Graphic Design

CH 4 - Image

Lesson 20

***Photography and Metaphor***

Learning Target - Students will gain a better understanding of photographic composition and formulate meaningful ideas for the visual metaphors project.

Essential Questions: 15 min

1. How can a clear understanding of compositional strategies empower me as a designer?
2. What techniques should I consider when taking pictures?
3. Explain how can I improve on my own photos?

**Vocabulary sheet** **4 handout** - *MODE- photography*, *Mediation - How much?* Quick review of first 6 terms as listed on whiteboard from yesterday. Students continue with rest of sheet as homework due Monday.

Anticipatory Set: TED TALK - emotional connections, storytelling

<http://www.ted.com/talks/david_griffin_on_how_photography_connects#t-305619>

5 min

Explain Photographic Composition:

<http://prezi.com/wzlxgovcloox/compositional-strategies/> 10 min

Text: Discuss CH 4, pg 166

<http://www.slideshare.net/bettybutterfingers/design-elements-a-graphic-style-manual-14266020?qid=91443794-53a4-428a-9239-78156e5a2f8d&v=qf1&b=&from_search=2>

**Discuss in relationship to project 9** , you will be taking your own photographs tomorrow to create visual metaphors. Take out handout and explain.

Meaning of metaphor - A **metaphor** is a [figure of speech](http://en.wikipedia.org/wiki/Figure_of_speech) that describes a subject by asserting that it is, on some point of comparison, the same as another otherwise unrelated object. It is a figure of speech comparing two unlike things without using either "like" or "as"

PROJECT 9 - Metaphors can be seen almost everywhere. Consider and create your own metaphors photographically.

* You will think of 5 picture pairs that have similarities, a total of 10 images and draw them in your sketchbook. for example: river - branch, tree - broccoli, egg - seed, farm - factory

more complex examples: bullet - lipstick (top open), shoe - chair

* Then share your metaphor ideas with a partner and eliminate your 3 least favorite.
* After that, you will share your *top 2 ideas* with the class.

Note: Think about the feasibility of creating your ideas and shoot original photographs. Then use your original PHOTOS and manipulate or edit your images to fit your project format. **Please bring a camera or device to take pictures with you to class tomorrow.**

Digitally compose **2 final visual metaphor** images as your completed project, label and send to me as follows:

lastname\_vismet1.jpeg

lastname\_vismet2.jpeg

*Remember, I expect good quality ideas and images that are creative, interesting and show metaphoric relationships. Your first ideas may not to be the best so spend extra time on this if needed and have fun.* Grading is based on 50 points

* Sketchbook activity 10 min.

pair share 10 min.

class share - 3 or 4 volunteers 15 min.

* Teams activity if time allows: PowerPoint Quiz : Composition review

Example reference:

<https://99designs.com/blog/tips/a-guide-to-using-photography-as-metaphor-in-graphic-design/>

EXIT: What are we doing tomorrow?

Please be prepared with your photos or for photo shoot tomorrow.