

Final Project: Making, Not Taking, Photographs – a Deliberate Approach

Objective:

One of the main things I hope you have been learning with this View Camera class is that large-format photography requires a more deliberate approach to making images. These cameras – and even tilt-shift lenses – are not meant for quick, candid capture, and they work best with a tripod and a slowed-down, specific approach to photography. What this leads to for most large-format photographs is a sense of the image having been *made* and not just *taken*.

I want you to apply this sense of “Making, Not Taking, Photographs” towards creating a final body of work for this class. Even when you are not using tilt-shift lenses or the view camera, this approach should have you creating images that are pre-conceived, well thought out, and precisely executed. And since you will be creating a body of work (6 or more images), you want these images to be tied together in some way so that they work well as a whole.

How to shoot this project:

- 1) Your first step is to write up an outline of what you plan to photograph and how it ties together. This should answer the following questions. What will be the “theme” of your body of work? How do you plan to photograph this work? What large-format tools will you use in your images (you need to include *at least* two images in your final images that use either a tilt-shift lens or the large-format studio camera)? How do you see yourself applying what you have learned about large-format photography to this project? ***This Final Project Outline is due Week 8 and must be turned in as a digital document (Word doc or Text file).*** We will review these in class.
- 2) Your body of work will consist of 6 final photographs. The subjects you use are up to you (and these should fit your chosen theme). So a big part of this is going to be the thought that goes into your outline from step 1 above. The main requirement here is that you work like a large-format photographer, taking a deliberate approach in making your images. Also note that requirement that at least two of your final images be made with a tilt-shift lens or the large-format camera. Make sure that you are using these tools with an effectiveness and intention that matches your project theme.
- 3) I am *not* going to require “progress checks” with this final project (besides turning in the outline). But I do encourage you to share images with me before the due date to get feedback and to answer any questions you may have. This can be either in class or through DropBox.
- 4) You will be turning in at least six (6) final photos. As always, please rename your files with *your name*.

Requirements:

- Final Project outline (due Week 8), answering the questions in #1 above (must be a typed digital file, Word doc or Text file).
- You need to create 6 or more final images that work well together under your chosen theme, turning in ***both*** RAW/IIQ files ***and*** XMPs, PSDs, DNGs, or JPEGs. I expect you to do some additional cropping or prep of the images in Photoshop, or at least “develop” your images with some raw adjustments as XMP files. So I will need to receive six (or more) RAW/IIQ files ***and*** post-processed files. Prep these with an eye towards printing them!

What to turn in:

- 6 digital images in **RAW/IIQ format** along with XMP, PSD, DNG, or JPEG files showing your improvements over these RAW originals. Files should be named with your name. **If you do not turn in RAW files, you will receive a ZERO!**
- Turn in the photos in your shared DropBox folder (if you haven't already done so, share a folder titled "AI Studio Photo – YourName" with "andrew@andrewross.com", and put your files inside of this for me), or bring these completed files on a flash drive to class when it is due is fine, too.

Grading rubric:

This project will be graded 1/3 on technical requirements, and 2/3 on quality/creativity

Did you turn in a Final Project outline (Week 8)?		10 pts
Did you turn in at least 6 final images, named appropriately?		10 pts
Did you <i>improve</i> upon these images by making adjustments in Camera Raw or Photoshop, turning in the required XMP, PSD, DNG, or JPEG files for each image?		10 pts
Does your body of work carry a consistent theme and show intentional and creative use of large-format photography concepts?		10 pts
Were at least two of your images made with a tilt-shift lens or the large-format studio camera?		10 pts
Quality/Creativity Grade		100 pts
<i>If you do not turn in RAW files, you will receive a zero!</i>		
TOTAL		150 pts

DUE DATE: at the beginning of class Week 11 (with the Outline due Week 8)