

The purpose of this assignment is to stretch our muscles with the use of Photoshop, using photo montage techniques to explore issues of metaphor and appropriation to tell a story through characterization. We also want to create a well-composed image.

For this assignment you will take a character from mythology or a fairytale and create a photo montage that uses metaphor to create a composition that communicates the general narrative of the story and character.

Collage has two basic features: metaphor and appropriation

- ☞ Appropriation is about taking some one else's material and using it for one's own purpose. Some times appropriation is down right stealing and you need to be careful about it. At it's best, appropriation can add significance to a project because it not only provides compositional imagery, but also adds content. ie: appropriating a nude image from a pornographic magazine says "this is a particular kind of nudity." Additionally nudity appropriated from *Playboy* will add a different specificity than nudity appropriated *Hustler*.
- ☞ Metaphor is using one thing to represent another. *I'm feeling blue* is a metaphor. It is using a color to describe a feeling – otherwise I would just say *I'm feeling sad*. A young woman holding an apple may make us think of Eve or Snow White. A young woman with an apple and a snake would definitely make us think of Eve as the snake makes no sense in the story of Snow White.
- ☞ Montage vs Collage: generally, collage is and art term describing the process of physically putting elements together through cutting and pasting to create a new composition. Montage is a term derived from film – cutting scenes together to create narrative (the Russian filmmaker Eisenstein was the innovator of this – now it's commonplace). Photo Montage is generally how we describe digitally imaged work – somewhere in between film and paper...
- ☞ Myths & Fairy tales have built in metaphors and, obviously, narratives. Is *Little Red Riding Hood* the story of a girl visiting her grandma who is afraid of a wolf, as it would literally suggest, or is it really the story of burgeoning sexuality, the red cape a metaphor for female adolescence and the big bad wolf male sexual energy? In some respects it's both... we all read the morality tale in the story of Adam and Eve. It's about the relationship between obedience and free will, and oh yea, sex again.

Ways to approach the assignment:

- Break down the subject you choose (and do choose one you really like) into it's important parts. Example: Riding Hood: red hood, pubescent girl, hairy wolf, grandma, cookies, axe, forest....
- Then determine the minimum elements you need to tell the story or describe the character

- Making a sketch of your compositional ideas will be really helpful to give you an idea of where you need to go, what type of images you need to collect
- Take as much artistic license as you want – this is your 21st century rendition of your character/narrative
- Also don't feel that you have to tell the entire story in an image, instead try to use the elements to create a fresh composition, rather than pockets of narrative moments
- Appropriate from sources where you will get decent to high quality source materials – in other words, get off the internet, go to the library, book stores, magazines... Yes, you can burn more time online looking for the perfect picture, than going to the library, getting a book and making the scan.
- Feel free to shoot your own source material – make sure when doing so, that you are shooting with a high enough resolution to use the image in your project
- Make your base file document, name it and save it in the right color space before you even add any images
- Avoid working from a background image that is going to dominate your composition – the idea is to make a new composition by breaking images apart and putting them back together
- Use the skills that you have, don't feel that you cannot do something because you don't know how... whatever you are trying to achieve, we can work through solutions to.
- Come prepared with materials to work in Lab

Guidelines

- Your final image will be the equivalent of 16 x 20" (equivalent because you should feel free to depart from a rectangular format). That's approximately 80 MB @ 300 ppi, so plan for that in your scans.
- You'll turn in:
 - Your print
 - A CD or DVD with:
 - A folder with your original scans
 - A folder with your final documents:
 - An unflattened PSD file
 - The flattened TIFF file you printed from
 - A jpg sized for the web (approx. 640 x 800)
 - Make sure you title your CD, write your name on it and have a case or cover for it
 - A typed evaluation of the project
 - What are the most successful aspects,
 - what do you need more work on,
 - what did you learn,
 - How successful were you in communicating your ideas,
 - What might you do if starting over?
 - **Roll print up w/ rubber band... have a folder for the other materials with your name and email address on it.**
 - **Due Thursday 12/20**