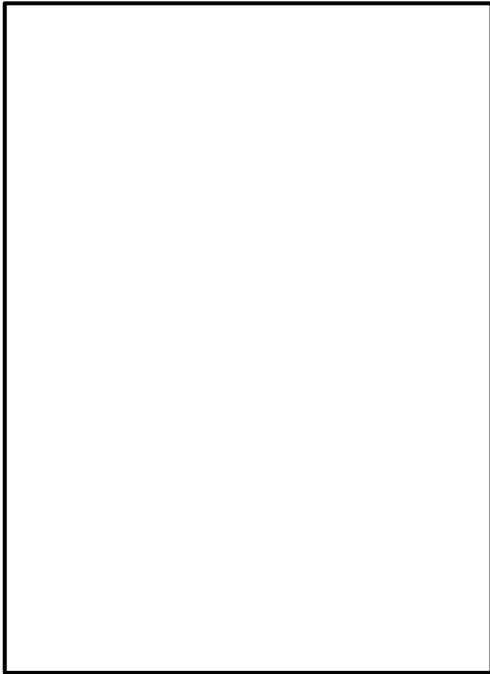
Contact sheet: profile Pictures

Contact sheet: Black and
white Portraits

Name:

Photo shoot:

Sketch out three composition plans from your photo shoot. Annotate in detail explaining backgrounds, lighting, angles, mood



You have 15minutes to choose 3 different photographs from your contact sheets. Create sketches of the compositions then annotate how you used lighting, backgrounds, angles and how this contributed the to overall mood of the photograph.

Profile Portrait and Black and white Portrait Photographs

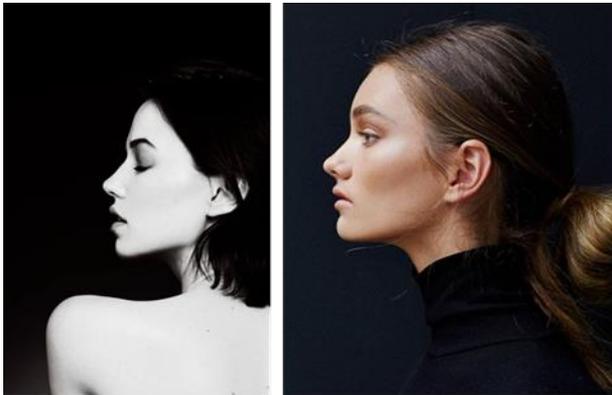
Task: Write in depth analysis for 2 of your most successful images from your photoshoots. Use the literacy support frame provided. You will have 1 lesson to complete this any incomplete work to be completed as homelearning

Support:

- ✓ Use the **literacy support** information on slide 3, try to include all of the keywords
- ✓ See **WAGOLL** slides at the end of the power point

Don't forget to include:

- ✓ Describe all elements of the image, state the obvious!
- ✓ Give your own personal opinions
- ✓ Give a reason for every statement you make



Colour Portrait images

The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The images is taken from aangle. This makes the image look.....by.....

Colour

Background

Angle

Insert the image of your choice here

Lighting

Interesting

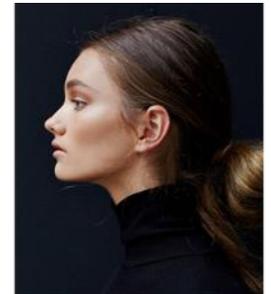
The interesting element of this work is.....this makes it unique because.....

The lighting in the images is....this affects the image by...

Composition /Layout

The composition/layout of the images is placed to the.....this makes the image look.....because.....

Artist
Link
Image



Use the boxes to help you analyse the images

Colour Portrait images

The colours in the images make the image look.....this creates amood, because.....

The background of the images is....this affects the image by....

The images is taken from aangle. This makes the image look.....by.....

Colour

Background

Angle

Insert the image of your choice here

The interesting element of this work is.....this makes it unique because.....

Lighting

Interesting

The lighting in the images is....this affects the image by....

Composition /Layout

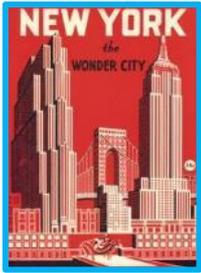
The composition/layout of the images is placed to the.....this makes the image look.....because.....

Artist Link Image



Use the boxes to help you analyse the images

PMI Analysis



1.



2.

This particular poster is interesting because of the lack of evidence of the **designer**. When I went to research the creator and designer of this particular poster and the idea behind the design there was no evidence of a creator. On the internet there was many results on the photo being on a webpage but there was none that stuck out as being the original, all of the results were printing companies offering postcards or displays of this piece, many had further edited it into another colour. This is interesting as no information was given on any of the websites to suggest the poster's origins other than the fact that it is **vintage**. To me the most interesting thing about this image is that there are 25,700,000,000 results on a detection of the image meaning that the original artist could be in them results however after an extensive search I couldn't find them. This image has no identify or label other than vintage.

The use of a fully red colour scheme and white to highlight is an interesting feature as it is unusual and gives the image a more dated look. This may be truthful of the image or used purposefully by the artist to portray a **vintage scene** of the city or a general interesting approach to advertising as it would definitely catch that **target audience's** eye.



This Particular poster is interesting because of the fact the creator of this, **David Klein**, made this in the 1950s which catches the **optimism** of the city in a rush of **neon** and colour. The idea behind his designs are to **advertise** the new rush of the city and how busy it is. As the **target audience** we can really see this in the poster, your eyes move around every detail when you look closely at the poster, the amount of **content** and colour on this poster all **combined** in one section allows us to see the busy rush of the city **reflected** into the work. This really interests me how the artist has managed to put the heart of the city into their poster with the **boldness** and rushes of colour with the **busyness** of the city. Altogether we, the **target audience**, get a real sense of the city and it's **portrayed** to us in a way where we can feel it, for example the **rush of it all**.

