

GCSE Photographic Communication

Looking Up, Looking Down

This is your MAIN coursework project worth 60% of your OVERALL grade!!

✓ **A01 – Artists Links**

Produce work in the style of different artists and write detailed analysis to show your understanding of their work.

✓ **A02 – Development**

Produce a range of experimental studies in the style of the artists studied and based on the observational photographs you have taken. Experiment with a range of techniques and processes.

✓ **A03 – Observations**

Take high quality photographs of Looking Up, Looking Down and produce skilful observational studies from the photographs. Display skills in a range of techniques.

✓ **A04 – Final Piece**

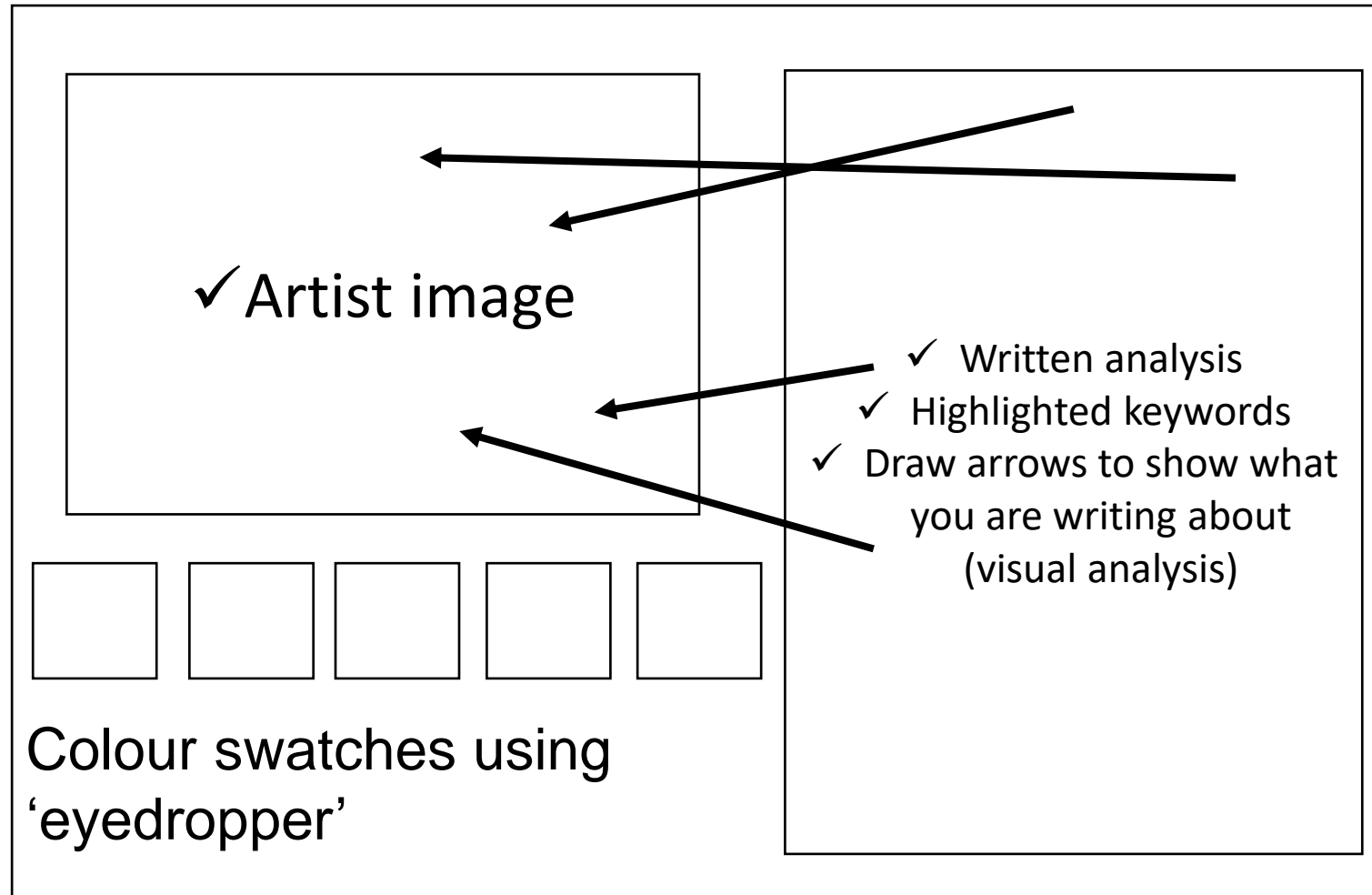
Produce a skilful personal outcome showing a variety of editing techniques and processes on the theme of Looking Up, Looking Down.

Term 1: September-October

| Assessment Objective | Week | Tasks |
|---|---|---|
| AO3 Observations and Recordings AO1 Artist Links | 1 | ✓ Write detailed analysis for a poster of <u>City Advertising</u> images on slides 9, 10 and 11 Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. |
| | 2 | ✓ Write detailed analysis for two more posters of <u>City Advertising</u> images on slides 9, 10 and 11 Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. |
| | | ✓ <u>School trip to Sheffield</u> Take a <u>minimum 80</u> detailed high quality photographs that you feel represent the city of Sheffield in the style of the two artists you have selected You should take a minimum of 40 photographs in the style of each of the artists you have selected |
| | 3 | ✓ Create a contact sheet for each of the two styles of photographs you have taken in the style of artists |
| | | ✓ Produce four planning drawings for <u>each of the artist's style you have studied</u> in preparation for the trip to Sheffield City Centre |
| 4 - 7 | Write detailed analysis for two images by two artists of your choice on slides 12-17 ✓ Berenice Abbott ✓ Bill Brant ✓ Sanjay Chauhan ✓ Antonio Jaggie ✓ Nicholas Gooden Urban Cityscape ✓ People Will Always Need Plates Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. | |

Keywords
Perspective
Depth of field
Foreshortening
Elongating
Colour
Distortion
Clear - focus
Angles
Vanishing Point
Promotion
Typography
Dominates
Colours
Layering
Advertise
Fonts
Close Up
Sections
Proportion
Detail
Pattern
Shadow
Tones
Composition
Contract
Vibrant
Enhanced
Sophisticated
Vintage
Modern
Target Audience

What should you include on your slides:



Extend your analysis by using:

Because....

