

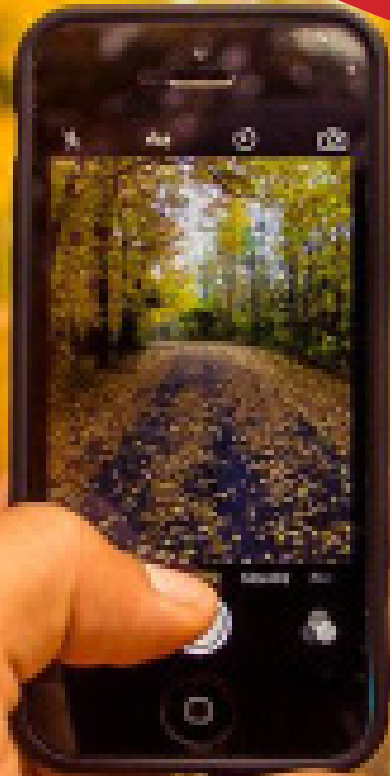


Stamford
College

ual: university
of the arts
london

L3 Dip/Ext Dip in Creative Media Production & Technology

Image from <https://www.the-schoolofphotography.com/tutorials/how-to-take-good-photos-with-a-phone>



Landscape & Cityscape photography

For this project, you can use your mobile phone to take your photographs or a digital camera if you have one. If you are using your mobile phone, take some time to find out exactly what your phone's camera is capable of. Has your camera phone got manual settings? If so, get to know them. Some cameras allow you to use more manual settings like white balance and shutter speed. These can help you to take even better photos when you know how to use them.

Equipment and Software you will need for this project

Camera on your phone or a digital camera. To create a digital sketchbook, use Google docs or Google slides, Or you can use Microsoft Word or PowerPoint. For Image manipulation use PhotoPea. <https://www.photopea.com/> PhotoPea is a free online editor.

Start date: 01/07/24
Submission Date:
20/08/24

Brief

This project will enable you to explore the visual elements inherent in photographic images before producing some landscape and or cityscape photographs.

You will be required to research two photographers that have taken landscape/cityscape images, analysing their photographic images and explaining how they use the following visual elements: composition, rule of thirds, viewpoint, perspective, framing, leading lines, colour, tone, contrast, shape, focal point, negative and positive space. You will need to compare their work, and produce your own digital photographs influenced by your research.

You are also required to explain in your own words what the following visual elements are: rule of thirds, leading lines, contrast, negative and positive space.

TASKS

1. Explain in your own words and visually show what the following visual elements are: rule of thirds, leading lines, contrast, negative and positive space. Show

2. Research one of the following landscape photographers. Analysing their photographic images and explaining how they use the following visual elements: composition, rule of thirds, viewpoint, perspective, framing, leading lines, colour, tone, contrast, shape, focal point, negative and positive space.

- Ansel Adams
- Fay Godwin
- David Benjamin Sherry
- David Noton
- Michael Kenna

3. Research one of the following cityscape photographers. Analysing their photographic images and explaining how they use the following visual elements: composition, rule of thirds, viewpoint, perspective, framing, leading lines, colour, tone, contrast, shape, focal point, negative and positive space.

- Mark De Rooij
- Eugène Atget
- Thomas Struth
- Lucien Hervé
- Berenice Abbott

4. Compare the work of your two chosen photographers. Discuss their style, how they use visual elements to convey an idea, message or mood and use of composition.

5. Create a moodboard of the type of images you would like to photograph.

6. With your camera phone or digital camera take a range of images which demonstrate the rule of thirds and perspective in a similar style to the photographers you have researched. Look for shapes that draw the eye into the photograph, make use of the natural landscape, cityscape, look for shapes, patterns, textures.

7. Select three or four of your best photographs and manipulate them using **Photopea** if needed, to create similar effects and style as the two photographers you investigated.

7a. Screen grab the manipulation processes you used to manipulate your images. Annotate your screen grabs discussing the processes used.

Photopea is free online Photo Editor which lets you edit photos, apply effects, filters, add text, crop or resize pictures. <https://www.photopea.com/>

Befunky.com is free online Photo Editor which lets you edit photos, apply effects, filters, add text, crop or resize pictures. <https://www.befunky.com/features/photo-editor/>

8. Evaluation & Reflection

Critically evaluate the whole project and the methods used to produce your final three/four chosen images. Evaluate

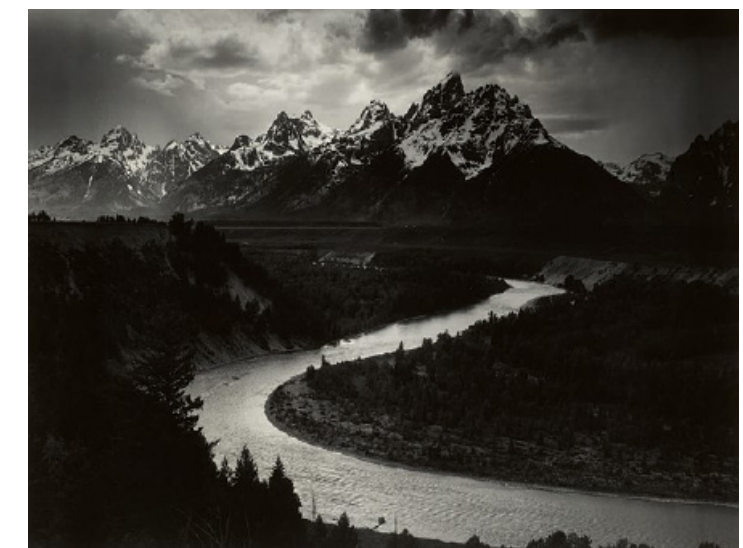
- Did you achieve the aims and objectives you wanted to achieve in creating your three/four final photographs?
- What are the strengths and weaknesses in this project?
- Does your finished work link to your research?
- Did you come across any problems? If so how did you resolve them?
- If you had to tackle the same project again or similar projects how would you improve the research methods and techniques used?
- If you had to tackle the same project again or similar projects how would you improve the quality of your finished outcomes.