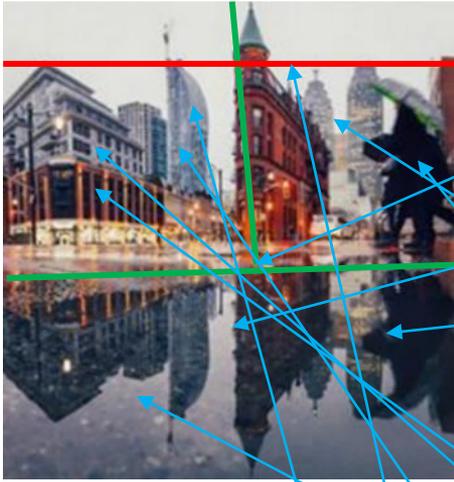
The use of a vibrant multi-colour scheme creates a busy atmosphere and makes the image stand out against other posters advertising similar cities due to this unique scheme and how it has been portrayed within the work.

A poster such as this can include both **textual** and **graphic elements**, although may be wholly **graphical** or **textual**. Most posters are designed to be both **eye catching** and **informative** and in this case are for the purpose of being a tool for advertising a particular city to tourists **communicating** a message to the **target audience**.

Plus – I love how both of these posters have **bright** and **bold colour schemes** that straight away **attract a target audience** due to these feel good **colours**. For example within **image 1** the **monochromatic red colour scheme** stands out from most posters as this is a **shocking colour** which **captures your attention** straight away. This is a **positive** feature as it immediately requires the **target audiences** attention due to the **brightness** of the red, this colour is **associated with energy, strength, determination and passion**. The particular colours will make the **target audience** feel like this particular city (New York) is the place to go due to the **strength** of the city, maybe due to it being **wealthy** or at an advanced stage to others at the time, having the strength of the **tall building** of the city, or maybe relative to **power** of the city. Not only this but **passion** may **evoke feelings** within the audience, that may also draw in the reader to the city and the poster. This **colour scheme** has a **high visibility**, so it works especially on a poster to **draw in attention** which it does, this is one of the reasons why I love this feature as the **colour evokes** a lot from the audience and also there are **many benefits** of using this **scheme**. The main images are brought to the **foreground** and the audience may be **stimulated** to make **quick decisions**, due to the colour scheme as it **evokes** these feelings to follow what the poster is **portraying**, in this case visiting New York. In **contrast** the **ivory and cream** used for the **typography** is more **relaxing and calming** and has a **similar softness** to that of **white** overall making it quite **pleasant** as it sets a **relaxed tone** over this **powerful and strong** red so it adds a **tone of understated elegance**. This contrast is something that adds to this feature as there is a **mixture of peacefulness** yet **power and energy** suggesting possibilities or the general all roundness that the city has to offer to many people. Similarly in **image 2** the **colour scheme** is one of my favourite features as it's **boldness** also draw in a lot of **attention** from the **target audience** due to it being **powerful and bright colours**. The main colours to the scheme used are **pinks/reds, blues, greens and yellows** and these together are very **eye catching** colours which the **shades** shown are **bright** and contrasting maybe representing the different lives or experiences found in the rush of the city and how everything or everyone is different. The **blues** used could represent the sky and sea, suggesting travel, it can also **symbolise** wisdom, **intelligence** and **stability** suggesting to the target audience a **strong, united and powerful** city which if a **safe and enjoyable** place to travel to. The **tranquillity and calmness** that comes with this colour could be **evoked** by the **target audience** and **blue** in fact is a preferred colour for corporate America. Another colour that I believe stand out against the others is the **yellow shades**, this colour is also associated with **joy, energy and happiness**, this is something that may be **purposefully** used by the artist to **evoke** these feelings about travelling to such a city and I really like it as I feel like it is **affective**. The **yellow** colours are very affective when trying to **catch the attention** of an audience so with it being **incorporated** especially in the **background** draws **attention** to it as everything around it gets **highlighted** and an air of **freshness**. Overall the **colour schemes** and **compositions** of both of these city posters is what I like best about these as it really is the **foreground** draws **attention** to it as everything around it gets **highlighted** of **catching the attention** of the **target audience**.

Minus – I don't like how the **colours** in **image 1** are pretty much all the **same** which means that some **features** get **lost** in the **background** of the poster, this is a **negative** feature in my eyes as it makes it **harder** for the **target audience** to **depict** details and that they can't just look at it once and **receive a message**, but they have to look **closely** at it. This may also be **negative** as it could make the **target audience** become **disinterested** with the poster before they've properly looked at it or taken it in, this is something that I dislike as it could mean the poster isn't doing its job properly and is **intern ineffective** as there is only text that can easily be read, no backup reach for the **target audience's attention** to give them more **specific information**. Another feature that I dislike is in **image 2**, I feel like even though the **bright colours** capture **attention** the **layout** of the poster is in fact **confusing** and there isn't just one feature that **jumps out** at the audience so it becomes **confusing** and almost time **consuming** to look at the poster as in a quick glance the **target audience** should have a **basic understanding** and then the choice to keep looking. This is personally a feature I dislike as it means that, in the opposite way to **image 1**, it becomes **ineffective** as there isn't an **initial understanding** at a glance for the **target audience** to **encourage** them and grab their **interest** in that way, however the **colour scheme** could make up for this.

