



Project Outline	Photomedia Online Studio Rotation
Subject Code	STU100 Studio Introduction - Photomedia

Award/Level	BFA / 1 st Year
Duration	2 weeks / 6 contact Hours (3 Hrs p/week)
Delivery mode	Online / Independent Study
Subject Coordinator	Geoff Kleem, Head of Photomedia
Lecturer/s	Stevenn Cavenagh (Wednesday) Caterina Pacialeo (Thursday)

Description
<p>This is an independent study project delivered during the online education period of semester 1. Students to create 2 digital images over the project period.</p> <p>The project forms part of the broader study associated with STU100 Studio Introduction - Photomedia program.</p> <p>This project is reviewed at the conclusion of the semester and assessed in conjunction with completion of STU100 Studio Introduction Photomedia in Semester 2.</p>

Delivery
<p>Two-week rotation during online period in semester 1</p> <p>WEEK A</p> <p>Project introduction, research topics outlined and contextualised, technical approaches and outcomes explored.</p> <p>WEEK B</p> <p>2 images files of work uploaded to lecturer before lesson / Class review of students work</p>

Learning Outcomes
<ul style="list-style-type: none">• Work co-operatively, undertaking all tasks in accordance with Workplace Health and Safety (WHS) standards relevant to the home (Photomedia) studio.

- Conceive, develop and realise a series of related designs and research that will inform studio outcomes in Semester 2 relating to hand -building project.

Assessment

- Reviewed at the conclusion of the project
- Assessed in conjunction with completion of STU100 Studio Introduction Photomedia in Semester 2

Objectives

- Introduction to creative concept
- Introduction to camera and lighting techniques for production of digital images.
- Research artists cited in supplied PDF.

Project Content

This project will provide you with an introduction to Photomedia concepts and practices. It can be accomplished using your camera phone or a digital camera.

If you have access to a computer and feel like experimenting with digitally adjusting your images you could use a free app such as Photopea <https://www.photopea.com/>

There are online tutorials to help you use the app such as <https://www.photopea.com/>

You can choose to do one of these projects, or you can combine them.

1. *The Abstract Image – _exploring light.*

Investigate your environment, observe the way light changes things - find and use found materials to make abstract images. This is a project about exploring light and discovering alternative ways of seeing things.

2. *Images as living Sculptures* - using the body combined with found objects, assemble and create a short-term living sculpture - use lighting effects to record and make a photographic work.

Take a look at each task and give them some thought, the key to understanding them is that they are designed to introduce you to some of the working concepts behind making photographic work. You need to look at the world differently, observe and capture how light changes things and explore the idea of camera vision.

Consider how you would respond to the project as a creative challenge. Try to avoid the obvious, consider all possibilities and alternative approaches. A great way to develop ideas is to sketch them out beforehand - make a plan, this helps to establish camera position, background, lighting etc. Enjoy yourself and be creative.

Online research is the key here - you should investigate each of the artists cited in the PowerPoint PDF.

You'll find an enormous amount of information on each artist online - familiarise yourself with their practices and ideas, consider what it is in particular that motivates each artist.

Observation is a key part of making work. Observe light and consider how it affects and changes things, you can exploit the ambiguous look of things caused by lighting. Photography is essentially about capturing light and recording the effect that light has upon objects.

Experiment with alternative light sources - these could be torches, reading lamps, car headlights or try shooting at dusk or night when light becomes strange and atmospheric. Using white surfaces

like cardboard or mirrors, light can be bounced and reflected to highlight areas or open up shadows
- experiment with various approaches to the same subject to see what works best.

Props can be found anywhere, a simple chair when turned upside down can suddenly be interesting - what if it's combined with a person or another object? Your living area, backyard, garage etc is now your studio, make use of it and realize the possibilities when seen differently through the frame of a camera.

**Recommended
Reading / References**

Refer to Course resource PDF