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In this proposal for my dissertation I will be looking into three keywords which reflect my interests in which are shown in my body of work. I will be looking at ways in which *Structure, Modifications and Space* have had an impact on portraiture photography. I will be looking into ways that technology itself has modified the photography industry and how it affects photography to this day for better or worse. I will also be looking at how fashion and advertisement has taken over the industry whilst redirecting the main purpose of photography.

*Structure* is 'The way in which the parts of something are connected together, arranged or organized in a particular

arrangement of parts' (*Oxford English Learners Dictionary 2024*) therefore meaning that Structure is the placements and order in which something is placed. Reviewing on how structure is used within photography I had begun to look at the structure of images. Structure is used in art galleries on a day to day basis, for example the ways in which images and art is placed on the walls is using structure as the artist has had to have an order for their images and how they want them to be placed on the walls. The structure to the art is important to the artist, the galleries and also the people who view it as it affects the total outcome of the work and how it looks. We can identify an image with structure almost instantly (*Ming Thein, 2016*) Its usually an image with a focus, there would be a main focus point within the image which instantly draws the viewers attention however, the image will still contain background noise and textures whilst still containing the main focus without any distraction, this is how we are able to identify an image with good structure. Arguably in a good image the background is a critical element in itself since it provides context, therefore the definition of 'background' becomes what we consider to be the subject of least importance and therefore nothing will be isolated against (*2016*). *Ways of Seeing (1972)* by John Berger is a useful book in which helping me understand the

importance of structure and how it works in gallery space. However these structures are also used in other work spaces such as fashion, advertisement and art. Ming Thein had also created photographic artwork based off of *structure*. Thein wanted to represent structure within photography and display what structured images look like. *Controlling the structure of an image controls the order in which the images are read (2016)*. This presents to us how important structure is in imagery and how it affects the presentation of your images. *Structure* is very important to imagery in terms of exhibitions, the placement of your images as a collection, collage or framed on the wall is very significant to how your work looks at the very end of preparation of your work. It also determines the story telling of your imagery, the idea of the story is implied by those elements (2016). This means that the structure controls if the story of your images are told correctly.



*Mein. Thein (2016) Structure*

With research, an exhibition I found which uses structure well is an exhibition by *Yannick Dixon (2018)*. *Dixon placed a total of 16 images across two walls in Grundy art Gallery (2018)*. Dixon uses *structure* to place all 16 images into a sequence on the walls, the images also vary from multiple different sizes where Dixon has also used *structure* to place them in a sequence where they all fit together well and complete the final 'image'. Dixon wanted to represent Blackpool pier, *Neither land nor sea, documents the the enduring appeal of architecture (2018)*. Architecture also plays a big role within the structure of photography. This leads me onto the next photographer *Iwan Baan*. Baan uses a great amount of structure within their imagery. Unlike most architectural photography I have seen Baans

stands out. They use long exposure in some of their imagery to blur some of the figures walking through the frame, this makes the focus of the imagery the buildings which they also fit well into frame capturing it uniquely. *Baan had also held multiple exhibitions including moments in architecture (2023 – 2024)* This was the first major perspective of their work. It represents the buildings photographed with the room itself being the frame to the projection of the work. The room framing the works fits really well and presents how Baan has also used structure for the setup. This also helps me understand the importance of the *structure* of gallery space as it is as important as the structure of the work presented by artists. The structure of gallery space determines the setout of your work whilst it also determines where you place the work and in what order. This is also discussed in *Adrian Schulz Architectural book on photography (2019)*.



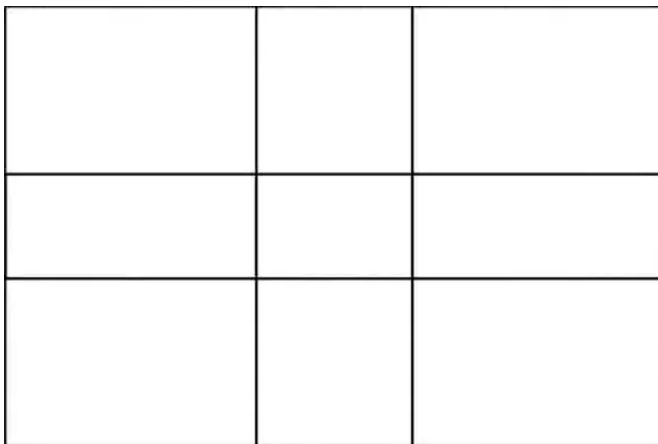
*Yannick. Dixon (2018) Neither Land Nor Sea Exhibition*

