

PHOTOGRAPHY 10

Architecture

Rationale: Photography of architectural spaces highlights the photographers challenge of representing 3-dimensional reality onto what will be a 2-dimensional print. Architectural spaces provide the photographer with opportunities to exploit the 'Elements and Principles' of design: shape and/or form.

Goal: The goal of this project is to create 5 architectural photographs using Riverside school as the subject matter.

- Learn the basics of composition.
- Learn the basics of how to use the EOS Camera.
- Learn how to import an image into iPhoto.
- Learn how to crop and edit an image in PhotoShop.
- Learn how to convert to black and white in Photoshop.
- Learn how to submit an image electronically.

Conceptual Relevance / Content

The images need to be different from one another. They may not be images taken of the same content from different angles. Look around the school for unique areas and unique viewpoints. The images do not have to be immediately recognizable. The images are supposed to highlight the architectural structures of the school. Try to think of the space as a sculpture rather than a building. Capture images that don't include people.

Skills Covered

Camera:

- How to carry and hold a camera.
- How to turn on, off, check battery, and properly return a camera.
- Images are to be taken with a digital camera set on the highest resolution.
- How to adjust for backlighting (this will be a problem when the light outside of a window is brighter than inside the building)
- How to use a tripod (a tripod may not be mandatory)
- How to take pictures without a flash. The camera flash could be a problem, so it may be necessary to turn the flash off.

Computer:

- How to open an image into Photoshop.
- How to convert a colour image into grayscale.
- How to adjust the brightness, contrast and levels of an image in Photoshop.
- How to crop an image.
- How to resize an image.
- How to save in the proper format.
- How to submit the photo to the instructor.

Planning:

- In your journal, find 4 very different examples of architectural photographs. Under each, explain how the photo features perspective, balance, repetition, and shape and form.

Criteria (20 marks)

The Provincial Proficiency Scale	EMERGING	DEVELOPING	PROFICIENT	EXTENDING
	The student demonstrates an initial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a partial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a complete understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a sophisticated understanding of the concepts and competencies relevant to the expected learning.

1. Content/Composition - 4 points

- There are numerous elements and principles of design. This project will be focusing on the elements of shape, form, lines, and value and the principles of perspective and repetition.
- Shape is a closed line. Shapes are considered two dimensional. May be geometrical like a square, triangle or circle. It may be organic, natural, or free formed. Shapes can also be considered as positive and negative space.
- Form is a three-dimensional shape. Circles become balls, squares become cubes, and triangles become cones or pyramids.
- Lines can be straight, curved, diagonal, zigzag, or implied. They can be used to draw the eye of the viewer to a specific subject. Lines can be used to create both shape and form.
- Value is the difference between light and dark. Look for rich blacks, bright whites, and a wide variety of greys to form a good black and white image.
- Perspective is created by the location of the photographer. We can change our perspective by looking up or down, getting yourself down low or up high, or by choosing between outside and inside.
- Repetition is the use of the same object, line, colour, shape, or form in-order-to draw the viewer into the image.

2. Technical - 4 points

- Make sure your images are properly exposed
- Object(s) of interest should be in focus
- Framed shots that feature perspective, balance and repetition (need not be in all shots)

3. Wow! Factor – 4 marks

- This is all about creativity
- Try to look at the camera angles and lighting conditions. The more that you incorporate previous techniques, then the more likely you will be challenging the level of originality.
- Look at the project with fresh eyes. Try to be innovative with your subject matter, point of view and composition. A thoughtful and careful approach to your imagery will assist you in considering different options. Make sure your photos feature the elements and principles mentioned above in very different ways.

4. Professionalism - 4 points

- Professionalism is based on the attention paid to the accurate and careful presentation and submission of the final project.
- Photos should be edited in Photoshop – black and white only.

Important Photoshop Parameters:

- Use the Photoshop Workflow document for proper sizing and frame
- Saved as JPG
- Submit to the digital hand in folder. Your folder should be called 'Architecture-YourName'
- Photos should be properly named: example – SchoenhalsM_Arch1.jpg

5. Write-up - 4 journal points

Complete the following write-up in your journal. For each photo, answer the following questions:

- a. E and P of Design: Explain how you employed the assigned Elements and /or Principles of Design. Be specific.
- b. Self-Evaluation: What mark do you deserve out of 10 and why?