

Assignment: Photo Illustration / Issue Ad (Editorial)

Issue Ad (Editorial) images represent a strong viewpoint, rather than a simple objective image.

Photo Illustration images allow the photographer to create or 'set-up' a scenario. They also allow for manipulation of the image(s) and for multiple image to be 'collaged' together. A representation of reality is not necessarily important for this type of image – the CONCEPT behind the image should be the driving force.

While one would not have to use photo illustration to create a good editorial image, or vice-versa, they can be very powerful concepts when used together.

You must create an editorial image that utilizes the principles of photographic illustration.

Objectives

- To create a manipulated image → Choose from the following issues for your image:

POLITICS EDUCATION DISCRIMINATION HEALTH ENVIRONMENT

- Consider an issue or a viewpoint that you do NOT feel strongly about – it can help you remain objective in evaluating the effectiveness of the imagery.
- Feel free to experiment with humorous, serious, or sarcastic imagery. Be CREATIVE & don't rely on clichés.
- You may rely on either 'found' or set-up imagery for this assignment but need to have some element of manipulation.
- Want to choose your own category? Type a 2-3 paragraph justification and clear it with Wendy Roussin by March 19. Include this justification in the "File Info" section.

Specifications for Portfolio Image(s)

- dSLR camera at ISO 400 set at RAW+JPG
- Minimum Pixel Data: 70% of RAW image size
- Any aspect ratio (H:V) is OK – pick the appropriate one for your image
- Can be color or B/W or a mix of the two
- Caption Info should be placed into the "File Info" section
 - Your Name
 - A 5-7 sentence statement specifying your particular issue and why your image supports this viewpoint

Helpful Tips & Things to Remember

- Be objective and try to manipulate the viewer towards your side of the argument.
- Don't let your personal beliefs cloud the issues.
- Experiment. I may know how to make an idea work – just ASK.