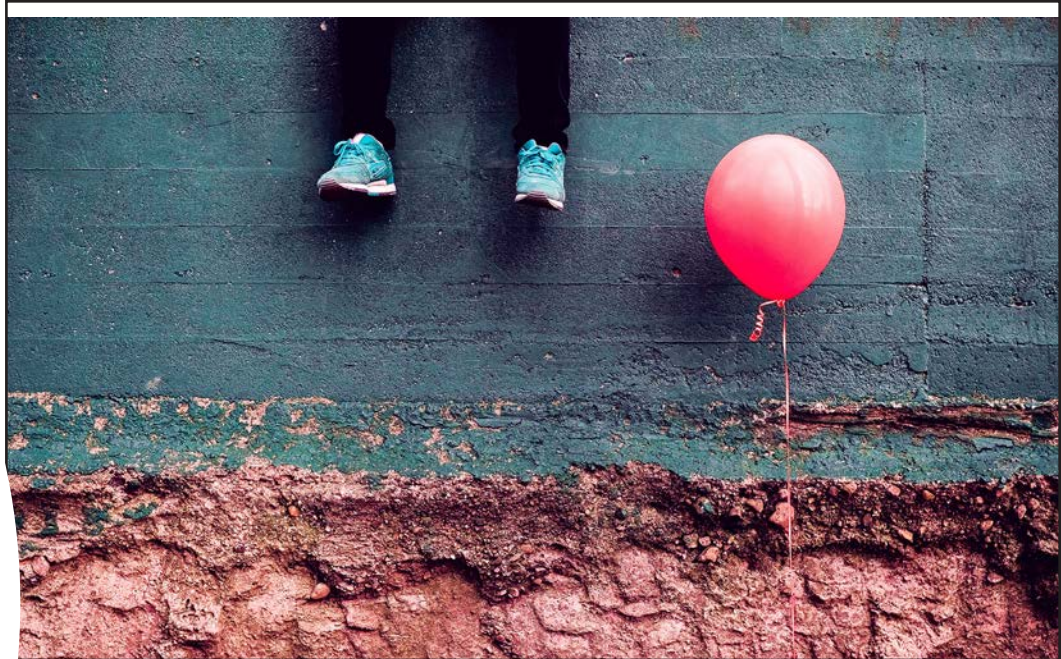


INTRO TO DIGITAL PHOTOGRAPHY

CONCEPTUAL PHOTOS PROJECT



CONCEPTUAL PHOTOGRAPHY:
2 TOPICS: #BLESSED OR
CULTURAL GLIMPSE PROJECTS

Introduction to DSLR Photography CONCEPTUAL PHOTOGRAPHY

BIG IDEA:

- Conceptual photography

ESSENTIAL QUESTIONS:

- What is conceptual photography?
- How can you reflect the topic in an intentional and conceptual work of art?
- How can you use the elements of photography and rules of composition to create a successful photograph?

OBJECTIVES: Students will...

- Look at and discuss examples of conceptual photography and of the #blessed and Cultural Glimpse.
- Look at work by Daniel Mercadante, Romina Ressa, and Tom Hussey.
- Capture at least 50 photographs for their topic of choice.
- Select their best 5 photographs to submit.
- Select their favorite photograph to print for the critique and be displayed.
- Participate in a critique of the photographs.

STANDARDS: <http://www.nationalartsstandards.org/>

- Visual Arts/Responding: VA:Re9.1.8, Create a convincing logical argument to support an evaluation of art.

High School:

• ART:

○ Proficient:

- Visual Arts/Creating: VA:Cr1.1.HSI, Use multiple approaches to begin creative endeavors.
- Visual Arts/Responding: VA:Re8.1.HSI, Interpret an artwork, collection of works, supported by relevant and sufficient information found in the work and its various contexts.
- Visual Arts/Presenting: VA:Pr4.1.HSI, Analyze, select, and curate artifacts and/or artworks for presentation and preservation.

