

# Viewpoints

Form : Texture : Pattern : Colour

## Preamble

Just imagine if you were asked to photograph a cow in a field. You are likely to stand at the gate with a camera, point, and shoot. The result would probably look something like a black and white speck in the middle of an image which is made up of 50% sky, 50% grass. If you were asked to take 20 pictures of cows you might walk from one side of the gate to another and perhaps extend the lens. This is the predictable, uninnovative, uncreative approach symptomatic of a disinterested designer.

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## **Brief**

Look at the world around you, look at shapes, look at possible intriguing compositions, examine colour, think about proportions, investigate scale. Be clear that you are being set a creative visual challenge. Professional photographers are imaging specialists who have a high level of visual skill - Grafting images in order to communicate to a viewer. Sometimes as the result of a set brief - sometimes as a self-generated desire to develop their own portfolio.

The word 'Viewpoints' is used in this brief to challenge you to look at things in a different way. For example, lie on the ground facing up and photograph the cow's head as it bends down to lick your nose. Move away from a predictable viewing point (1.7 metres standing, 1 metre sitting), or use asymmetric composition to develop new ways of looking at the world. Move towards interesting, considered image generation.

BSc Hons Interactive Multimedia Design

DES107 Imaging

Brief 1

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## Requirements

You are required to create 20 images and present these on your web site for deadline. Present 3 of the images which you think are effective in communicating each of the following: composition, proportion, scale. You can use any type of camera to do this - disposable, 'point and shoot' film camera, SLR, low or high end digital camera phone. You must not copy images from other images - you must take these yourself.

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## Requirements

You are required to create 20 images in total.

**5 images to represent FORM**

**5 images to represent TEXTURE**

**5 images to represent PATTERN**

**5 images to represent COLOUR**

You are required to create 20 images and present these on your web site for deadline. Present 4 of the images which you think are effective in communicating each of the following: form, texture, pattern and colour. You can use any type of camera to do this - disposable, 'point and shoot' film camera, SLR, low or high end digital camera phone. You must not copy images from other images - you must take these yourself.

Don't present...