Also....

I also like....

I also dislike....

I think....

In my opinion....

I know this because....

The images could be improved by....

I think it would be more effective if....

Grade 4/5

Grade 6/7

Grade 8/9

Sentence starters –

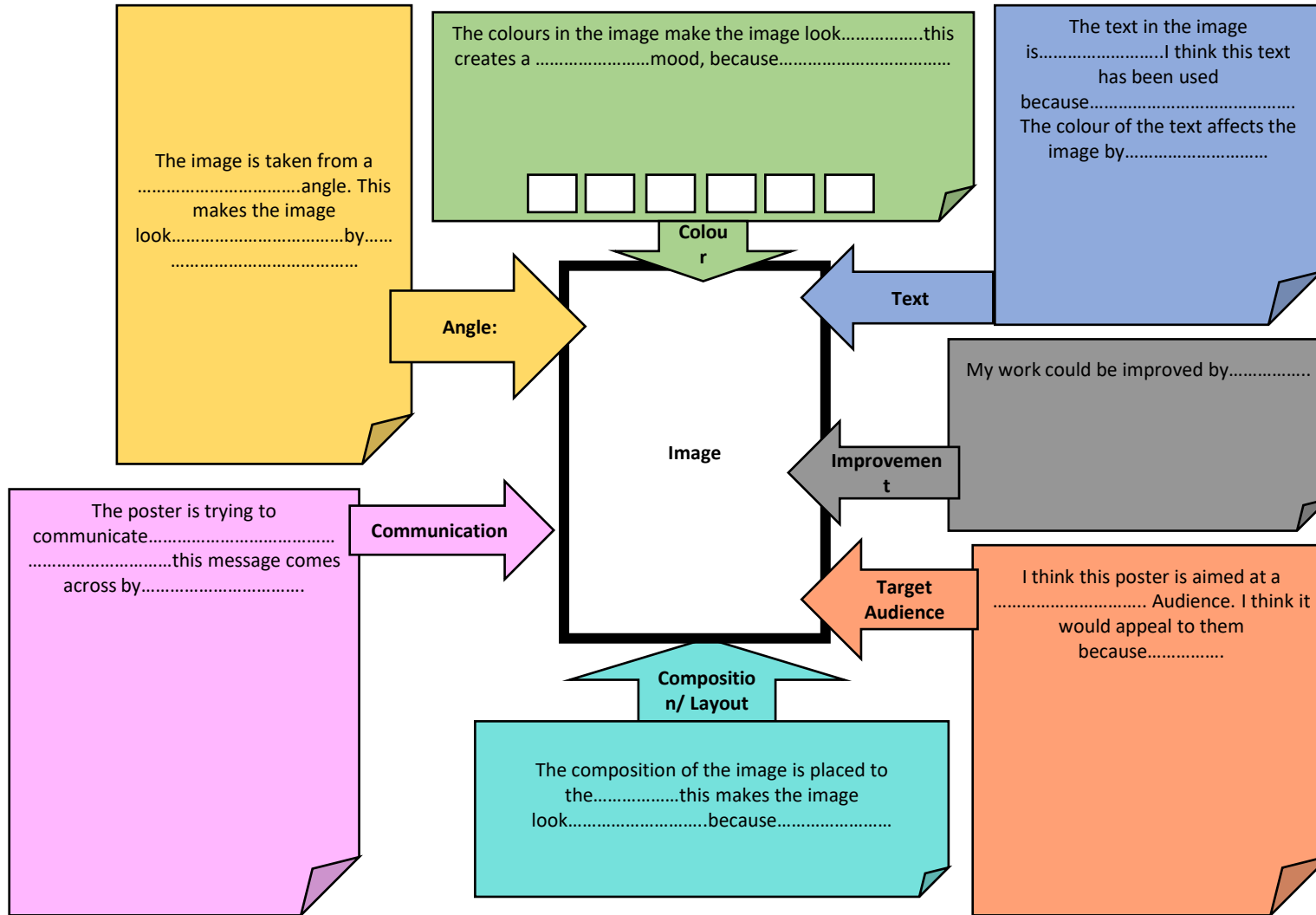
The fonts on the image looks.....
The layout of the image is.....
The images in the poster promote a City by.....
The artist makes the City look appealing because.....
By taking images looking up or looking down it makes it look.....
The image will appeal to the target audience because.....
The building create patterns by.....
By taking the image looking up the image shows the vanishing point.....
The colours in the image make it look.....

Keywords

| | |
|-----------------|---------------|
| Perspective | Close Up |
| Depth of field | Sections |
| Foreshortening | Proportion |
| Elongating | Detail |
| Colour | Pattern |
| Distortion | Shadow |
| Clear - focus | Tones |
| Angles | Composition |
| Vanishing Point | Contract |
| Promotion | Vibrant |
| Typography | Enhanced |
| Dominates | Sophisticated |
| Colours | Vintage |
| Layering | Modern |
| Advertise | Target |
| Fonts | Audience |