9. Submit your work.

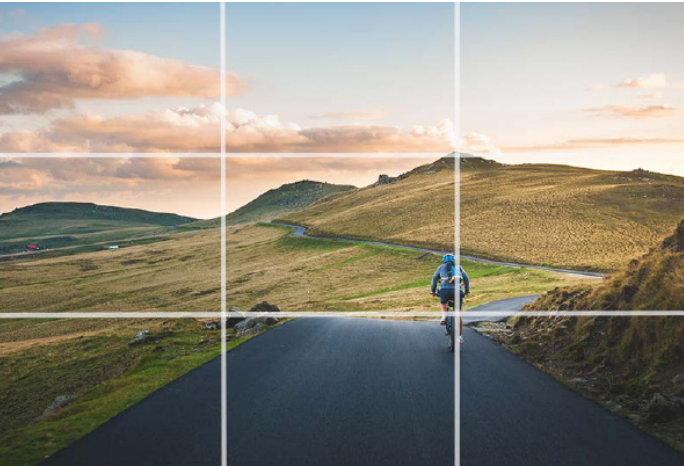
You will submit your digital sketchbook work and three/four chosen photographs by uploading them onto Google Drive in a folder called **Summer Project 2022**. Or you can email them to Yvonne.Davison-Clissitt@ieg.ac.uk

Link to the **Summer Project 2024** folder :

https://drive.google.com/drive/folders/16HOD9Hzh4_6d8cyOWeatyTAnnHC4UpFm?usp=sharing



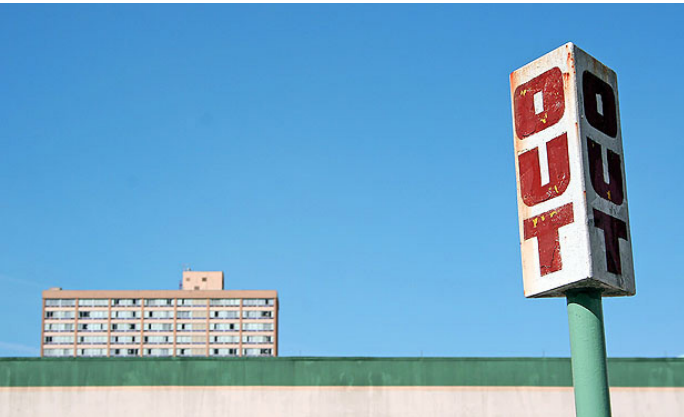
Visual Elements Guide



Rule of thirds
This image is an example of the rule of thirds. Where the lines overlap can be an ideal position for your focal point. Here, the two points of interest, the cyclist and the peak of the tallest mountain coincide with 2 of the intersection points of the lines, which makes the image more pleasing. This can be applied to an image both in landscape and portrait format. With landscape photographs it can be a good idea to position the horizon on the horizontal lines.



Perspective
This image is an example of aerial perspective in photography. The effect of the atmosphere on the light in the image make the objects appear lighter the further back in the image they are.



Negative space and visual balance.
The blue sky is negative space because it is a blank empty space. The visual “weight” of the road sign is balanced by the building on the other side of the shot.



Perspective
This image is one example of linear perspective. As you can see the lines in the image create depth, drawing your eye into the image.



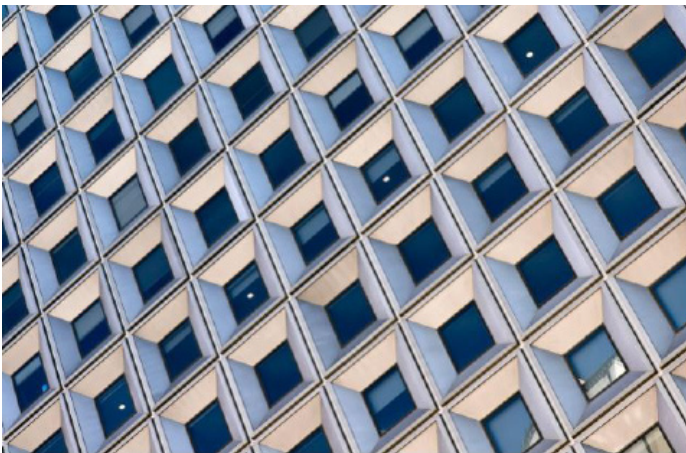
Shape
Particularly in a busy city environment, isolating a subject’s unique shape is an effective way to create an image with dramatic impact.



Leading Lines
This image is one example of linear perspective. As you can see the lines in the image create depth, drawing your eye into the image.



Leading lines are great for creating a sense of depth in an image, and can make your photo look purposefully designed — even if you just happened to come upon a really cool shape by accident.



Pattern
One of the simplest ways to produce a striking image is by filling the entire frame with a strong pattern.



Contrast
Images can have low, medium and high contrast. Like this example has a High Contrast because of the photo has a lot of very dark tones and very bright tones, such as a dark silhouette against a brighter background, then we can say the image has a high level of tonal contrast.



Focal points
Focal points are important factors in photographs, as it gives the viewer a location within the frame to place their eyes. Focal points give people a subject of interest and keep them drawn to your photograph. A focal point can consist of literally anything. In this picture the focal point is the tree which then leads the eye to the dip in the fields and the clouds.



Tone
Tone in black and white photography is an effect created by variations in brightness in the image. A mixture of light, medium and dark greys.