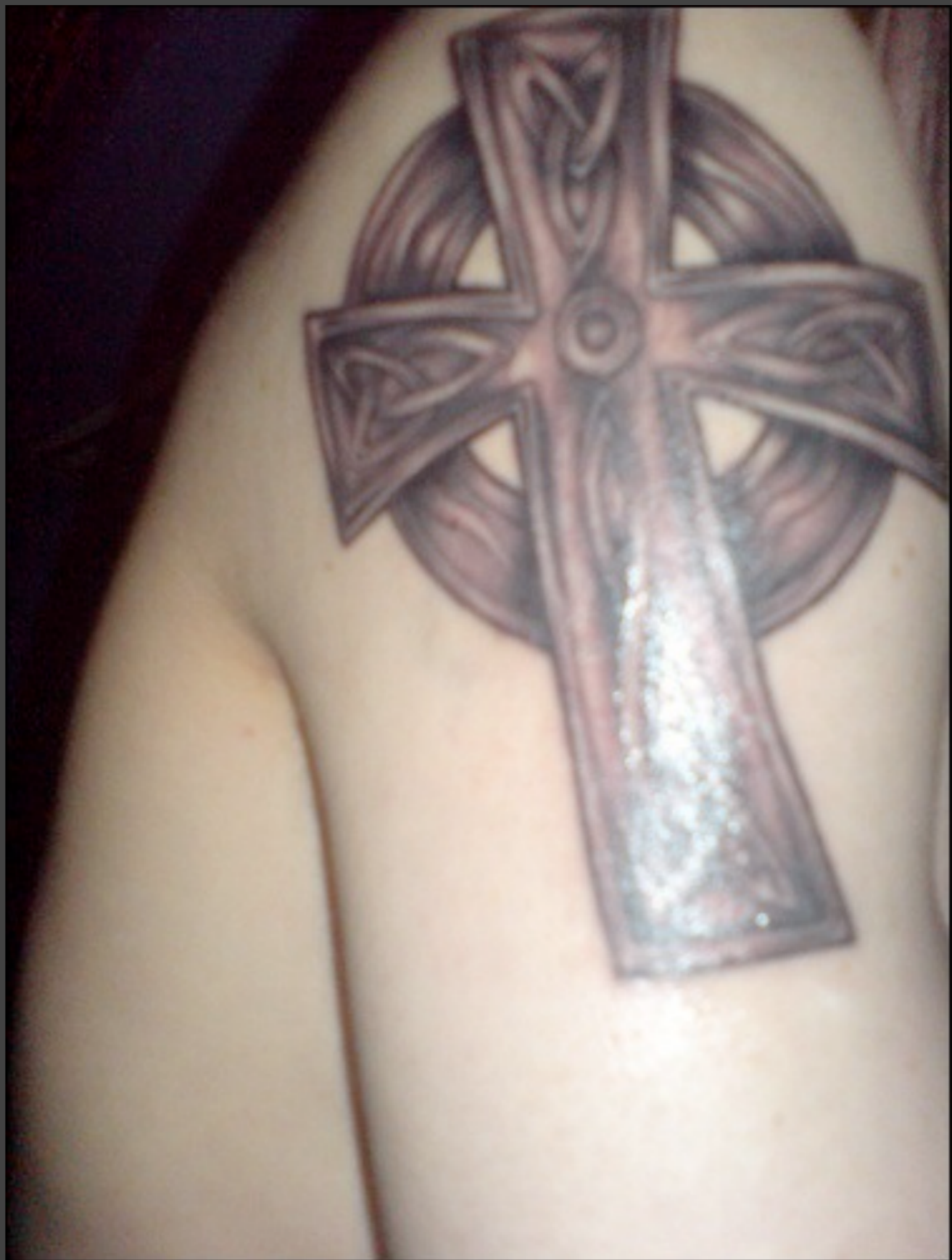












This is more like it!







**PEDESTRIAN**



**THIS WAY TO  
COMPLEX**





ic & Titanic Slipways

mer Harland & Wolff Offices

ndra Graving Dock

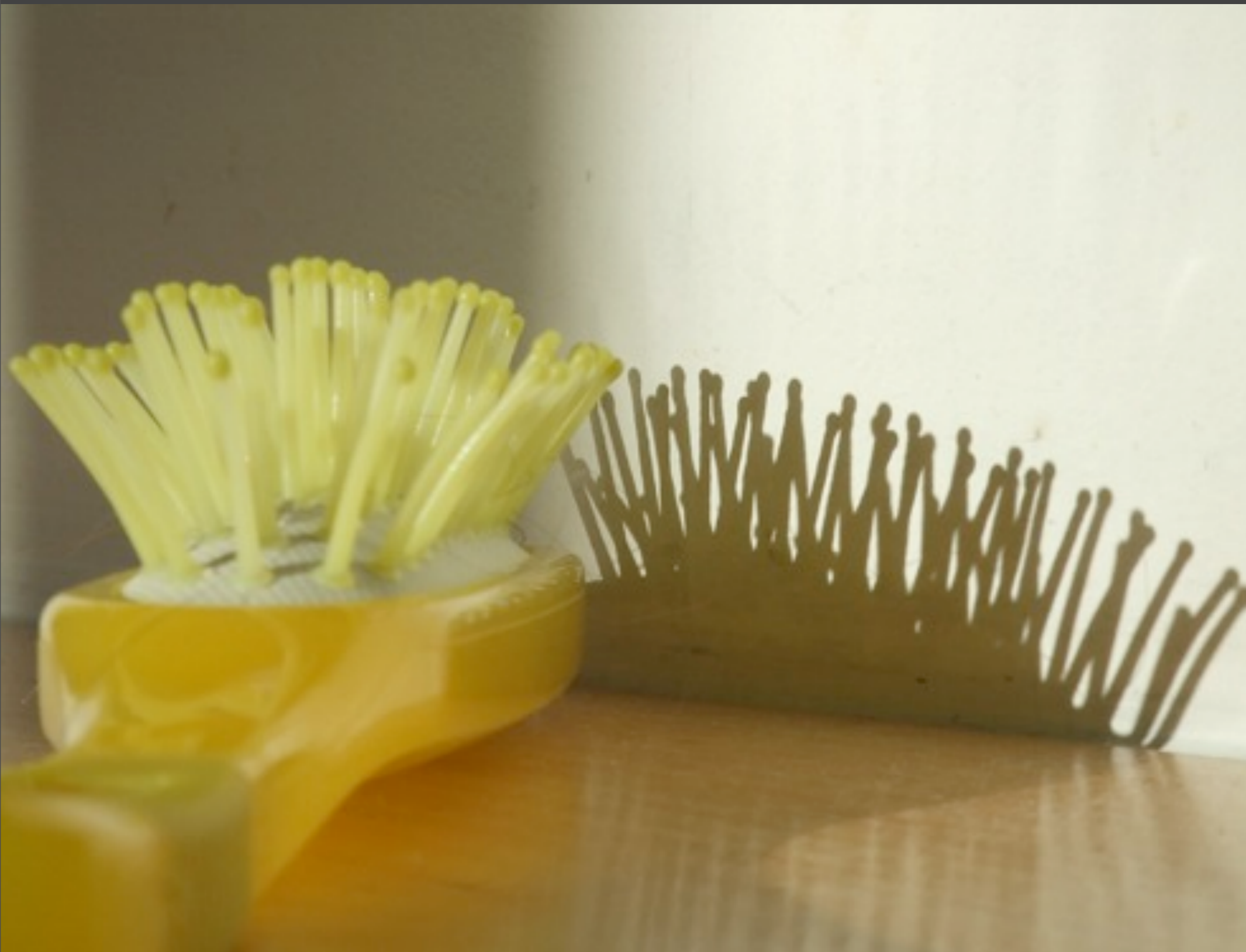
Graving Dock





















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## Deadline

Noon Thursday February 17

Online. No word docs, no powerpoint.

All images **no bigger** than 800 x 600 pixels at **72dpi**.

Crit Friday 18 at 13.15pm