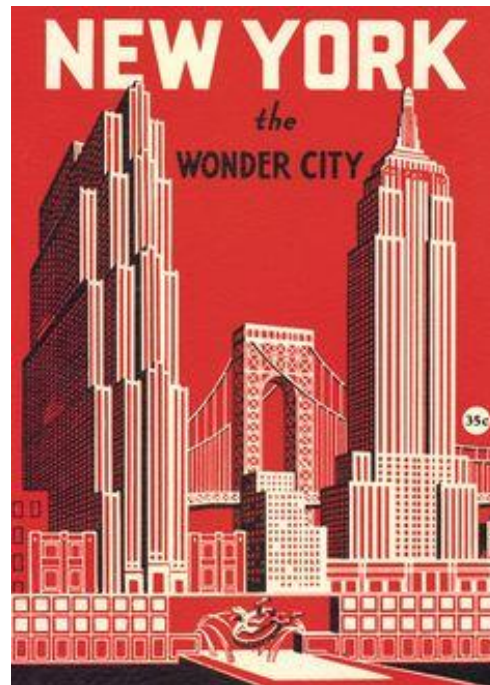
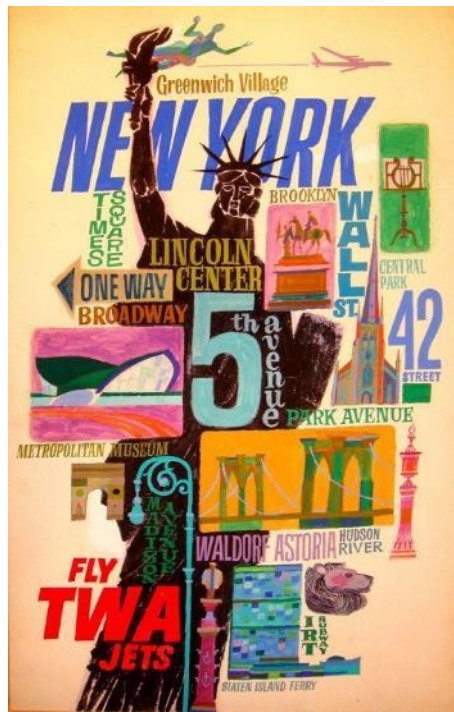
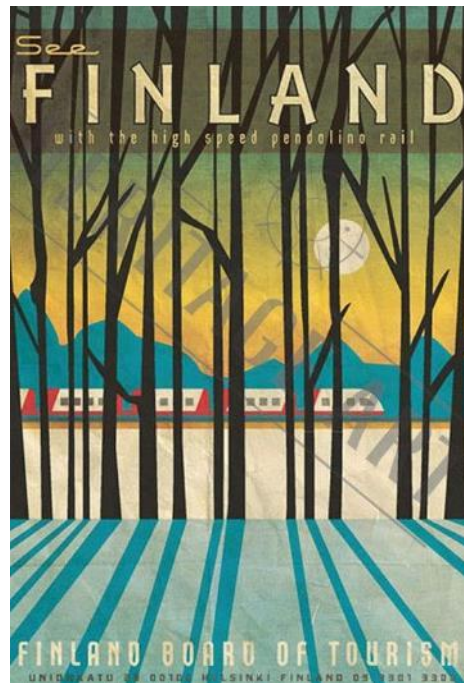
- ✓ What photography **techniques** are used?
- ✓ What is the **relationship** between the **image and fonts**?
- ✓ How could this image be **improved**?
- ✓ Describe how you think the poster **encourages** people to visit the city
- ✓ Do you think the artist is try to make you feel a specific **emotion**?