Interesting – I find that these posters interest me due to the very **mixed ways** they **advertise the same city**. In **image 1**, the **red monochromatic colour scheme** mixed with a **basic white** makes it **simple** and **easy to understand**, despite some **details** being lost, the main text **'New York'** stands out very well and can **easily be read**. However in the **second image** I feel like the **main text** could almost become **hidden** as there are many other **subtexts** that have a **similar shade**. This is interesting as it shows **two different perspectives** on how to **advertise** the city despite them both being **vintage** and could probably be created around the same time they both have **different views** on how to **present** the city. In **image 2** the idea behind the **presentation** and **composition** is to create a **representation** of the **rush of the city**, this is achieved in a very interesting way by **layering many images** that represent the city and what it has to offer. Not only this but the **neon colours** represent the life the city has to offer, the way this is all **presented** together means that it all **knits together** to **draw the target audience's eyes** around the **whole space**, using everything that can be used to **represent an actual feeling** of being in the city, with your **eyes being drawn** to the **structures** and the **representations** of the images that would in real life **surround you**. This in comparison to the style of **image 1** is **completely different**. In **image 1** the city is almost **peaceful** and **still** and with this it seems to **hold great power** with how it's stood **taking up the whole poster**. It is **hard to determine** what the **detailing** is in front of the entrance like way but the way it's **presented** gets you to almost look into it as if you are going to enter the city. This in turn makes you want to know what is apart of this city and if you make the journey that's where you get to **discover and find the answers** to the **question** that this poster may have **provoked**. Not only this but the **differences** in the **typography** styles to **grab the viewer's attention** is very interesting. In **image 1** the main text of **'New York'** stands out greatly against the city giving it **foreground** and making it an **important feature** reflecting the **impression** of the city of it being **great** and in the **foreground** of the future and what's now, it almost makes it seem like the place to go and this would **entrance the target audience** into knowing why. However in **image 2** the **main text** is **bold** and **colourful** yet **blends** into the other **subtexts** and images making everything seem part of one another and adds to the **chaos and excitement** that the city is **representing**. This comparison of similar posters is very interesting as the difference in how the city is **presented** and the different **impressions** the **artists** have on them is represented very differently yet just as **affective** in their **purpose** as overall they both **stand out** and do their job at **communicating** the city, yet how they do it is what interested me.



PMI Analysis Sanjay Chauhan

This is a photo by Sanjay Chauhan. The first **technique** that I notice is the reflection in the puddle and this is effective because it adds extra **detail** to the image. The photo has been taken from a **mid** angle - This means that we see everything at **eye-level** and there is no **distortion** taking place. The **reflection** continues the theme of 'looking up, looking down' because the **centre** line is the bottom of the buildings, and you can either look up above the line to see the buildings, or look down to see the buildings in the puddle. The puddle also captures different **tones** in the water from each building. For example, the **orange-toned** building in the centre of the image is **mirrored** as a dark brown **colour** - this shows that the **contrast** may have been **decreased** on the image and also that the **brightness** may have been turned down on the bottom **section**. There is also a **silhouette** in the water from the people walking by, which adds extra **components** to the photograph.

The **depth of field** of this image is a **horizontal** line all the way across the image to capture the **landscape** of the city, and this is a theme that Sanjay continues throughout his images.

This photo looks like it is from the **perspective** from a person crouching down to take the photo and I think this because the people to the **right-hand** side of the image look slightly bigger than they should in real-life. I think there are 3 different **section** in this image (green lines) and these show the main **focus** parts to this image. Section 1, top left, shows the difference in **architecture** from the photos as you can see a very **modern** building in the **background** and an older building towards the **foreground** - this implies it is 'big' city because the older **structures** were obviously made a while ago; so we know the city has been standing a long time. The new building suggests they are spending money on the city which they would only do if people visited it and it was in regular use; like big cities. The second **section** (top right) shows, again, the old buildings as there is a burnt-orange coloured, **narrow** structure that looks very historic with its petite shape and coned top; however again there are modern constructions in the background. In this section also there are people and this helped us **decipher** that angle of this image as these figures are slightly **elongated**. We can also **deduce** that these figures were moving because they're slightly **blurry**, although the rest of the image is in full focus. Finally, the third section is the **reflection** which I have previously **explored** in further detail.

The colour schemes of this image contrast with each other as there is the orangey colour from the main building and the **yellow-toned** lights along the **perimeter** of the building in section, and the grey colour from the background sky.

The **vanishing point** has been **highlighted** in red and this is where the tops of the buildings start to **blend** into the sky and become less clear - this makes the clear buildings stand out much more.

The **detail** on this image is mostly in the form of little windows that **ascend** in a pattern up on each building. These add a lot of detail and also capture reflections and **feelings** on the images.

I like this photo because it almost looks like two different cities could have been **photo-shopped** together because the foreground structures look quite petite and antique; however the background buildings look very big and posh, like office buildings or major tourist attractions in a big city (such as Dubai).

To improve this image, I think the bigger buildings in the background could've been made a bit bigger to really **enhance** their **distinguishing** features and **enlarge** the **scale** and **size** of them. This may have made the photo look **overcrowded** and too full though.

