

Photobook Proforma

Student Name: Ren Weston (Serena)
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Knowledge and Understanding Skills: 20%
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Guidance specific to task (from the brief):

Your evaluation should show clear understanding of the history, function, practical development and production of the photobook through a range of critically understood examples. The analysis of these will highlight the functions and strategies employed by the photographer and your interpretation of their communication of meaning through the publication.

Using examples (3 max), explore your understanding of the history, function and practical development of the photobook. Your analysis should highlight the strategies used by the artist/photographer to communicate their message. Include visuals (500 – 1000 words)

When I started this project, I found it quite difficult to find artist and photographers to use as artist research because I found that the kind of images that I was creating had no similarities. I started looking into artists and photographers that use colours to show different issues within society, so I researched the artist Keith Haring that uses bright and vibrant images to show issues within society during the 80s to do with politics and the aids epidemic. The use of colours I found with this work is very eye catching and the cartoon effect instead of using actual people but the art work is showing what people were going through in the 80s.

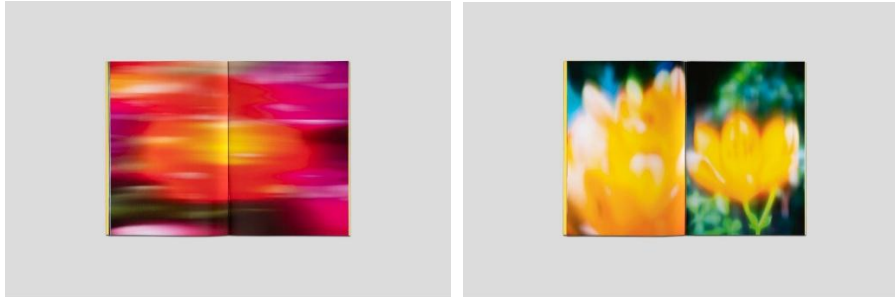


When I started laying out my book I looked in Veronica Barbato book and I found that the way she laid her book out and the images Barbato used over manipulated images which gave me a lot of inspiration to do with how I was laying out and creating my image for the books them selves but also a the meaning of this book really drew me in as well of how she used images of her sister that overdosed using her book to remember what she was like before she died.



After doing three photoshoot I tried laying my book out as all one book so that the whole book had three chapters so that the photoshoots would be in all one book but when seeing the book laid out in one book, I didn't think it worked into one book but the paper I used did work. With the first couple of photo book mock ups, I made I used paper straight out of the printer because I wasn't sure on what paper I wanted to use after considering different papers I decided to use for the second mock up thin

glossy paper to see how the images would look printed on the paper. Which I took inspiration from Symphony Nobuo that used thin glossy paper for his images.



But I decided to use a thicker paper for the front and back cover so there's a different texture between the cover and the inside of the book. I found when looking into Nobuo photobook all the pages are full bleed that I thought worked well for this book with the imagery that it contains with the high contrast imagery. The front cover and back cover of this book had given me a lot of inspiration in how simple the design is with the solid yellow front and back with just the name of the book and name which I want to incorporate into my own books.



Cognitive and Intellectual Skills: 30%

Guidance specific to task (from the brief):

Your research report should critically analyse the theories and concepts explored in your photobook, as well as the techniques it employs. Focus on developing a reasoned and informed debate rather than simply describing the work. Your analysis should lead to clear, valid conclusions, considering the form of the book, the reading experience it creates.

Avoiding description, critically analyse the theme/ context you explore within your photobook. Your critical analysis should demonstrate your cognitive and intellectual skills in how you have understood the subject and made work as a response to it. Consider how the form of your book communicates meaning in relation to the subject of exploration. (500 -1000 words)

I found the theme of my books I did one photoshoot with my friend Anya because of how we connected in are friendship through are medical scars and are mental health so I wanted to create books that in a small way showed are friendship through images so I started editing the images with high contrast and over colourful images with both of our favourite colours green and purple to create some very playful images. When considering the name of my book I decided to call the books 'It's just skin' and the volume out of three I wanted these books to have the same feel as each other in vibrancy so each image within the book got edited in the same way.



When considering of what the theme actually is and how it communicates to my audience, I didn't just want my audience to think I just put together images that were bright and colourful the images represent my own and Anya mental health and how we don't always see are mental health as black and white but vibrant, intoxicating and always changing. The idea of this book came from myself, and Anya collaborating are works together to show how fine art and photography can work together.



Practical Skills: 40%
Guidance specific to task (from the brief): Present your book professionally, carefully considering how you deploy methods, technical processes. Your methods should synthesize the form of your book and the context/meaning of your subject. Your book should demonstrate proficiency, selection in editing and flair. The decisions you make should be as product of significant research into book production and design. Within your evaluation, ensure to provide examples of book dummies to show the developments in your practical

processes. These decisions should be as product of significant book design planning including alternative idea generation.