Literacy Support



Literacy Support

City Advertising Posters



City Advertising Posters



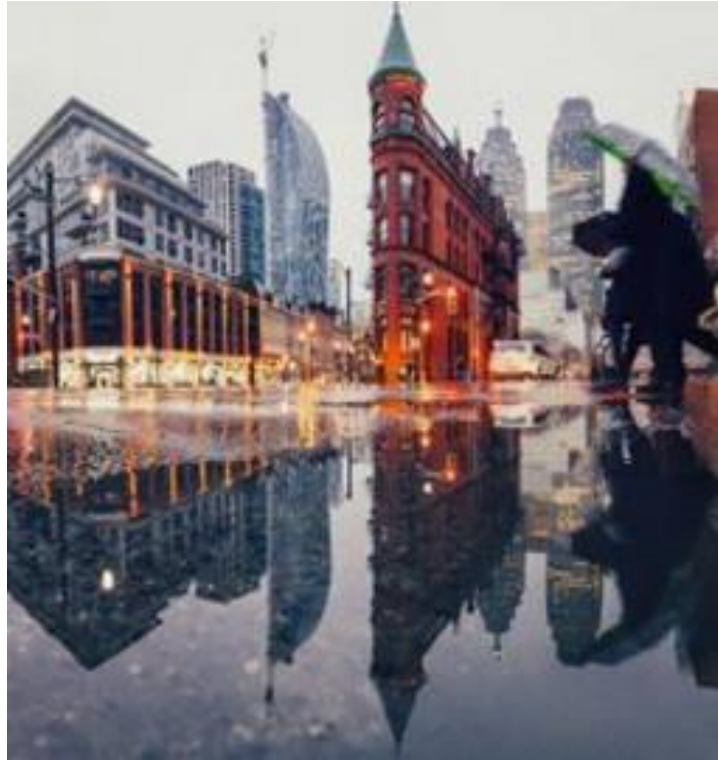
Berenice Abbott



Bill Brant



Sanjay Chauhan



Antonio Jaggie

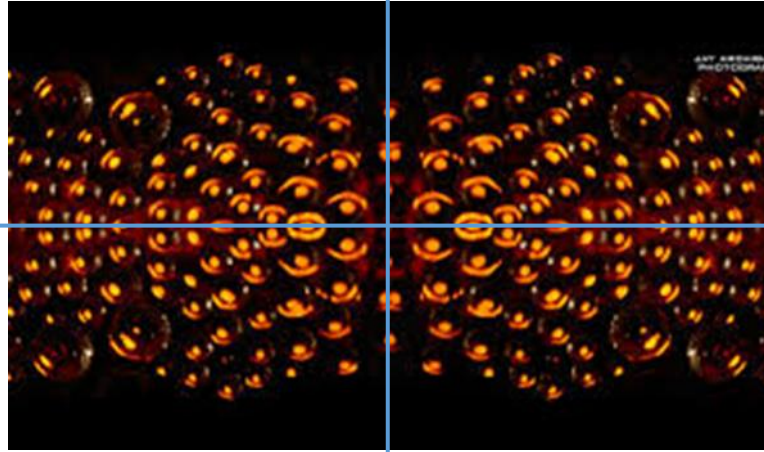


Term 1.1: Nov - Dec

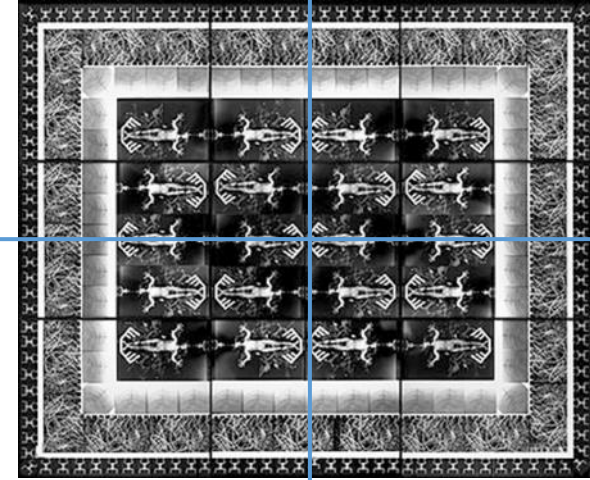
| Assessment Objective | Week | Tasks |
|--|----------|--|
| AO2 Development of Ideas AO1 Artist Links | 1 | <p>✓ Write detailed analysis for the artist Jay Archibald on slide 7 Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4</p> <p>✓ Create designs in the style of Jay Archibald on slides 11, 12, 13 and 14</p> |
| | 2 | <p>✓ Write detailed analysis for the artist Alvin Langdon Coburn on slide 15 Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4</p> <p>✓ Create designs in the style of Alvin Langdon Coburn on slides 19, 20, 21 and 22.</p> |
| | 3 | <p>✓ Write detailed analysis for the artist Zofia Kulik Coburn on slide 23 Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4</p> <p>✓ Create designs in the style of Zofia Kulik and Alvin Langdon Coburn on slides 25 and 26</p> |
| | 4 | <p>✓ Create designs in the style of Zofia Kulik and Jay Archibald on slides 28 and 29</p> |
| | 5 | <p>✓ Create designs in the style of Zofia Kulik, Alvin Langdon Coburn and Jay Archibald on slides 31 and 32</p> |
| | 6 | <p>✓ Create designs in the style of Zofia Kulik, Alvin Langdon Coburn and Jay Archibald on slides 33 and 34</p> |



Alvin Langdon Coburn

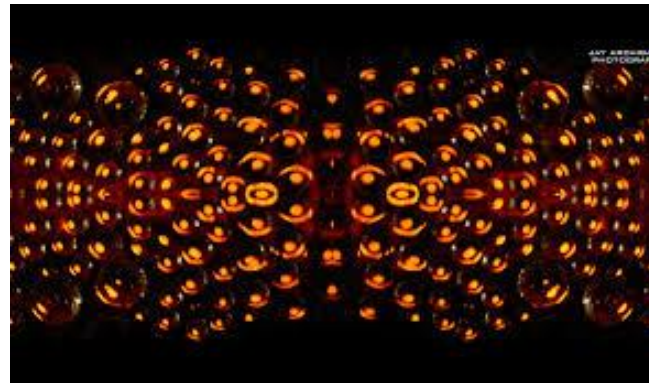


Jay Archibald



Zofia Kulik

All the artist you will study this half term create images which have a cross of symmetry this means they are the same in each corner



Jay Archibald



Colour Swatches

| | | | |
|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Keywords

- Symmetry
- Mirror image
- Clear
- Identical
- Abstract
- unusual
- Perspective
- Depth of field
- Foreshortening
- Elongating
- Colour
- Distortion
- Clear - focus
- Angles
- Dominates
- Colours
- Layering
- Close Up
- Sections
- Proportion
- Detail
- Pattern
- Shadow
- Tones
- Composition
- Contrast
- Vibrant
- Enhanced
- Sophisticated
- Vintage
- Modern

The colours in the image are...

This makes the image look....

The image is of....

I think this because.....

The artist has created symmetry in their work by....

The pattern looks...

The mood of the image is....

I think the work could be improved by.....

Step-by-step guide



1. Copy one of your most successful town image onto your powerpoint

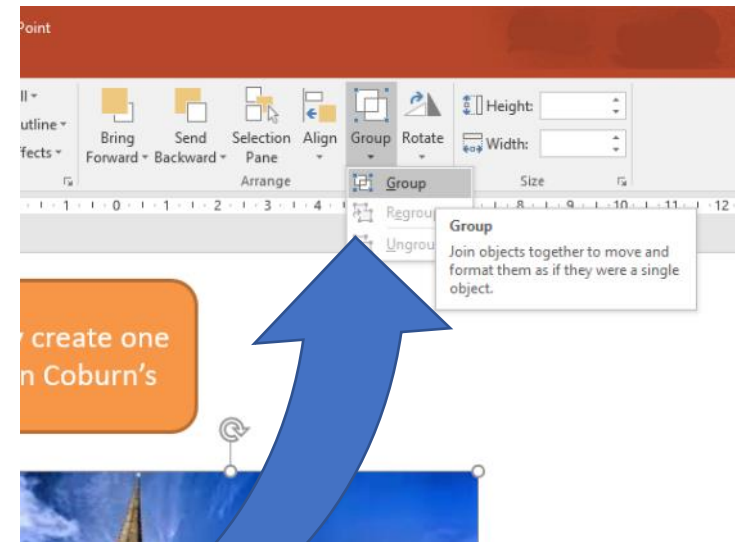
2. Copy and paste your black and white image 4 times



3. Flip and rotate your images so they create one symmetrical image like Jay Archibalds



4. Select all 4 images and group together



Symmetrical Image

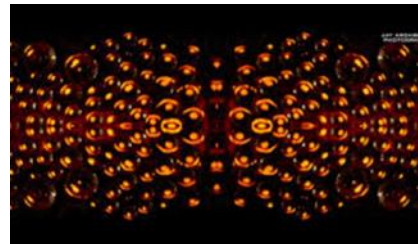


Set out
each of
your
designs like
this!

Original Image



Jay Arcchibald



Write a short paragraph explaining how your image links to the artist

Alvin Langdon Coburn



Colour Swatches

Keywords

- Symmetry
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- Pattern
- Shadow
- Tones
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- Contrast
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- Enhanced
- Sophisticated
- Vintage
- Modern

The colours in the image are...

This makes the image look....

The image is of....

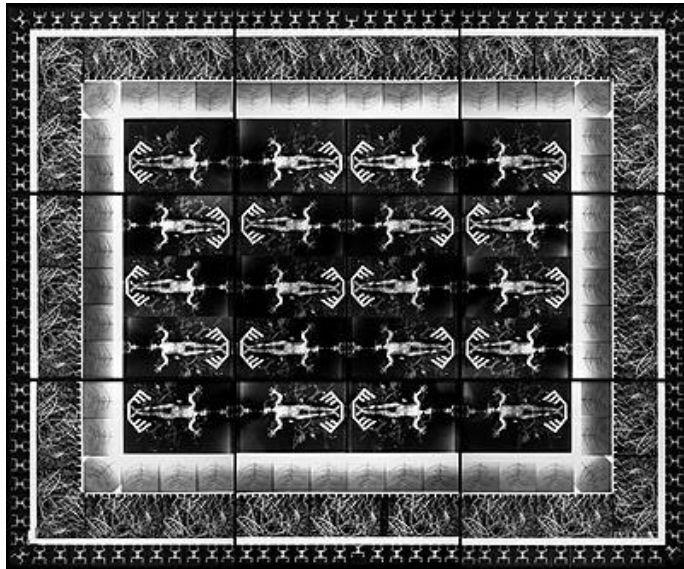
I think this because.....