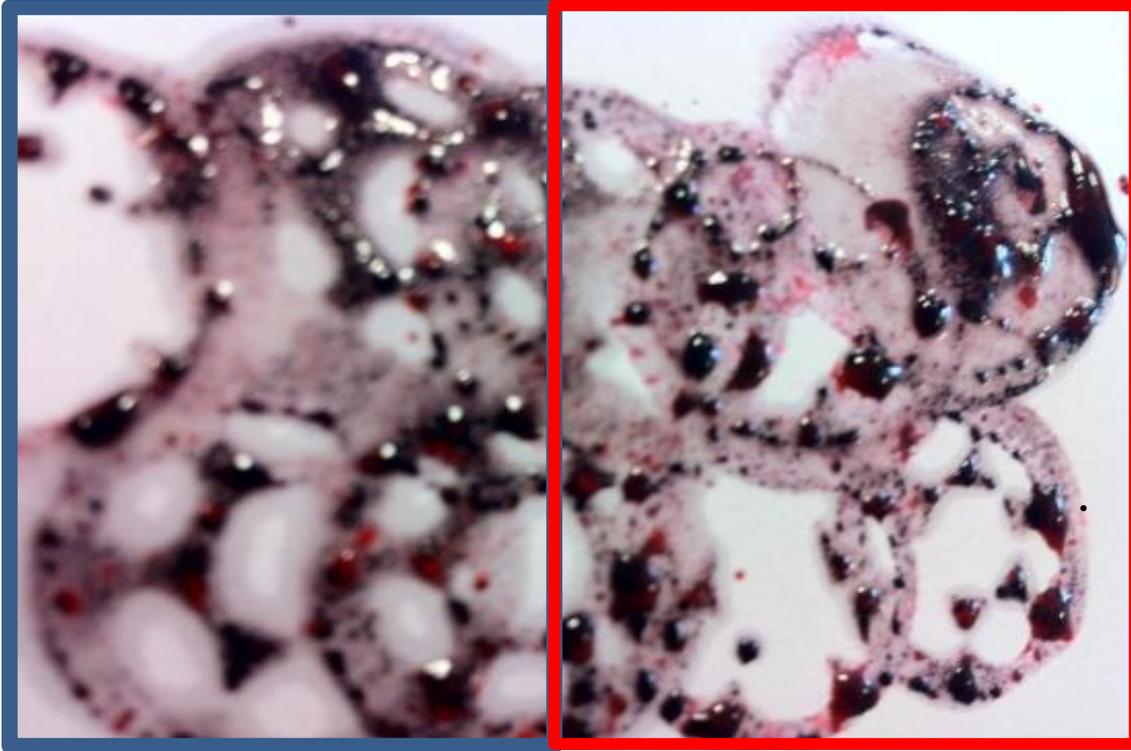
PMI Analysis

PMI of my image in the style of Peter Keetman

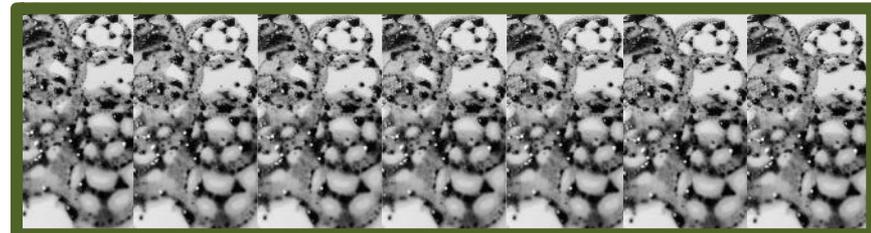
Plus- I really like how it's **blurred** out near the left side of the photograph but then **on the right side of the photograph it's more focused**. You can clearly see the **detail** that's in the **pattern** that I created. You can also see the **texture** that's in the cotton real **pattern**. It's **bright** and **well focused**. The ink that has been **dotted** around on the page in the **pattern** of a cotton real makes the photograph look more interesting, it's not what some photographers would do. It's **strange** and **unusual**, it's **close up** as well so you can fully see all that **detail** and **texture** that has gone into the **repeated patterns**. The ink stands out well too and makes it even more obvious that it's a cotton real **pattern**. Also, the ink makes the photograph look more **bright** and more **realistic** to look at. It's eye catching and interesting to look at, you can always find something else to look at in this photograph because of how **clear** and **detailed** it is. The ink is the most **bright** and obvious thing, it's a weird mix of **colours** which makes this photograph more **unusual**, it's not something photographers would usually use as a **repeated pattern** to take a photograph of.

Minus- I dislike that near the left side of the photograph you can't really see the **pattern** I tried to make, you can't see how much **detail** is in the **pattern**. Can't fully see how **bright** and obvious the ink is. The ink is a **unusual mix of colours** and it makes the whole photograph **brighter** and a better **contrast** but on the left side you can't see none of that. You can't see how there looks like there isn't much background, the **effect** is taken away on the left side and you can only see it fully on the right side.

Improvement- To make my photograph better I would try and make the **contrast** of the ink and the **colours bigger** and **brighter** to make the left side of the photograph less **blurred** out. It's good that it's **focused** in the right side but it's not good that the left side is so **blurred** out. Also, to improve it more I would try and mix different **colours** into the cotton real **pattern** so that it would have less **muted colours**.



I think **Peter Keetman's** photograph links to mine because they are both strange and **unusual patterns** to take photographs of, people wouldn't usually take a photograph of something so different. They both have a good **contrast** even though **Peter Keetman's** is in black and white, they both just look like something you normally wouldn't see that's what makes them **effective**. On the right I have **repeated** my image and changed it into **black and white**. This makes the image link even more to **Peter Keetman's** work as it is a **repeated image** which shows **fragments**.



