

Project #1: Color Equivalent

“The secret, the catch and the power lies in being able to use the forms and shapes of objects in front of the camera for their expressive-evocative qualities.”

– Minor White

Conceptual Requirements:

Make images in response to the examples we saw in class as well as the reading. Once you've picked a color, stick with it for the duration of this project. Think about the relationships between the color itself and subject being photographed. Is the color part of the subject, surrounding it, or is color the subject? How does a particular subject/color combination read differently than others? What kind of emotional resonance are you creating with all 5 pictures?

The subjects you photograph are up to you. For example you can do landscapes or indoor portraits as long as the lighting fits the requirements and that you are looking for a specific color emerging from your everyday wanderings. This is not to say that your chosen color should be the only one thing in the picture, but it should dominate other colors in the image.

Technical Requirements:

Make 100+ exposures with a Digital SLR camera in RAW format. Edit out the bad pictures and mistakes in the computer and select five images to print. Make a series of images that are related through a single color, but shoot all the images in natural daylight or with flash. Do not manipulate the images other than with appropriate tonal corrections towards good natural colors. Have five good quality prints for the critique and be prepared to discuss them.

Experiment with a few techniques that take you out of your comfort zone. Use flash and fill flash to heighten the color saturation if you desire. You can construct some of the images with props, models, etc. Photograph subjects by cropping your image odd angles and with extreme close-ups (make sure your lens can focus close-up).

Deliverables:

You will shoot 100 images (minimum) for this project and make contact sheets for all. In addition you'll turn in 5 Prints on the critique day. See the syllabus for pacing and due dates.