The artist has created symmetry in their work by....

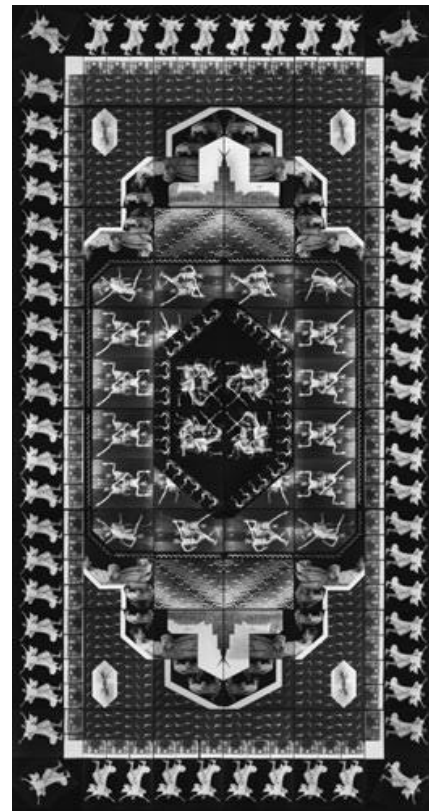
The pattern looks...

The mood of the image is....

I think the work could be improved by.....



Colour Swatches



Zofia Kulik



Keywords

- Symmetry
- Mirror image
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- Identical
- Abstract
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- Foreshortening
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- Colour
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- Tones
- Composition
- Contrast
- Vibrant
- Enhanced
- Sophisticated
- Vintage
- Modern

The colours in the image are...

This makes the image look....

The image is of....

I think this because.....

The artist has created symmetry in their work by....

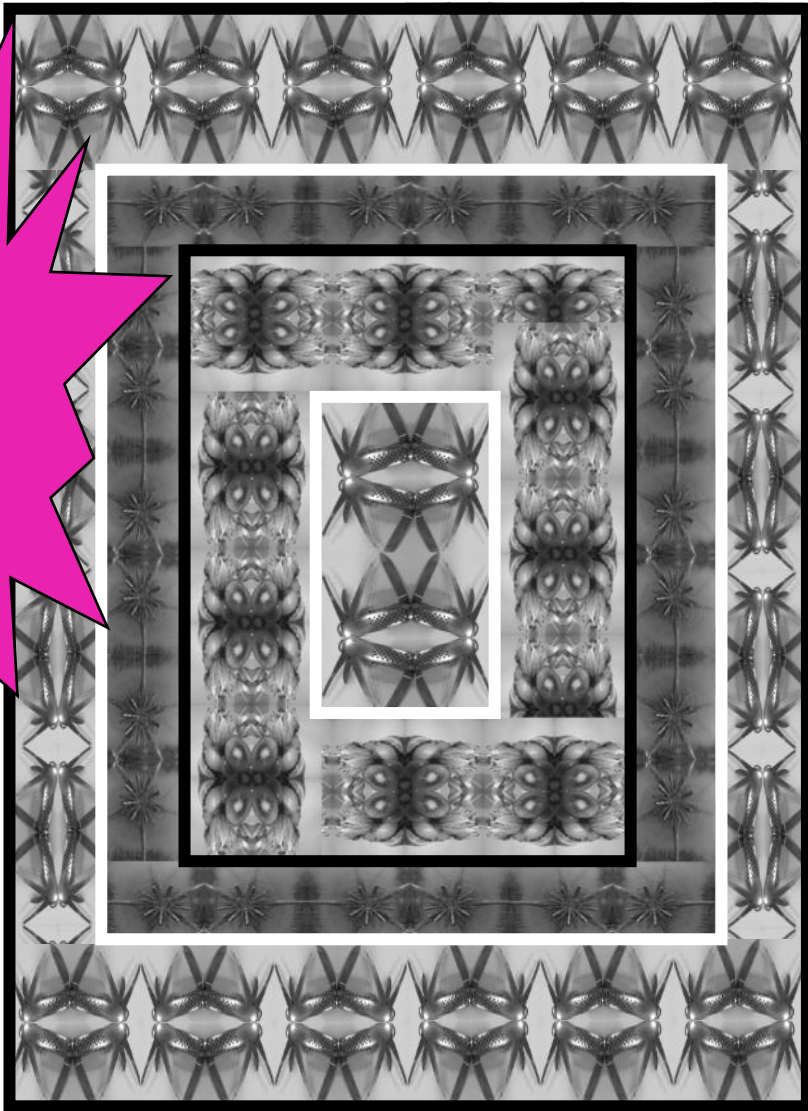
The pattern looks...

The mood of the image is....

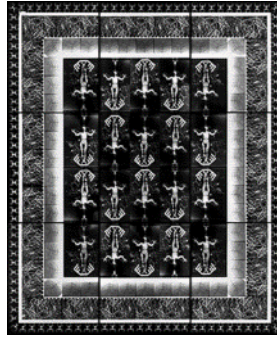
I think the work could be improved by.....

The artist has used borders around their image, this makes the work look...

Set out
each of
your
designs
like this!