PMI Analysis

WAGOLL- Grade 6



Plus

The thing I like the most about this poster is the writing in the centre of it and is also **bold** so it draws attention to the poster. This makes people look at it and want to start to **swap** not **shop**. I think the **lighting** on the poster creates a better effect because you could have bright **colours** in bad **lighting** and it wouldn't look as effective. Another thing I think is good about this poster is some of the **clothing** stands out and some of it is more set back so this gives an interesting look for the audience. I think it creates a 3D effect as well. Another thing I think is positive about this poster is it is straight to the point. The background picture and the writing doesn't give unnecessary information. I think this is good to have on a poster because the **audience** knows exactly what they are looking at.

Minus

The thing I don't like about this poster is all the **colours** are similar, so non stand out more than others. This can create quite a **boring** effect for the **audience**. It could make them not look at the poster properly or not even want to **swap** not **shop**. Another thing I think is negative about this poster is there isn't an address, there is only the place. This is bad because some people may not know where that place is so this makes them unable to go. This narrows the amount of people who go which means the business isn't as successful as it could be because they missed the most important information off the poster. Also there isn't a time and a day. I think this is bad because no one knows when they can go to this

event. This also narrows the target **audience** on my opinion.

Interesting

The thing I think is interesting about this poster is the writing about what it's about is in the **centre** and is bold so I think it makes it very **eye catching**. This creates a **striking** effect for the poster because it draws the **audiences** attention to it. I think this is good to have for a poster because it could make people look at it and consider doing it instead of if it was **boring** I think it would make people less interested. Another thing I think is interesting about this poster is the information is straight to the point. There is no unnecessary information. I also think the background picture is good because that shows what kinds of things you can swap here because the information doesn't say what you swap. This is good because if people wanted more **clothes** and had clothes they didn't want then this is very useful for them.

PMI Analysis

WAGOLL- Grade 5



City Advertising Posters - London

Plus – I like this photograph because it has a very plain colour scheme with the blue, black and white but it creates a really eye-catching effect and the colours fit extremely well together. It has some of the most iconic landmarks in London such as Big Ben, Tower Bridge and The London Eye which makes the viewer of the poster remember what is in the city and why it is such a cosmopolitan place that attracts so many visitors. Another reason I like this poster is because there is a lot of different aspects to look at which I think represents London really well as it is an extremely busy city. The detail that has been included in this poster is incredible because at a glance it just looks rather plain but when you look at it closely it has much more detail than what it may originally appear to have. Another thing I like about this poster is that so many different forms of transport have been shown, the tube in London is one of the most iconic things about the city and the ship in the lower half seems to show cargo being carried towards the city which helps to represent the amount of big companies based here. The fact that they have also included an aeroplane in the sky proves how many people visit London and how busy it is on a daily basis.

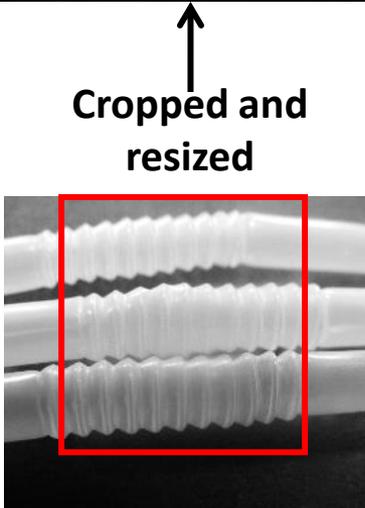
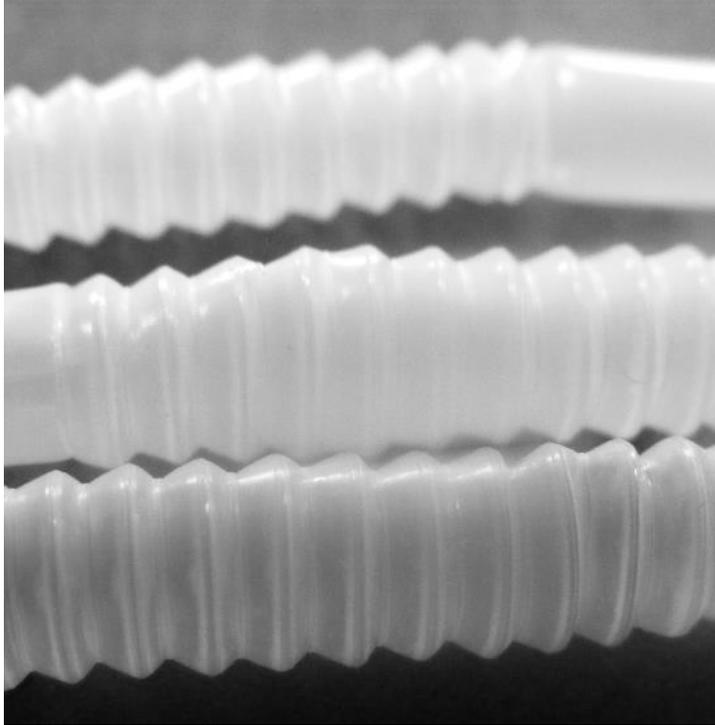
Minus – However this image may not appeal to everyone that looks at it as they might not find it as interesting as I do because it is a very plain image and some people may not like that style of advertisement. The colour scheme of this poster could put some people off enjoying it because there is only a few colours included and a lot of people would like there to be more colours so they feel like they have more to look at and focus on.

Interesting – This is interesting because it is a very unique type of poster, the simplicity makes it appealing to everyone that sees the advertisement and it think that something this plain on another poster for a different city may not be as attractive as it is on this one. Another thing I find quite interesting about this advertisement is that the artist decided to include clouds in the sky as I think most people wouldn't include that type of weather because it probably wouldn't appeal to many tourists that would be planning to visit the city.

