

Beginning Photography: Image & Text

“I don’t trust reality. So all of the writing on and painting on the photographs is born out of the frustration to express what you do not see.” –*Duane Michals*

For this project students will explore the creative use of text and photography together. Text can clarify or obscure the objective of the photographer and the content or message of the image/photograph. Listed below are three ways of dealing with text as a component in your photography. Keep in mind that the success of this assignment comes when the use of text and image is deliberate and informed, both visually and conceptually.

Placing images with words/text in the same perceptual space either combined in the picture or side by side is not an easy to do well. Explore imagery and text that interests you. Think about the principle of contrast and try to create an interesting juxtaposition between image and text. A good place to start this assignment would be to try and combine two unrelated things in a way that adds meaning to both. In any case give the viewer something to think about rather than telling the obvious.

Assignment Due:

You will be expected to submit **6 final pieces on your Blog, two** from each of the categories below.

#1: Found text within the Photographic space: 4 final photographs

Frame your subjects/subject matter to include text as a component of the image. You may use found text or fabricate your own (something written on a piece of paper or other surface). This is a straightforward photograph, no text is to be added after the fact. You must find the text out in the world.

Photographers: Walker Evans, Eugene Atget, Lee Friedlander, William Eggleston, Judy Natel, Grant Mumford, Margaret Bourke White

<http://www.judynatal.com/project/the-alphabets/joshua-tree-a-z#1>

#2: Text on the Photograph: 2 final photographs

Photograph your subject and add text on the photograph after the fact in Photoshop if you are working digitally

Photographers: Barbara Kruger, Jim Goldberg, Matt Siber.

<http://www.barbarakruger.com/art.shtml>

3: Text and Image with Overlay: 2 final photographs.

Place text onto your subject with an overlay filter space around the photograph:

Photography rubric: Image & TEXT

1. BASIC SKILLS and PROCESS

_____ 25 = Fully engaged: Completed all tasks with effort and energy, willing to experiment and take risks. Electronic device is put away at all times not impeding the work pace and process.

_____ 20 = Engaged: Completed tasks with some effort and energy, little experimentation and few risks taken. Electronic device is occasionally out, and less a distraction from the work pace and process.

_____ 15 = Superficially engaged: Completed tasks with some distraction or limited effort, no risks taken. Electronic device is a distraction from the work pace and process.

_____ 10 = Not engaged: Tasks not completed or done with much distraction or resistance, no risks taken

2. CAMERA TECHNIQUE & POST PRODUCTION (PHOTOSHOP/DARKROOM)

_____ 25 = Student has a complete camera control (shutter speed/aperture/white balance/ focus) and excellent technical execution in Photoshop.

_____ 20 = Student has good camera control (shutter speed/aperture/white balance/ focus) and technical execution despite minor problem areas in camera/post production

_____ 15 = Camera control (shutter speed/aperture/white balance/ focus) and post production execution is inconsistent and needs work

_____ 10 = Technical execution in camera (shutter speed/aperture/white balance/ focus) and post production is highly inconsistent

2. ARTISTIC INTERPRETATION

_____ 25 = Unique, expressive, and original interpretation of the assignment. Student uses text and photography in different ways in each of the 6 final works. Student explores a variety of different **fonts** appropriate for each work. Student has 2 excellent and different examples for each category.

_____ 20 = Original interpretation of the assignment. Student uses text and photography in different ways in each of the 6 final works. Student shows some exploration of different fonts/sizes for each work but some of the works lack complete compositional/design consideration.

_____ 15 = Student has submitted at least 6 final photographs, but shows little exploration of the possibilities of combining text and image.

_____ 10 = Student has submitted less than 6 final photographs. No evidence that the student explored different approaches to the assignment. Photographs are unoriginal and uninspired.

3. BEHAVIOR AND CLASSROOM SKILLS

_____ 25 = Student respects class rules, time expectations and photography equipment. Student has posted all the project components correctly to blog. Blog posts include correct captions for all photographs.

_____ 20 = Student respects class rules, time expectations and photography equipment. Student has posted all project components correctly to the blog, but may have missing or incorrect captions on their blog.

_____ 15 = Student occasionally does not follow class rules, time expectations and photography equipment. Student is missing posts or captions on their blog.

_____ 10 = Student does not respect class rules, time expectations and photography equipment.
Student does not understand expectations for posting their project and classwork to blog.