Your design



Zofia Kulik Image

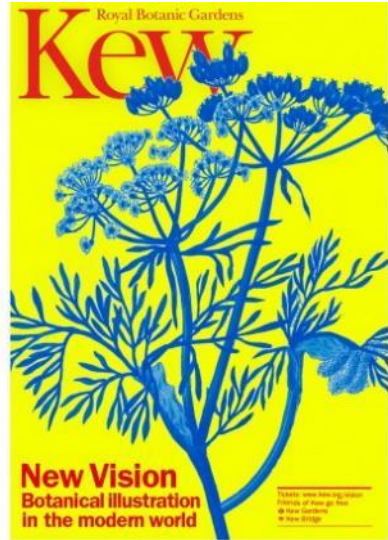
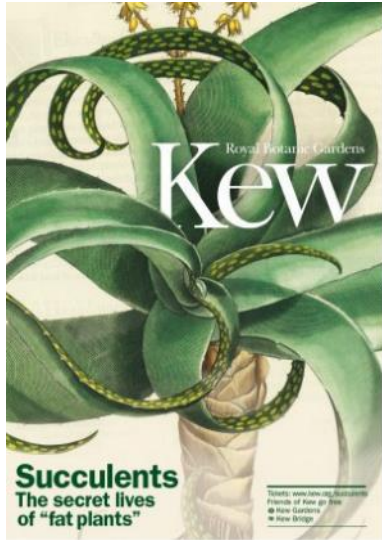
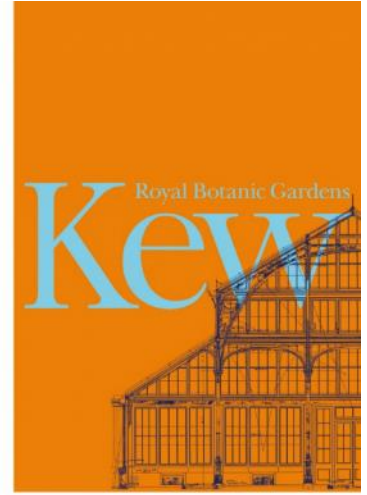
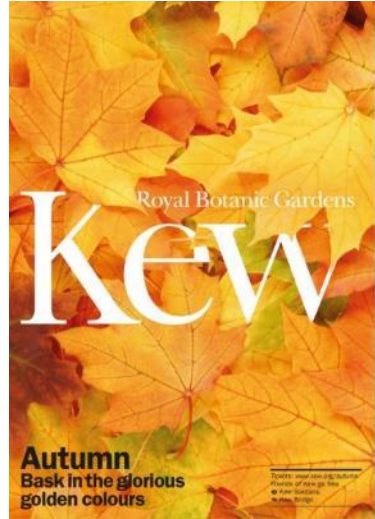


Alvin Langdon
Coburn Image

Short paragraph explaining
how your design links to Zofia
Kulik and Alvin Langdon
Coburn

Term 2.1 Jan - March

| Assessment Objective | Week | Tasks |
|--|----------|--|
| AO1 Artist Links AO2 Development of Ideas | 1 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 images by Harry Pearce ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |
| | 2 | ✓ Take 50 high quality photographs of natural forms in the style of Harry Pearce |
| | 3 | <ul style="list-style-type: none"> ✓ Create a contact sheet for your natural form photographs ✓ Produce three planning drawings for the photographs you have taken |
| | 4 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 of your photographs in the style of Harry Pearce ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |
| | | |



**Harry
Pearce**

Remember to label your planning drawing with:

- ✓ Lighting
- ✓ Layout/Composition
- ✓ Angle (Looking Up or Looking Down)
- ✓ Background

Background - birch black + plain landscape.

Light - angled from the side highlighting the spine.

composition - the plant will be positioned to the left of the image frame.

Angle - the camera will be positioned straight on.

composition - camera angled from the front + plant positioned central portrait.

Light - positioned straight on from the front.

Background - plain, white and smooth.

colour - photo will be taken in black + white.

angle - The cactus will be captured from straight on.

Light - The light in will be angled from this side - creating a shadow to the left.

Background - Black + plain/smooth.

composition - There will be a line of symmetry through the middle. The camera angled from the centre.

Your planning drawings must include detailed annotation to explain the following

- ✓ Lighting
- ✓ Composition
- ✓ Angles
- ✓ Background

Planning Drawings Example

Term 2.2-3.1

| Assessment Objective | Week | Tasks |
|--|----------|--|
| AO1 Artist Links AO2 Development of Ideas | 1 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 images by Nicholas Goodden ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |
| | 2 | <ul style="list-style-type: none"> ✓ Take 40 high quality photographs of school in the style of Nicholas Goodden |
| | 3 | <ul style="list-style-type: none"> ✓ Create a contact sheet for your school photographs |
| | 4 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 of your photographs in the style of Nicholas Goodden ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |
| | 3 | <ul style="list-style-type: none"> ✓ Produce three planning drawings for the photographs you have taken |

Nicholas Goodden Minimal Architecture



Remember to label your planning drawing with:

- ✓ Lighting
- ✓ Layout/Composition
- ✓ Angle (Looking Up or Looking Down)
- ✓ Background

Background - birch black + plain landscape.

Light - angled from the side highlighting the spine.

composition - the plant will be positioned to the left of the image frame.

Angle - the camera will be positioned straight on.

composition - camera angled from the front + plant positioned central portrait.

Light - positioned straight on from the front.

Background - plain, white and smooth.

colour - photo will be taken in black + white.

angle - The cactus will be captured from straight on.

Light - The light in will be angled from this side - creating a shadow to the left.

Background - Black + plain/smooth.

There will be a line of symmetry through the middle.

composition - camera angled from the centre.

Your planning drawings must include detailed annotation to explain the following

- ✓ Lighting
- ✓ Composition
- ✓ Angles
- ✓ Background

Planning Drawings Example

Term 2.2-3.1

| Assessment Objective | Week | Tasks |
|--|----------|--|
| AO1 Artist Links AO2 Development of Ideas | 1 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 images by Nicholas Goodden ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |
| | 2 | <ul style="list-style-type: none"> ✓ Take 40 high quality photographs of school in the style of Nicholas Goodden |
| | 3 | <ul style="list-style-type: none"> ✓ Create a contact sheet for your school photographs |
| | | <ul style="list-style-type: none"> ✓ Produce three planning drawings for the photographs you have taken |
| | 4 | <ul style="list-style-type: none"> ✓ Write detailed analysis for 3 of your photographs in the style of Nicholas Goodden ✓ Ensure you use keywords, descriptive sentences, personal opinions and colour swatches. Literacy support slide is on slide 4 |

Remember to label your planning drawing with:

- ✓ Lighting
- ✓ Layout/Composition
- ✓ Angle (Looking Up or Looking Down)
- ✓ Background

Background - birch black + plain landscape.

