

Ms. Bjork <http://phsvisualartdept.weebly.com/digital-photography-1-assignments.html>  
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### Unit Name: Unit I- Assignment Description: Masters Artistic Voice

Learning Target: Connect to the modern photography world through research. Respond to the photographers on the list by Creating a unique series of photos (5-10 final images) that illustrate your style and voice as it relates to contemporary photography. You are not copying these masters, but being inspired and influenced by their work. Once you've chosen an artist to work from then begin to shoot your own images. These can be of any subject provided it is shot with emphasis on proper lighting, focus, compositional techniques and that it relates to your own unique exploration. The series should highlight the direction you hope to take in this class. Shoot at least 36 images and then start combining and creating in Photoshop to get your final series of 5-10 images. These will not be printed, but instead will be presented in an iMovie or Keynote presentation highlighting your thoughts on why you wish to explore these techniques and topics. Your final presentation will include some words to discuss your ideas.

### Specifics:

- Create a series of photographs (5-10) that illustrate your style and voice as it relates to contemporary photography.
- Shoot a minimum of 36 images to be checked in Bridge that show the direction you wish to go for this project.
- Use knowledge of lighting types to evoke a mood and desired interpretation of the subject(s) you've chosen to explore.
- Utilize Adobe Photoshop to enhance the images you've photographed.
- Show evidence of compositional and lighting techniques.
- Images should be in focus and show outstanding craftsmanship
- Images should illustrate a unique voice, style or direction for your work.
- Final Presentation-Create an iMovie or Keynote presentation highlighting your thoughts on why you wish to explore these techniques and topics. Your final presentation will include some words to discuss your ideas.
- Final presentation is beautifully designed with tasteful presentation, possibly music, artfully thought out use of words/type, transitions etc. Really highlights your photographs.
- Final Presentation and Series of images meets the 3 cs of quality art-making: concept (your idea), composition (5 photographic techniques, leading lines etc.) and craftsmanship (edges in photoshop, lighting, focus etc.)

### Planning Requirements:

- Research On Class Weebly and NING:** Read [Weebly page](#) about this unit. Explore the artists outlined there and choose 3 who you like and are drawn to. Complete the [research page on the NING](#) to further discuss your plan and influences for this project.

Reportable Standard	Priority Standard
In each box list the reportable standard to be assessed <u>in the unit</u>	In each box list the Priority Standard(s) associated with each Reportable Standard that will be assessed <u>in the unit</u>
<p><b>RS 1 CREATE</b> Plans complex concepts for creative artwork that connect to history, society and/or personal life experiences.</p>	<p><b>PS1</b>-Apply and utilize the elements and principles of design in the creation of visual art.  <b>PS4</b>- Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.  <b>PS7</b>-Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>
<p><b>RS 2 CREATE</b> Plans and develops complex compositions through quality craftsmanship.</p>	<p><b>PS1</b>-Apply and utilize the elements and principles of design in the creation of visual art.  <b>PS2</b>- Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.  <b>PS3</b>-Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.</p>
<p><b>RS 3 PRESENT &amp; RESPOND</b> Interpret and evaluate the meaning of art work through the critique process.</p>	<p><b>PS5</b>- Present final artworks for public display via internet or gallery exhibit.  <b>PS6</b>- Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork</p>
<p><b>Learning Targets</b></p>	

