

Photography Creative Brief

This is an unique, historic period of time. As a Photographer, we invite you to take the opportunity to respond creatively, producing a body of work that documents and responds to this moment in history. The following are a series of words produced in connection to the current pandemic.

| | | | | |
|-------------|-----------|--------------|--------------|-------------|
| Safe | Unite | Cover | Care | Differences |
| Home | Collect | Protect | Togetherness | Distancing |
| Isolation | Join | Relationship | Community | Fragility |
| Traces | Capture | Space | Change | Contact |
| Restriction | Celebrate | Restrict | Stability | Limitations |
| Trapping | Bind | Freedom | Uniformity | Connect |

The Brief:

You can choose one or more words to respond to. The idea is that the words are starting points for your creativity. Each page may explore a different idea, or document a development, concluding in a final piece/ response. The project will help you develop the creative, research and practical skills required for A Level study, in addition to being an outlet for you to express yourselves. Create your own handmade or digital sketchbook/ notebook in which to develop your ideas. The size and format is up to you. You are also able to create a blog where you add your thoughts and images.

Your work can be abstract, photographic, mixed media, there are no restrictions on your creativity. Check out the links here for ideas:

<http://lenscratch.com/2020/04/the-2020-self-quarantining-exhibition/>

What do you see when you look out of your window? Look at the opening minutes of Hitchcock's masterpiece, "Rear Window."

<https://vimeo.com/32100812>

How to make a mini book:

<https://www.youtube.com/watch?v=21qi9ZcQVto>

<https://www.youtube.com/watch?v=CffQyRdTDUc>

<https://www.pinterest.co.uk/emmahobbs30/handmade-sketchbook/>



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An interesting variation on this approach to repetitive documentation can be found in Stephen Shore's project American Surfaces. On a road trip across the States in the 1970s, Shore developed a ritualised process of photographing repetitive elements of the journey - every toilet he used, every meal he ate, every bed he slept in etc. Have a look at his instagram account:

<https://www.instagram.com/stephen.shore/>

Or have a look at Stephen Gills series of disappointments:

<https://uk.video.search.yahoo.com/yhs/search?fr=yhs-Lkry-SF01&hsimp=yhs-SF01&hspart=Lkry&p=A+Series+of+Disappointments+stephen+Gill#id=1&vid=17833f6be72725c5e3749564b4f6b1c7&action=view>

His book 'A Series of Disappointments,' is a collection of folded and discarded betting slips gathered and photographed against a plain grey background.

We would like you all, as part of this creative body work, to create one piece for our Woking College community project. This should be 10cm x 10cm in size and can be produced in any media. It should then be posted to the college to form part of our collaborative art piece or emailed to eho@woking.ac.uk. If you are on Instagram you can upload images of your work tagging [@wokingcollegeartanddesign](https://www.instagram.com/wokingcollegeartanddesign) we can then feature your work on our page.

The following artists may help you to develop your ideas from a conceptual or creative point.

Artists who have created work in spite of adversity using their immediate environment:

| | |
|------------------------------------|--------------------------|
| How to Be a Photographer Right Now | Click here |
| Barbara Ess | Click here |
| Joseph Sudek | Click here Click here |
| Elinor Carucci | Click here |
| James Welling | Click here |
| Ray K Metzker | Click here |
| John Batho | Click here |

Artists exploring text communicate a message:

| | |
|-------------------|------------|
| Barbara Kruger | Click here |
| Jenny Holzer | Click here |
| Robert Frank | Click here |
| Stefan Sagmeister | Click here |



We really look forward to welcoming you to both college and the department. If you have any questions then please do get in touch, emailing: czs@woking.ac.uk. Remember to keep all of your work and bring it with you to enrolment.