Light - angled from the side highlighting the spine.

composition - The plant will be positioned to the left of the image frame.

Angle - the camera will be positioned straight on.

composition - camera angled from the front + plant positioned central portrait.

Light - positioned straight on from the front.

Background - plain, white and smooth.

colour - photo will be taken in black + white effect.

angle - The cactus will be captured from straight on.

Light - The light in will be angled from this side - creating a shadow to the left.

Background - Black + plain/smooth.

composition - There will be a line of symmetry through the middle. The camera angled from the centre.

Your planning drawings must include detailed annotation to explain the following

- ✓ Lighting
- ✓ Composition
- ✓ Angles
- ✓ Background

Planning Drawings Example

Nicholas Goodden Style Edit

Task:

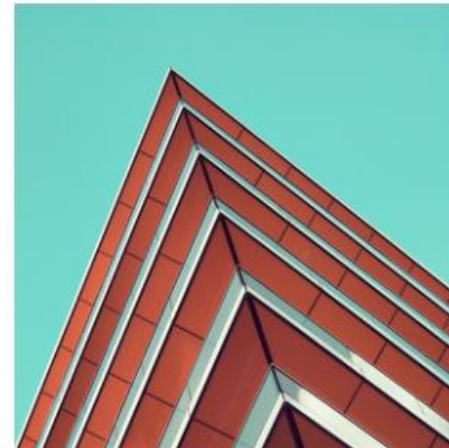
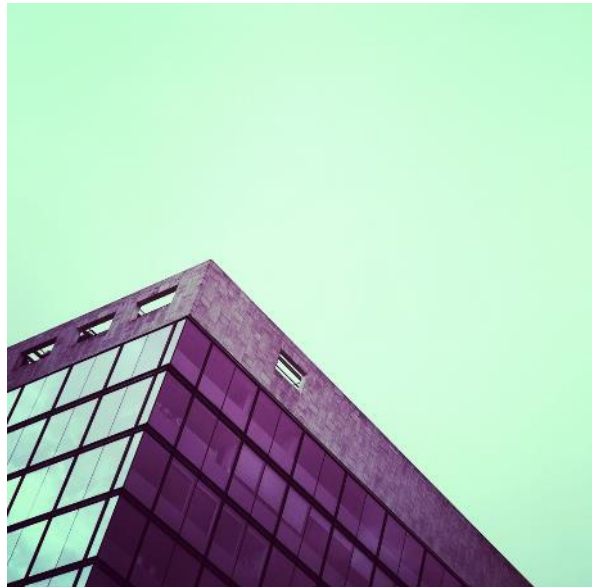
You have three weeks to create a range of edits in the style of the artist Nicholas Goodden

You should:

Use your school photographs and add block colours into the sky and sections of the building to create work in the style of the artist



Nicholas Goodden Minimal Architecture



Y10 GCSE Mock Exam

Task:

You have two hours to create a range of edits in the style of the artists below. Please click the link and follow the step-by-step guide:

[Rotated Geometric Portrait in Photoshop inspired by Gordon Magnin – YouTube](#)

You should:

Experiment with different shapes and consider using different shapes in different areas of your image to make your work unique to you!





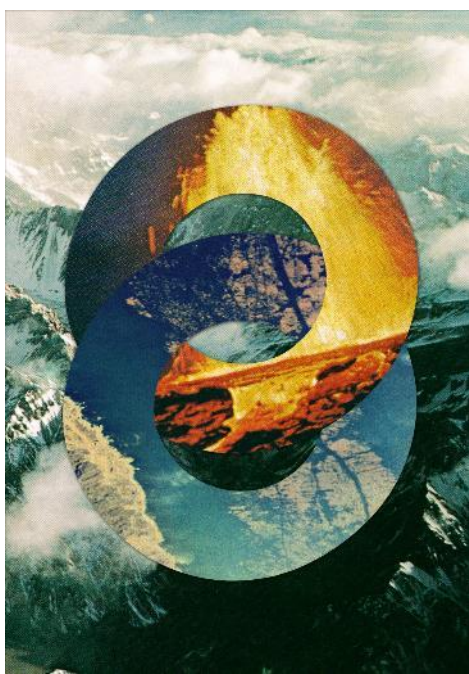
Liam Wylie

Keywords
Clear
Identical
Abstract
unusual
Perspective
Depth of field
Foreshortening
Elongating
Colour
Distortion



Thye Reading

Clear - focus
Angles
Dominates
Colours
Layering
Close Up
Sections
Proportion
Detail
Pattern
Shadow



Victor Vercesi

Tones
Composition
Contrast
Vibrant
Enhanced
Sophisticated
Vintage
Modern

Sentence starters:

The colours in the image are...

This makes the image look....

The image is of....

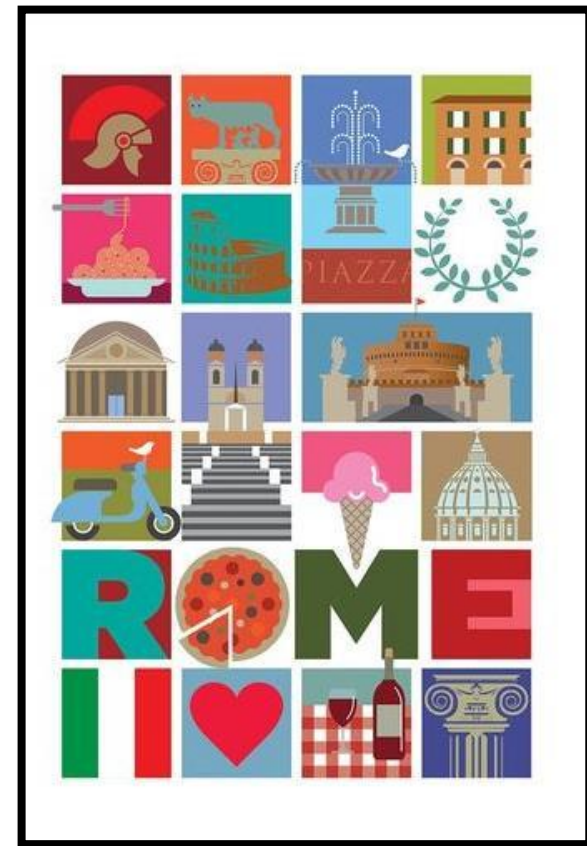
The image is appealing because.....