**The Student Will....**

- PS 1-**
- Create photographs that illustrate the the elements of light, space and value and the principle of contrast. (K,P,S, R)
  - Utilize the element of balance (symmetrical, asymmetrical) to create a composition. (K,S,P)
  - Create emphasis (principle) by developing a strong focal point and by using lighting.(K,S,P)
- PS2-**
- Create photographs that demonstrate knowledge of lighting techniques including available light, studio light, natural light, dramatic light and artificial light (reflected/fill, flash and studio) (S,P,K)
  - Create images that are in focus and are not pixelated (S, P, K)
  - Create images that are well-lit, and utilize proper camera settings and exposure for the subject. (S, P, K)
  - Create images that show evidence of using curves and levels and other Photoshop editing to get the best image.
- PS3-**
- Create a strong focal point: Subject of photograph (K, S, P)
  - Utilize an interesting, meaningful and purposeful break-up of space that illustrates your knowledge of the five photographic compositional techniques. (K, S, P)
  - Create images that show careful consideration of background details and purposely choose to include meaningful background detail or not depending on concept for image
  - Create a final series of unified images that makes sense visually and compositionally. (K, S, P)
- PS4**
- Research modern master photographers on the class web page to begin to develop the concept(K, S,P, R)
  - Create a final series of images that illustrates a specific idea or point of view. (K, S, P, R)
  - Create images that illustrate thoughtful consideration of a well-developed concept.(K, S, P,R)
- PS5-**
- Create a Keynote presentation of series of 5-10 images for final critique. (P, S, K)
  - Complete NING research page planning the concept for assignment and publishing to the web. (P,S,K)
- PS6-**
- Evaluate final images in written IT'S CLEAR artist statement explaining your concept and interpretation. (R)
  - Explain the compositional technique. Describe how your series illustrates these techniques.(R)
  - Describe what lighting techniques you used and how this relates to the overall mood of the image. (R)
  - Explain your level of craftsmanship. (R)
- PS7-**
- Use the class webpage to research and develop your idea from artists and photographers and post to the NING explaining your thought process(R)
  - Post your written proposal that outlines what you plan to do. (R)
  - Explain verbally and written form how these images connect to your own personal ideas. (R)
  - Explain why this subject was of interest to you. (R)

**Summative Assessment(s)**

**Identify the summative assessment(s) that will be administered & graded in the unit.**

- Adobe Bridge check of all images shot to plan project
- NING Research posts
- Critique of final series of 5-10 related images presented in Keynote or iMovie presentation.
- Written artist statement

**Priority Standard Proficiency Scales**

**For each Priority Standard listed above create a Proficiency Scale that clarifies the levels of proficiency for the Priority Standard in the context of the unit.**

**Proficiency Scale:** Describing levels of a Priority Standard vs. **Rubric:** Describing levels of a task  
 \*\*You may use a Priority Standard to score an assessment or you may develop a rubric specific to the assessment\*\*

<b>Priority Standard</b>	<b>4-Advanced</b>	<b>3-Proficient</b>	<b>2-Approaching</b>	<b>1-Minimal</b>
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<b>PS1-</b> Apply and utilize the elements and principles of design in the creation of visual art.	Intentionally and mindfully create works of art that creatively incorporate the elements and principles of design.	Intentionally and mindfully apply and utilize the elements and principles of design in the creation of visual art.	Apply and utilize the elements and principles of design as a basic foundation for creating visual art.	Use and application of elements and principles of design is not clear.
<b>PS2-</b> Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create and plan artwork that illustrates exceptional quality Craftsmanship: Evidence of advanced technical proficiency and visual acuity.	Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create artwork that illustrates basic craftsmanship, lacking detail and command of media chosen.	Underdeveloped quality and care with media. Final presentation is missing or incomplete.
<b>PS3-</b> Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.	Create and plan artwork that illustrates innovative complex compositions: Evidence of exceptional visual organization and design of space (2D, 3D, 4D).	Create and plan artwork that illustrates complex compositions: Evidence of competent visual organization and design of space (2D, 3D, 4D)	Create artwork that illustrates basic compositions: Some evidence of visual organization and design of space (2D, 3D, 4D).	Underdeveloped composition, incomplete organization and design of space.
<b>PS 4</b> Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create & plan artwork that illustrates imaginative,conceptual development with evidence of creative problem solving and interpretation of the idea.	Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create artwork that illustrates a basic concept.Followed directions but sought a simple, basic solution & interpretation of the idea.	Create artwork that does not illustrate a clear concept and planning process. Work did not solve the problem set forth by the assignment.
<b>PS5-</b> Present final artworks for public display via internet or gallery exhibit.	Design and create a final presentation of artworks that engages the viewer and becomes a work of art in and of itself.	Design final presentation of artworks for public display that enhances and highlights the original artwork via internet, classroom or gallery exhibit.	Design basic presentation of final artworks for public display via internet, classroom or gallery exhibit.	Final presentation of artwork is lacking finish and thought.
<b>PS6-</b> Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork.	Creatively engages in analysis and evaluation of artwork with meaningful critique contributions in oral and written form using art-specific vocabulary.	Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary.	Basic analysis and evaluation of artwork through oral and written critique, using simple art-specific vocabulary.	Analysis and evaluation of artwork through oral and written critique process is lacking, incomplete or does not use art specific vocabulary.

<b>PS7</b> Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Invents ways to innovatively connect to artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Basic connection of artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Lacks connection of artistic ideas and works to personal, societal, cultural and historical context to deepen understanding.
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