

# 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](mailto: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](mailto:czs@woking.ac.uk). Remember to keep all of your work and bring it with you to enrolment.