I believe the target audience will be.....

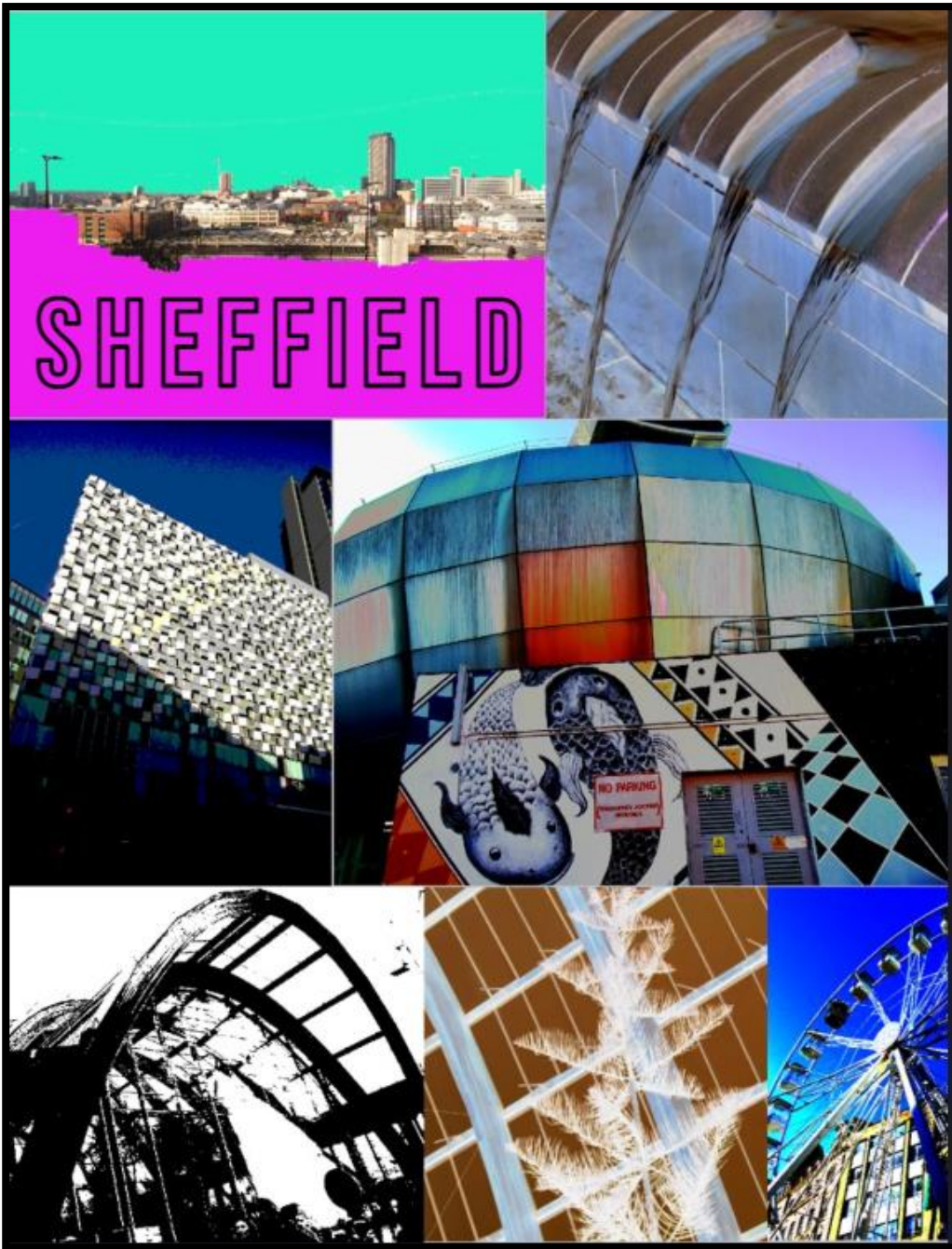
The mood of the image is....

I think the work could be improved by.....

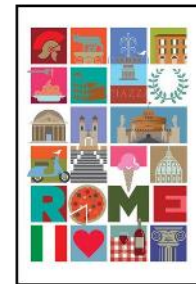
I think the most successful part of the work is...



In the next 2 hours you will create poster designs in the style of the images above...follow the step-by-step guides on slides 8-13



Short paragraph about how your design links to the artists

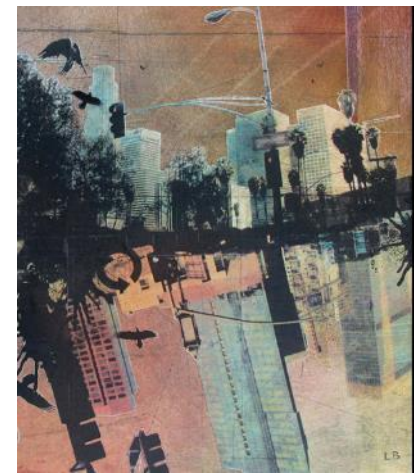


Final Design

Task 1 – 15 mins

Complete analysis for the artist Liz Brizzi on slide 2. write one paragraph that covers the style of the artist work.

Liz Brizzi



Keywords

Clear
Identical
Abstract
unusual
Perspective
Depth of field
Foreshortening
Elongating
Colour
Distortion

Clear - focus
Angles
Dominates
Colours
Layering
Close Up
Sections
Proportion
Detail
Pattern
Shadow

Tones
Composition
Contrast
Vibrant
Enhanced
Sophisticated
Vintage
Modern

Sentence starters:

The colours in the image are...

This makes the image look....

The image is of....

The image is appealing because.....

I believe the target audience will be.....

The mood of the image is....

I think the work could be improved by.....

I think the most successful part of the work is...

Task 2 – 1hr 30 mins

Complete edits in the style of Liz Brizzi. Follow the step-by-step guide video that can be found in 'files' on TEAMS.

Your Design

Original
Photograph
used in edit

Original
Photograph
used in edit

Original
Photograph
used in edit

Screenshot of
layers

Original
Photograph
used in edit

Original
Photograph
used in edit

Original
Photograph
used in edit

Short paragraph about how your design links to Liz Brizzi

Final
Design