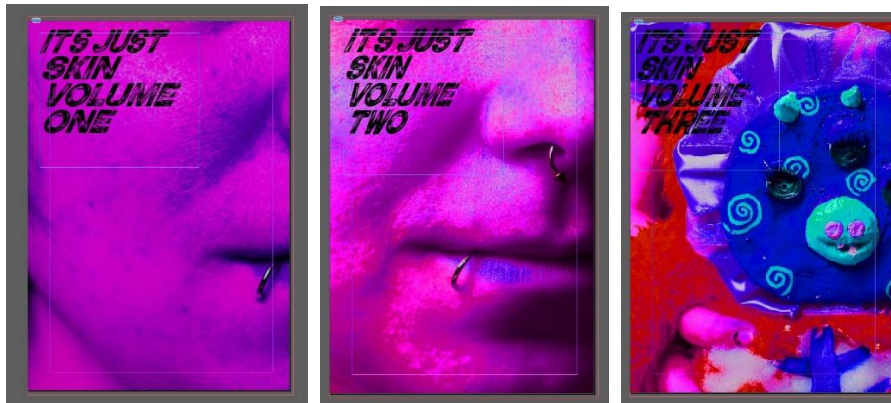
Evaluate the methods and technical processes you have employed in the making of this body of practice. Explain your process for making your book, consider how editing/ design/ typography and format speak to the subject matter you have explored. Provide examples of the book dummies you have created over the past semester to show developments in your practical processes. (800 – 1500 words)

When I started doing my book mock ups, I used InDesign so that I could change the layouts to see how different layouts would work I found with my first mock up there was a lot of repetition with constant use of square and full images on in the book. The first mock up I made I decided to have it be an A5 book because at the time I just wanted to see what the images would look like on normal printing paper. After I made the first mock up I decided to use glossy paper and have the book as A4 instead of A5 but I decided that I was going to be stapling the book together instead of binding the books together with wax string so that the final book would have a magazine feel to it.



When I originally started editing for the front cover I wanted to have the front cover and the back covers in black and white to have a 180 effect on the book so that the front and back cover would be in black and white but the content of the book would be bright and colourful, but after considering how the final black and white covers looked I decided to change them to more vibrant image but have the same image as the black and white covers but have them as bright purple/pink colouration.





When I was making the final iterations of the front and back covers I decided on changing the font so that the colour of the images could be seen through the lettering and so that the font looked like it was on the skin so almost like a tattoo.

Transferable Skills for Life and Professional Practice 10%

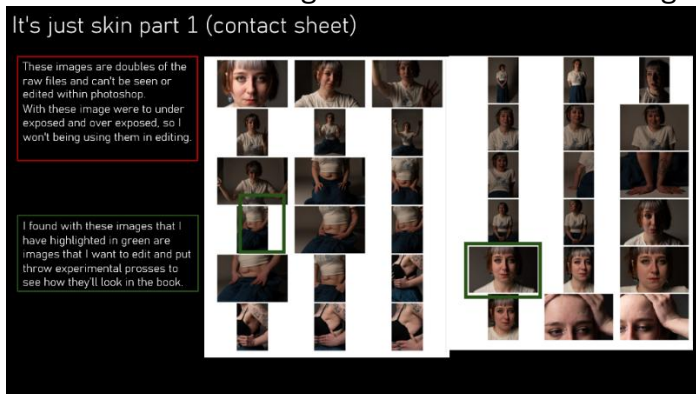
Guidance specific to task (from the brief):

Your photobook should meet industry standards in design, development, and production. Plan your workflow according to your chosen publication method to ensure timely completion. Active participation in sessions is essential for sharing your work, engaging in discussions, and demonstrating both employability skills and a strong grasp of the module content. Your evaluation should reflect on your learning throughout the process and highlight the transferable skills you have developed.

Evaluate what you have learnt throughout the process of making your photobook. Pay particular attention to the transferable skills you have developed. (500-1000 words)

When I first started doing this project, I kept a timeline using my visual diary of what I did each week to keep up with the project and how to keep up with it without losing track of time. I created several mock ups to compare to each other and show the progress of the books and see how different they looked each week. During the first week of the project, I put a lot of time looking into different photobooks and practitioners to see what kind of imagery I wanted to create and what kind of theme I wanted to portray in these books. I started working with my close friend Anya (fine art) working out what kind of theme and concept I wanted for these books.

After doing my first photoshoot I decided to start putting the images through photoshop to see what kind of imagery I could create I originally wanted to create images that would catch the viewers eye, I started messing with the hues and saturations of the images to create different images that I didn't really do before.



As time went on I started to re-edit one image to see how many variations I could create before I did my next photoshoot, before doing each photoshoot I created plans so that I knew what I was doing it each photoshoot to do with lighting and how I wanted the images to look when time came to edit them. Each photoshoot got edited in the same style so that there was consistency throughout the books.



