

Assignment Title

Research

Lecturer/s

Maurice Parkinson

Unit/s number and title

Unit 1 (The Creative Process) Learning objective 3

Term

Summer Project

Level and Credit value

Level 3/24 credits

Date Set: 20/06/20

Review Date:

Assessment:

20/9/20

Assessor:

All staff

Internal Verifier

Maurice Parkinson



Robert Capa



David LaChapelle

Throughout the first two units of this course you will need to show that you have developed a critical awareness of a range of photographers'/artists' materials, techniques and processes. This brief gives you the opportunity to demonstrate your research capabilities and evaluative skills in analysing the images of other photographers'/artists' work. Being able to understand the work of other photographers/artists will support you in your own creative journey.

I would like you to select two images from each of the photographers/artists listed on this brief.

You are to analyse each image. You will then compare the two images/pieces of artwork to give you some perspective on how the photographer/artist created their work. For example, you will need to examine the images' context for clues about their meaning. The context of an image typically refers to the physical place or publication in which you came across the specific image.

Try asking yourself: who can see this image, is it meant for a magazine or newspaper, is there a bias to the image? The psychology behind many advertising images is not to make you feel you need what is being advertised, but to make you feel unhappy with what you have. Mobile phone advertising is a good example. Could the images you are analysing have the bias of propaganda, both political or social?

Other questions you may wish to ask:

Why did I pick these images?

What is going on in the images?

How do I feel about the images?

Who is the intended audience for these images and where will they see them?

What is the photographer/artist trying to say or record with the images?

Has he/she been successful in placing this message?

Please present your research as a Power point presentation

There may be other questions you want to ask, so please include them in your Power point presentation.

The photographers/artists I would like you to research for this brief are the following:

Richard Avedon

Gordon Parks

Claude Monet

Robert Capa

Edward Weston

David Hockney

David LaChapelle

Martha Holmes (American photographer)

Margaret Bourke-White

If you have any questions about this brief, please don't hesitate to contact me at

maurice.parkinson@abingdon-witney.ac.uk

Assessment criteria	Evidence within your work
Unit 1: (The Creative Process) Learning objective 3	
LO3 Understand the role of research within the creative process	Compare a range of photographers/artists in journal. Show different research methods. What skills have you developed?
3.1 Explain how research sources and methods are used to support creative processes	
3.2 Undertake research in response to a brief	
3.3 Use research to influence and inform creative processes	

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