

Final Series Project

Assignment | Project Due & Critique 4.22 | Work-in-Progress Critique 4.15

Complete a photo series of 7-10 images with a common theme, narrative, story or subject matter between them. You have complete freedom regarding subject matter and may utilize any skills or concepts covered in class. Write an Artist Statement (about 500 words) to accompany this series and give potential viewers insight into your work.

Your final series must be submitted digitally, as well as printed and displayed in your portfolio presentation folder. Digital files must also be uploaded to a (free) flickr.com account for you to establish an online presence. This process will be covered in class at the work-in-progress critique.

In-Class Presentations Due 4.8

Determine the concept for your final project and give a brief presentation describing what you want to do and how you will do it. Provide visual samples consisting of either your own shots or other examples to illustrate a style or technique you will attempt.

Other Details

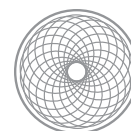
- Bring 5-6 photos that represent where you are at with your project to the Work-in-Progress Critique. If you are doing a masking intensive project, 3 samples will work.
- Submit your final project files to the assignments folder digitally.
- Submit prints of your final project in a portfolio presentation folder, along with a copy of your artist statement.
- Upload your final project photos to a flickr.com account and provide a link to a set containing your final project on your artist statement. For an example of a set, try <http://tinyurl.com/flickr-sample-set>

Goals

- To create a cohesive, balanced body of work.
- To establish an online presence as well as a physical portfolio as methods to share your work.
- To apply the different creative and technical skills you've learned in this class to a new series of your own.

Requirements

- All portraits must be shot using available light or studio lighting. No on-camera flash.
- All work must be new and shot for this assignment.



- Files must be submitted on disk or flash drive, brought to the Final Critique in a portfolio presentation folder, and also uploaded to a set in a (free) Flickr account.

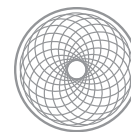
Grading Considerations

Technically

Have you completed the requirements described above? Are there the proper number of photos? Are they submitted in print form in a portfolio presentation case? Is your artist statement completed and submitted with the portfolio? Are your images online and have you provided a link to the set on your artist statement? Is the editing / use of photographic controls / quality of your photos proficient?

Aesthetically

Have you included strong images throughout your photo series? Is your concept evident and cohesive throughout? Is there a consistent creative approach to the photography that makes the photos appear as if they are intended to be viewed together? Is the subject matter creative, or have you taken a creative approach to a common subject matter? Have you used lighting to enhance your image? Have you used compositional elements to enhance the image?



Writing an Artist Statement for Advanced Digital

Artist statements are generally very difficult for an artist to write. Often, it is difficult to know where to begin, or what topics to cover. Depending on the situation, you may require an artist statement that is only a few paragraphs, or several pages. I have assembled some of the best tips and topics for writing your statements and compiled them below.

1. Write in the first person.

It is generally best to write these in the first person because it is *your* interpretation of *your own work*.

2. Who are you and what is your background (relevant to this work)?

"How did your ideas develop? What did you initially set out to explore, investigate and discover? How did this perspective change as your work took shape?"

Be careful not to let this turn into an Artist Biography! Any info you list should all be relevant to *this specific photography series*. Think of it as in introduction to your work, but not an introduction to you as a photographer. You must keep it specifically relevant to the work displayed.

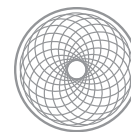
3. Audience, occasion or situation:

"What prompted you to write this statement? Is this a fifty-word statement for the foundation show, a three hundred word statement that's meant to accompany a grant proposal, or a 1500 word statement that will accompany a catalogue or book?"

In our example, you are writing an approximately 250-500 word statement to explain your artistic process as it reflects your efforts for your Final Project Photo Series.

4. What is your purpose or motive?

At the very least, you should explain what your concept is, and how you are interpreting it with your series. Be descriptive, and make sure that it makes sense to others. If you are trying to convey a particular message or reveal something through your work, be sure to articulate it.



5. The materials and medium and how you make your work.

In our instance, we are working with a digital photography course. Is your entire process digital? Do you begin with film, then scan? Have you used Photoshop for retouching or compositing? Any other use of tools that might be interesting to a person viewing your work?

"Your audience might be interested in the tools you used, whether you made them yourself, and how you applied or challenged certain techniques. Most importantly, they will want to know how your technique, process, materials, contribute to the overall theme, meaning or subject of the work -- in other words, what your work is about. Your choice of materials will usually be integrally related the space in which it is presented, and you might consider discussing this relationship as well."

6. Historical, critical, theoretical framework

Don't assume that viewers will know exactly where you are coming from. It's helpful to at least touch on any research you have done for your series to help viewers understand your work better.

"What kind of research did you conduct while engaged in this work? What did you read? Did the work of other artists, visits to galleries, or travel to other countries contribute to your ideas, your process, the finished work? What are the historical precedents for your work? Does your work make a statement about the future, does it challenge the theories of others, and/or does it provide a new way of looking at an "old" idea? However you go about introducing this information into your artist statement, it is often necessary to use framing when you place your work within a larger context."

For more information on using framing to cite sources: <http://www.eciad.ca/wc/writingcentreframe.htm>

Web Links for Artist Statements

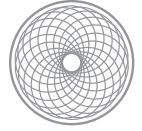
Here are a few links to get you started with good advice, guidelines and also samples:

Emily Car Institute, Writing Centre - <http://www.eciad.ca/wc/artstate.htm>

ArtBusiness.com - <http://www.artbusiness.com/artstate.html>

NAIA - <http://www.naia-artists.org/work/statement.htm>

Molly Gordon.com - <http://www.mollygordon.com/resources/marketingresources/artstatemt/index.html>



Final Project

Name: _____

Online Presentation

Link to Flickr: _____

Flickr Set Name: _____

In-person Presentation

_____ Files provided on disk / USB drive _____ Prints presented in portfolio folder

What grade do you think you deserve and why?

Artist Statement

Approximately 500 words. include below, or attach to this sheet.