○ Accomplished:

- Visual Arts/Creating: VA:Cr1.2.HSII, Choose from a variety of materials and methods of traditional and contemporary practices to plan works of art and design.
- Visual Arts/Creating: VA:Cr2.1.HSII, Through expert techniques, demonstrate acquisition of skills.

PRINTABLES:

- Artist research sheet
- Assignment sheets
- Conceptual photography reminders handout
- Conceptual photography outline
- Critique response sheet
- Critique instructions sheet

BONUS

- Conceptual Photography presentation

RESOURCES:

- <https://www.danielmercadante.com>
- <https://www.rominaressia.com>
- <https://www.tomhussey.com>

VOCABULARY:

- Elements of photography: Successful photos rely on order, and the main elements that bring and emphasize order in a photograph's composition are: line, color, emphasis, texture, and space.

- Soft-light: In-direct lighting.
- Double exposure: The combination of two images into one, with one image overlaid onto another at a lesser opacity.

• Conceptual photography:

IMPLEMENTATION: For a 50 minute class, times may vary.
DAY 1: Introduction

- Start class by showing the conceptual photography presentation.
- Encourage students to participate in a class discussion as you go through the slides. Tell them they need to take notes.
 - Explain what conceptual photography is and how to set up a conceptual photo:
 - Message
 - Angle
 - Audience
 - Emotional connectors
 - Creative composition
 - Dynamic artistry
 - Storytelling
 - Go through specific examples of conceptual photographs.
 - Explain their topic and how it relates to their grade break down.

- Once they finish the worksheet they can place a label at every photograph, guessing whether it is meant to represent #blessed or Cultural Glimpse.
 - To keep students from influencing each other's answers add an envelope in front of each photograph for them to place their guess in.
- After the comments are written and labels are placed, move into a verbal discussion, discuss each work of art, what the artist experienced photographing, and the students' responses to the photograph.
- At the end of class have them turn in their critique sheet for a 100/100 participation grade. Their conceptual photographs will be graded as a 100/100 project grade.

DAY 2-3: Take and Edit Photographs

- As soon as students arrive in class, they can start working on taking pictures or editing them.
- Let them leave the classroom and go inside and outside to take pictures.
- 5 minutes before class ends, students need to report back to the classroom to return equipment and pack up to leave.

Day 4: Upload, Edit, Blog Post

- As soon as students arrive remind them that the critique is tomorrow.
- Today they will have the entire class to finalize their photograph to upload to their blog and submit for their grade.
- They can use class time to upload, edit, and write their blog post.
 - Submission options will vary. Select the one that makes the most sense to your set up. If doing the blog portion, have students upload their 5 photographs to their course blog and write about the process and information about the pictures.
 - OR have students drop their completed pictures into a shared drive on your school's network.
 - OR have students save them on a thumb drive to turn into you. Upload their pictures to your computer for grading, and return their thumb drive to use on the next assignment.
 - OR have students upload their photographs to a website such as Flickr. They can create a private profile used only for this class, or you can create a class profile and grant all students access to it.
- By the end of class their double exposure photograph should be submitted through a predetermined process.
- They need to select which picture they would like to print for the critique and display. If they have time, they can print during class or at the start of class the next day.
- Allow them to clean up the last few minutes of class.

DAY 4: Print Image, Critique, Display

- Before the students arrive cut up the #blessed and Cultural Glimpse labels.
- Let students have some time at the start of class to print and set up their photographs for the critique.
 - If you are digitally displaying them have the students pull their images up on their computer screens.
 - OR have everyone submit their favorite picture to a public drive and pull them up on the projector.
 - IDEAL: If having the students print their images select a spot for them to hang them up and display them together. This also makes the display process easier for you. If the students each print and mount their own pictures they can help setup the display.
- Gather students

LESSON PLAN:

BIG IDEA, ESSENTIAL QUESTIONS, US NATIONAL STANDARDS, STEP-BY-STEP INSTRUCTIONS

Conceptual Photography

CONCEPTUAL GIMPSE

"THERE IS NOTHING WORSE THAN A SHARP IMAGE OF A FUZZY CONCEPT."