PMI Analysis

PMI-Peter Keetman

WAGOLL- Grade 4



Cropped and
resized



PLUS – The thing I like about this picture is you can see the **texture** of the straws in the image. The **texture** looks **ridged**, like when you run your finger across it and it's **bumpy**. I like it the straw at the front is **focused** a lot and its **dark**, but as you go down to the second one its **focused** but not as much as the first one and it's a bit **darker**. The last one is not focused and its really **light**.

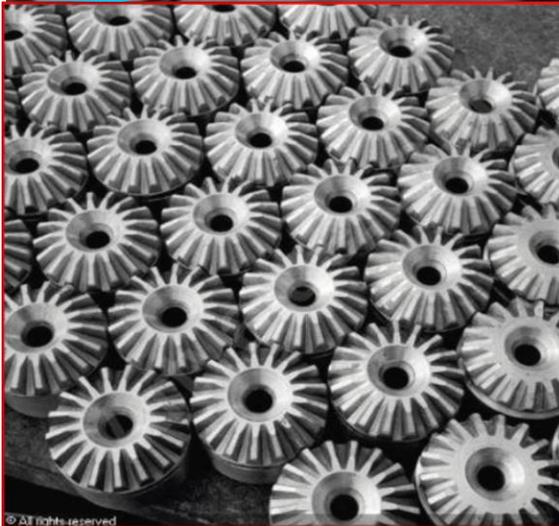
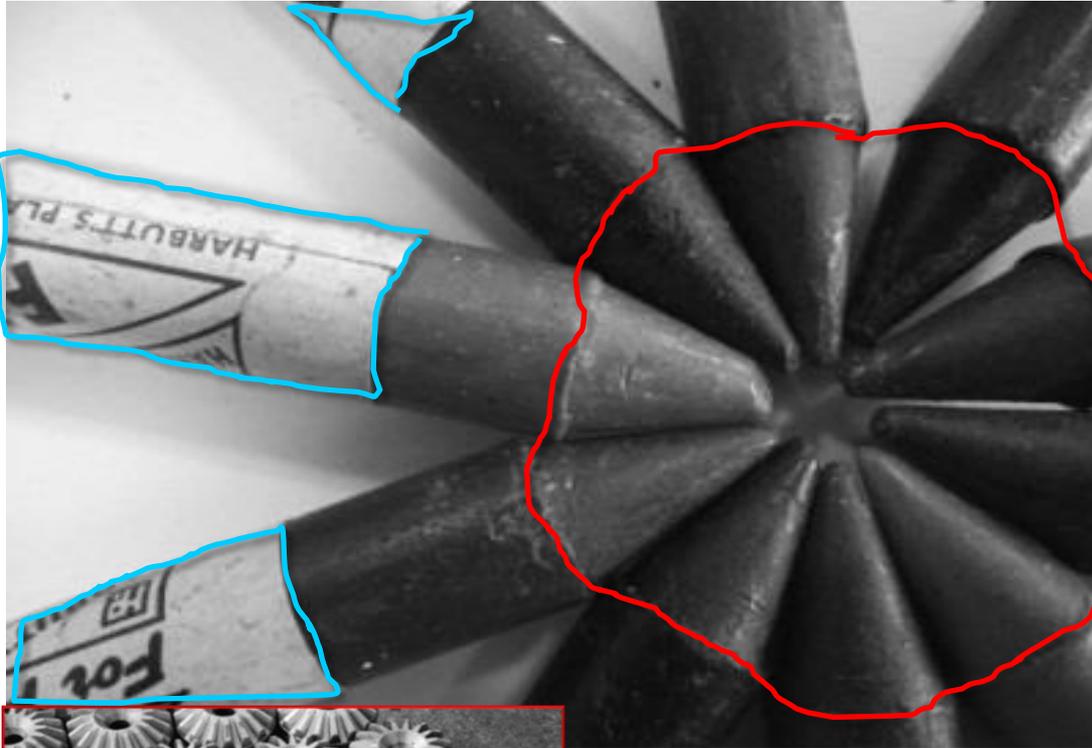
MINUS – The thing I don't like about this picture is that I have the ends in where the straws aren't **ridged** and **bumpy**. The red square shows where I wanted the image to have been taken. Right in the centre is where I want the **image** to be **cropped**.

IMPROVE – All the straws are **obscured** (don't look right) and there not in line so to improve make the straws nice and neat and make them look more **repeated**.

I have linked these pictures together because of the **texture**. They look like they have the same **rough, ridged texture**. Also there's straws in a line I have taken and three metal **pole** things in a straight line what **Peter Keetman**.

PMI Analysis

WAGOLL- Grade 3



P. The positive thing about this photo is the way that the photo isn't central and the crayons have been moved slightly to the right hand side.

M. The minus is how **in the circle of the crayons** the colour is muted and dark. But **in the outer parts of the crayons** they're bright and white, this makes the photo a bit more unbalanced because they are 2 blocked colours nearly.

