

# Photography: Project #6, Creating Art

**Key topics discussed: Rule of Thirds, Golden Mean, Subject, Frame, Composition, Leading Lines.**

The Art photo....

.... is a picture possessing the qualities and fulfilling the functions of visual art. While there is no ironclad classification of what exactly art is, this class will use the following definition:

Visual art can be defined as the process whereby invisible but real aspects of human experience (i.e. knowledge, emotions, sensations, state of being, etc.) are given physical form and thus expression.

Your ASSIGNMENT, is to make art with your camera. Take photos with the intention of producing a work of serious fine art. You will use the digital camera to capture images that you consider artistic. You may NOT simply take a picture of another work of art. This is not art but simply reproduction. It also violates copyright.

Method:

- 1) Select a subject about which you feel strongly (landscape, animals, cars, people, running, anything!)
- 2) Determine what quality your subject possesses that elicits your feeling.
- 3) Photograph that quality.

**You may take as many shots as you want, but you will select TEN to submit for the project. This project is worth 120 points and is due Friday, May 22, 2015.**



Project Rubric

Area of Focus	20 - Excellent	18 - Good	15 - Needs Improvement	12 - Poor	Score
Meets Project Requirements	Photo/project <b>fully</b> meets or exceeds requirements, <b>fully demonstrates concepts/techniques required.</b>	Photo/project <b>mostly</b> meets requirements and demonstrates concepts/techniques.	Shows evidence of <b>some</b> requirements, techniques/concepts. Some missing components.	Photo/project shows no evidence or <b>minimal</b> evidence of requirements, concepts and/or techniques covered.	
Composition (Lines, Rule of Thirds, Balance, Framing, Mergers, Cropping, Viewpoint, Angles and Perspective)	Strong composition because of layout and placement of camera to model as well as effective usage of composition techniques. Your varied angles and perspectives prove you were creatively and insightfully considering your subject.	Image composition has potential, but other angles, focal lengths, positioning of subjects and use of composition techniques will improve image. You vary your angles and perspectives, proving to me you were thinking creatively about your subject. Nicely done.	Composition lacking some basic techniques. There are some pictures here that could have been more creatively displayed with some variance in angle and technique.	The images are shot in a plain manner, distracting from the composition and leaving image stagnant. Backgrounds are busy or distract from the focus of the image. Little to no consideration of basic photographic composition techniques.	
Image Quality (focus, depth)	- Focus and depth of field all contribute to a powerful product - Image quality of the photograph draws a connection (emotional response) from the audience	- Focus and depth of field somewhat contribute to a powerful product - Image quality of the photograph draws a limited connection (emotional response) from the audience	- Focus and depth of field do not contribute to a powerful product; slightly out of focus subject - Image quality of the photograph does not draw a connection (emotional response) from the audience	Images are not properly focused. Images have not been corrected in Photoshop for colorcast, sharpness, and clone-stamp out distracting elements of image. Focus and depth of field do not follow project guidelines; image out of focus, etc.	
Creativity	This photo/project was amazing. It was well organized and thematic. The project as a whole had a unified meaning.	This was a good photo/project. It shows good creativity and effort above and beyond the norm.	This photo could have been planned better and improved.. Basic, standard shot of given subject.	Photo demonstrated little to no creativity.	
Content/Theme	- Photos thoroughly address the theme/topic or subject - Tells a compelling story related to desired element(s) of art - Thorough evidence of imagination, creativity, or thoughtfulness	- Photos somewhat address the theme - Tells a story related to designated topic or element - Some evidence of imagination, creativity, or thoughtfulness - Weak connection to the elements of storytelling	- Vague story - Limited evidence of imagination, creativity, or thoughtfulness - Difficult to ascertain which elements the pictures are attempting to describe. - Weak to no connection to the elements of storytelling	- Unclear or no real connection to the desired or intended elements of art - pictures seem random - Limited evidence of imagination, creativity, or thoughtfulness - Unable to ascertain the elements of storytelling	
Interest/Emotional response	Powerful picture demonstrate each element of art -the pictures speak for themselves. Picture create interest for the viewer.	Some very nice picture here describing most to all of the elements of art.. Good, interesting pictures.	Audience may need an explanation to understand the story. Picture are somewhat interesting	The pictures didn't describe or demonstrate the elements as required, missing key aspects of the project.	