Conceptual:

: of, relating to, or consisting of concept

Conceptual Shooting: Audience

- Audience: Who is your audience?
- This will help determine which angle to

Concept shooting

Concept shooting is similar to advertising, stock, and photojournalism for several reasons. First, concept shooting involves some intense analyzing of a "message" you want to strongly convey.

Conceptual Shooting: Emotional Connectors

- Emotional connectors: In what ways can you cause your story to resonate best with your audience?
- Color, space, principles of design are all tied to emotional signifiers.

Conceptual Shooting: Message

- Message: What do you want your message to be?

Conceptual Shooting: Creative Composition

- Creative composition: How can you catch people's eye?
- An audience of high schoolers will require edgy, high contrast, and inventive imagery.
- An audience of older couples

Conceptual Shooting: Angle of the Message

- Angle of the message: Be clear and specific, what angle will you take for your topic?
- For example if your idea is love: Is your angle the true love of family or the true love

Conceptual Shooting: Storytelling

- Story telling quality: In one image, does your concept tell the complete story?
- A picture is worth a thousand words, so one image can capture depth of story. It will simply take some time in thought, and some well developed shots.

Madeline

- Concept: Animal Instincts
- Message: Be who you are
- Audience: Youth
- Emotional Connector: Isolation from our natural instinct trying to fit in.
- Creative composition: Taken from angle to best capture animal personality.
- Dynamic Artistry: Light leaks, creative graphic edits.

Conceptual Shooting: Dynamic artistry

- Dynamic artistry: Camera angle, type of lighting, color, venue, depth, and motion... all such factors will influence the overall outcome of your concept shot.
- What will enhance your shot?

Dru

1. Concept: Day in the life of a skateboarder.
2. Message: Ins and outs of what they do.
3. Audience: Anyone
4. Emotional Connector: Feeling of

Your Assignment...

- Research a few conceptual photographers, pick your favorite, and explore their photography more in depth.
- Select a topic:
 - #Blessed: What are you thankful for? How can you portray that in an interesting way in a photograph?

#Blessed

- Photograph things that you are grateful for so that the viewer can relate with you.
- What are you blessed by?
- What daily moments make you feel grateful?
- The trick here is to photograph the things in an interesting way while also adding in your concept.
- For example, if you choose to

Cultural Glimpse

- Each of you has a unique story about your culture.
 - Were you born in your country or did you immigrate?
 - How many generations have lived in your country, town, or city?
 - What culture do you personally associate with?
- Share the story of your experience in your community. It can be as wide scope as being a part of your country or more narrow, looking at being part of your social circle at your school.

Don't Forget...

- Message: What do you want your message to be? Be clear and specific
- Angle of the message: Be clear and specific, what angle will you take for your topic? If your idea is love: Is your angle the true love of family or the true love of kindred spirit? Is it bitterness and pain of broken hearts, or the recovery?
- Audience: Who is your audience? This will help determine which angle to take and what to make.
- Emotional connectors: In what ways can you cause your story to resonate best with your audience? Color, space, principles of design are all tied to emotional signifiers.
- Creative composition: ...

Your grade...

- Understanding of conceptual photography
- Reflection of topic: #blessed or Cultural Glimpse
- Elements of photography
- Rules of composition
- Creativity
- Effort

PRESENTATION: PROJECT EXAMPLES, REQUIREMENTS, & GRADING DETAILS



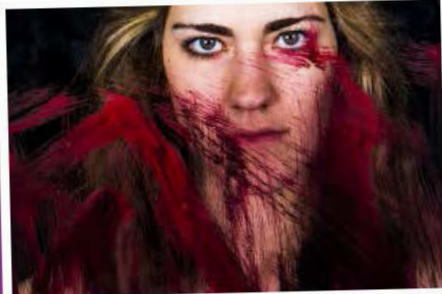
CONCEPTUAL
PHOTOGRAPHY



PICK A PROJECT

#BLESSED

CULTURAL GLIMPSE



PROJECT
REQUIREMENTS

- Use primary camera in
- You should and you v best quality for your g
- Your final should ha
- ✓ Good ex

#BLESSED



WHAT ARE YOU THANKFUL FOR?