I. To improve this photo I could have concentrated on the point of the crayon and made it more central in the photo.

Colour and mood:

The photograph has been taken in
This effects the mood by

Composition:

The photographer has set up the photo with
This is effective because

Lighting:

The photo has been lit
This is effective because

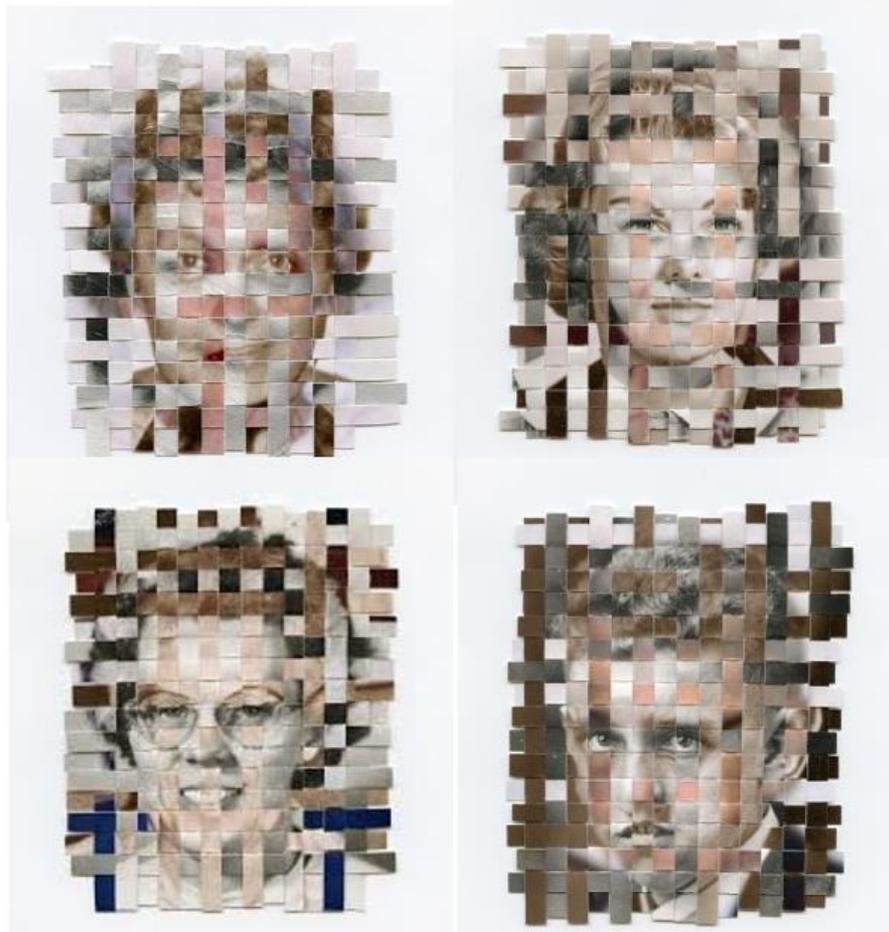
Target Audience:

The photo makes the viewer feel
This is because

Greg Sand

Task:
Produce a
minimum of
2 edits of
your
photographs
in the style
of the artist
Grey Sand.

**Please see
step by step
guide to
help you!**

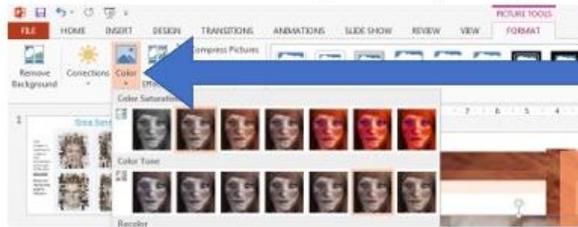




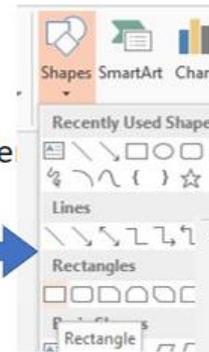
My work links to Grey Sands because.....

Grey Sand - Step By Step Guide

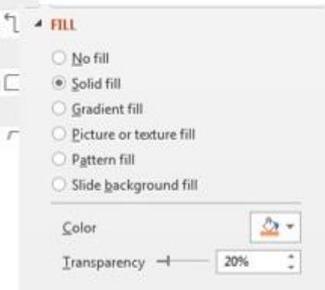
1. Select your best portrait, crop the image into small strips vertically and horizontally
2. Change the colour of your strips as you paste them



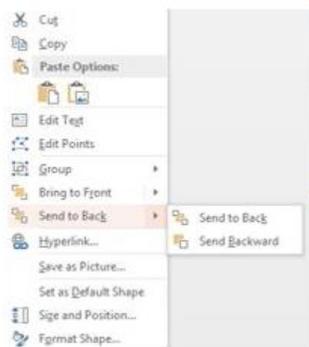
3. Insert a long thin rectangle shapes that are transparent



4. Remember to use the same colours as Grey Sand!



5. Change the order of your shapes by right hand clicking on the shape, to give you the weaved effect



Lucas Simones Style Edit

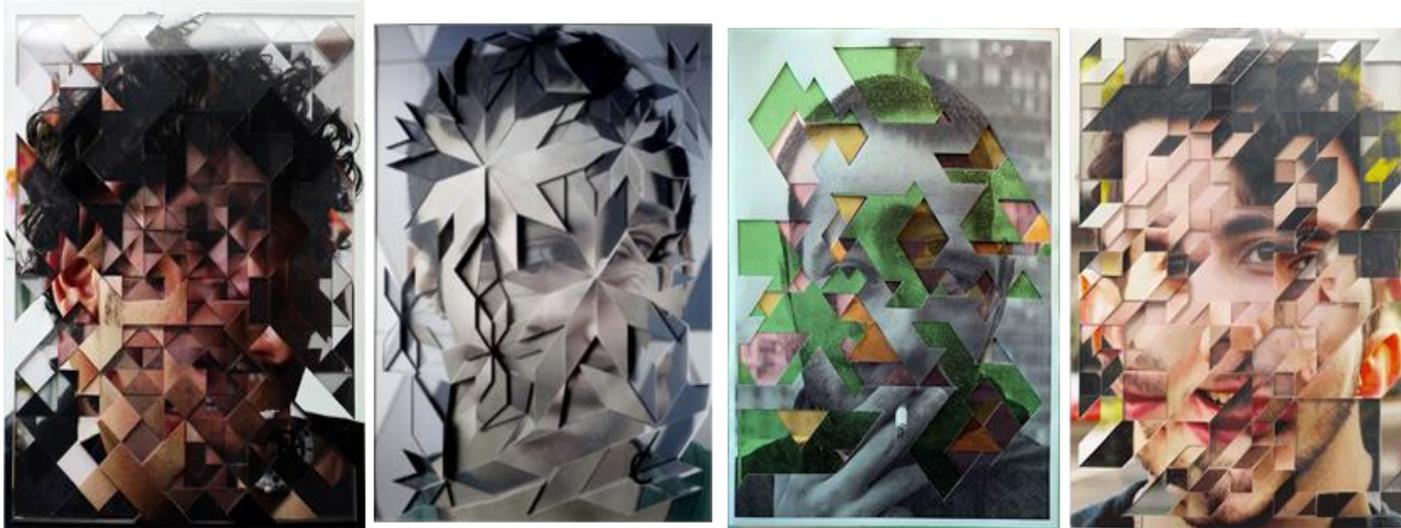
Task:

Please click the link and follow the step-by-step guide to create edits in the style of Lucas Simones:

[Rotated Geometric Portrait in Photoshop inspired by Gordon Magnin – YouTube](#)

You should:

Ensure you use shapes like the ones used in the work by Lucas Simones



David Samuel Stern



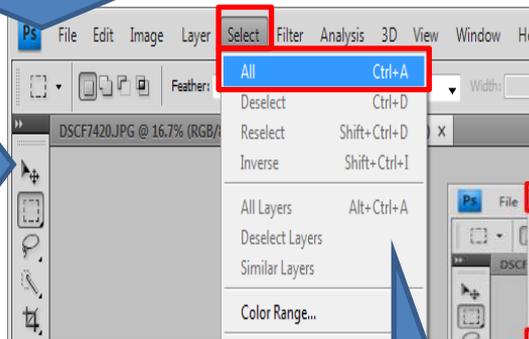
Task: Produce a minimum of 4 edits of your photographs in the style of the artist David Samuel Stern.

Please see step by step guide to help you!

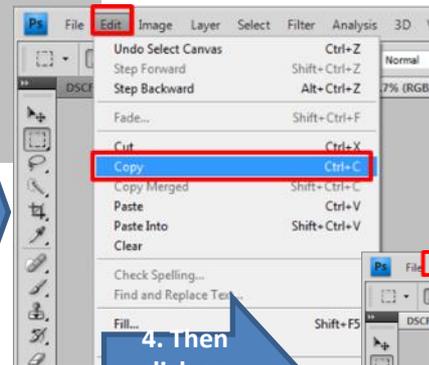
Editing in the style of David Samuel Stern:

1. Open two images on Photoshop by going to 'File' and then 'Open' and finding two of your portrait photographs

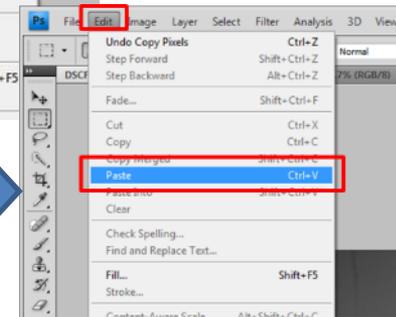
2. Then on one of the images follow these steps...



3.



4. Then click on your other portrait image and click paste



5. Change the 'opacity' using this tool



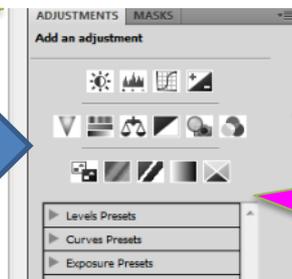
Before



After



Use these tools to make the image darker or increase the contrast



Once you are happy with your image don't forget to save it as a JPEG! See slide 4 for instructions on how to do it.

Exam: Final Piece

Task:

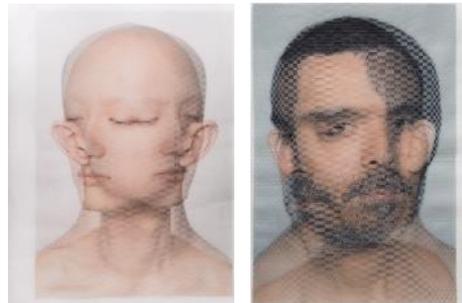
You have 5hrs to produce 4 final piece edits. Your final piece will allow you to show all the editing skills you have developed over the last term. To make your final pieces more unique you will work combing the different artist styles that you have studied during the project. A final piece can link to multiple artist at once

For your final piece edits you should:

- ✓ Use your strongest photographs to create your edits
- ✓ Link to at least two of the artist (you can link to as many as you like)
- ✓ Show all development processes used. This can be print screens from photoshop, a brief explanation of how you created the edit etc. You will loose marks if you don't include this in your edit slides
- ✓ Show artist link images to each artist you have linked to
- ✓ Show your original photographs so you clearly show your starting point



Dan Mountford



David Samuel Stern



Gregg Sands



Lucas Simoes