"We don't need bigger cars or fancier clothes. We need self-respect, identity, community, love, variety, beauty, challenge and a purpose in living that is greater than material accumulation."

- Donella Meadows



CULTURAL GLIMPSE

Where do you find your identity?

things that you are grateful for so that
emote with you. What are you
that daily moments make you feel
pick here is to photograph the things
way while also adding in your
mple, if you choose to photograph your
n you photograph them in a way to
are grateful for them as opposed to a
ome ideas include:



PHOTOGRAPHY

PHOTOGRAPHY

PEOPLE

Take a photo of their dog. But how

add to the photo?

It could be oozing with INTENTION



HANDOUTS:

2 TOPICS WITH PROJECT DETAILS

CONCEPTUAL PHOTOGRAPHY REMINDERS

- **Message:** What do you want your message to be? Be clear and specific
- **Angle of the message:** Be clear and specific, what angle will you take for your topic?
 - For example, if your idea is love: Is your angle the true love of family or the love of kindred spirits? The bitterness and pain of broken hearts, or the recovery?
- **Audience:** Who is your audience? This will help determine which angle to take and decisions to make.
- **Emotional connectors:** In what ways can you cause your story to resonate best with your audience?
 - Color, space, principles of design are all tied to emotional signifiers.
- **Creative composition:** How can you catch people's eye?
 - An audience of high schoolers will require edgy, high contrast, and inventive imagery.

7. Which topic do you want to focus on for your photographs? Why?

8. What type of imagery do you want to include in your photograph?

9. What tips can you apply from the photographer's work to your own?

Additional notes:

Artist Research

Look at artwork by the following photographers. Select the one whose work interests you most. Answer the below questions about that photographer. TIP: Look for a "projects" or "exhibitions" tab on the artists' websites to find more conceptual photographs.

Daniel Mercadante: <https://www.danielmercadante.com>
Romina Ressa: <https://www.rominaressiaph.com>
Tom Hussey: <https://www.tomhussey.com>

1. What drew you to this photographer?

If they have more than one conceptual topic they investigate, which is your favorite? Why? If they don't, what is your favorite aspect of their one conceptual topic?

Name: _____

CONCEPTUAL PHOTOGRAPHY Concept Outline

1. Concept:

2. Message:

3. Audience:

4. Emotional Connector:

HANDOUTS:

REMINDERS, ARTIST RESEARCH, CONCEPT OUTLINE

Name: _____

CONCEPTUAL PHOTOGRAPHY CRITIQUE

Carefully look at each work of art. Then answer the following questions:

1. Which photograph caught your attention first? Why?

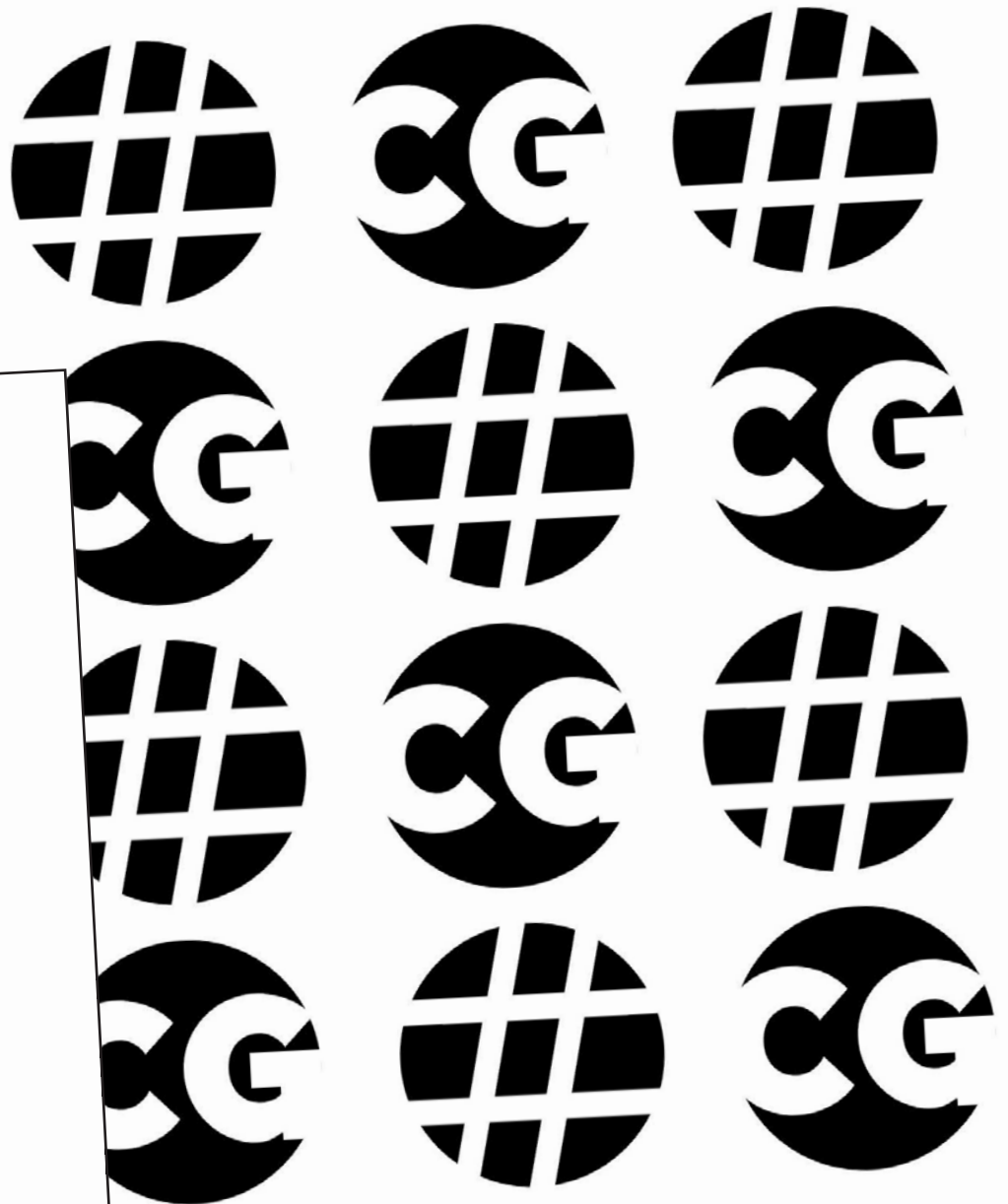
2. Which photograph is the best reflection of a conceptual photograph? Why?

3. Which photograph best captures the topic, #blessed? Why?

CONCEPTUAL PHOTOGRAPHY

Critique Labels

Place a label at every work of art. Place a # label at the photographs you think reflect the topic, #blessed. Please a CG label at the photographs you think reflect the topic, cultural glimpse.



NAME: _____

CONCEPTUAL PHOTOGRAPHY RUBRIC

- Concept _____ (20)
- Reflection of concept and topic _____ (20)
- Use of elements of photography _____ (20)
- Use of rules of composition _____ (10)
- Creativity _____ (15)
- Effort _____ (15)

Total: (100) _____

NAME: _____

CONCEPTUAL PHOTOGRAPHY RUBRIC

- Concept _____ (20)
- Reflection of concept and topic _____ (20)
- Use of elements of photography _____ (20)
- Use of rules of composition _____ (10)
- Effort _____ (15)

HANDOUTS:

RUBRIC, CRITIQUE