Furthermore, this leads me onto the next keyword: *Modifications* as it is related to structure. *Modification is the act or process of changing something in order to improve it or make it more acceptable (Oxford Learners Dictionary 2024).* As related to *Structure*, *Modifications* is also used within art galleries a lot. *Modifications* are also made to our images whilst editing them. It is used a vast amount across the photography and art industry in general. However, it is also used in the fashion industry such as *structure*. Fashion plays a big role within photography and has almost changed the purpose of photography overtime. Photography has mainly become fashion based and photographers are almost always focusing on the media aesthetics within their imagery. *Modifications* are also made when changing the placement of your imagery on the walls. When holding an exhibition or even posting your imagery online modifications are made changing the order in which you present your images. This has a big impact on you as an artist and how your work looks to the audience. One of the biggest modifications in photography would be the evolution from analog to digital photography. *Photography has been said to have come a long way since its inception with its advancements in technology (2023). Analog photography*

*was a great way to capture images for over a century* (2023) Photographers had a roll of film whilst being limited to a small number of shots. The introduction of digital cameras in the late 20<sup>th</sup> century changed the way photographs were taken entirely, making it easier for people to document their lives. This also made it easier for people to manipulate their images. However, with this being said with advancements in technology across photography and in general, there weren't always good changes to photography. *With Photoshop being introduced (1988) it had changed the game for photographers.* Although there has always been a beauty standard, Photoshop had given people the chance to make *modifications* to their faces or photos in general. People had began to obsess with their appearances and chose to make *modifications* to fit the 'beauty standard'. *Photoshop had created unrealistic standards of beauty (Morvakin).* It had been put under 'retouching' images said to be making small changes. However, these images were heavily edited and were used to advertise in fashion and beauty. *An experiment 'Selfie harm' (2019) by John Rankin allowed teenagers to make modifications to their images until they thought they were social media worthy.* The results show how editing our images has become normalized and how the technology hasn't had the best impact. The fashion

industry is heavily impacted by this and the editing has become normalized for these industries. As the fashion industry has become for promotion for beauty and other aspects people look at these images for the 'realistic standard'. The fashion industry is also heavily reliant on photography as it is based on the imagery of the looks which I feel takes away the original purpose of photography. Although I like how it has evolved overtime with some *modifications* I feel like the main purpose of photography was to document realistic images but it has become a way of promoting unrealistic imagery. The theme of beauty goes beyond unrealistic standards whilst some photographers are still exploring the natural beauty within their images, we can see this in '*Beauty in Photography*' (1989) by Robert Addams. Addams explores the idea of beauty within all images and on people making standards based off of the failure or success of a photograph. Throughout his work Addams made modifications with light as he wanted to find different ways of photographing his life in the arts and through photographing others lives too whilst keeping the traditional values to his images. The *modifications* made when arranging your images affect how the audience perceive your work which is why it is so important in art galleries. James Dempsey is a photographer who talks

about the modifications being made whilst also taking your images and not just when you are presenting them. *By positioning elements in a specific arrangement, you affect the way the viewer experiences the resulting image* (2021). This shows the importance of the placement of your subject whilst taking the image allowing us to make modifications to see what looks best. *Dempsey uses the golden ratio diagram to help place the subject in the right place, encouraging you to experiment with different grid options when taking your photographs* (2021).



*James. Dempsey (2021),*

*The Golden Ratio diagram*

This brings me to my final keyword, Space. *Space is the amount of area that is available to be used* (Oxford learners Dictionary 2024). *We are able to see an example of this with the Rule of Space.* Many cameras include an

option to show a grid when taking images and this is used typically for the Rule of Thirds. However, it also determines where you place the subject of the image and how much space is around it. The Rule of space is a method of incorporating visual absence to give the subject room to breathe (2021). Photographers such as Martin Parr and Helen Levitt make use of the Rule of Space in their work (2021). Martin Parr had famously produced works in Benidorm (2020). One of the images had caught my eye as it uses the Rule of Space well. With the subject being close to the camera that it the main focus of the image this is also helped by the bright colours used in his series of images. However, we can see how Parr had used the Rule of Space to place his subject slightly off center and with the subjects face facing outwards whilst their body is tilted away. The background of the image would be described as distracting in most cases however, Parr had made sure that the subject was the center of attention for the image and by using the hat to draw the audiences attention Parr was able to create a successful image.



*Martin. Parr (2021) Benidorm*

Space is also used for when you are exhibition your work. What needs to be considered in this case is what space you will use, how much space you will use between your works if you are exhibiting multiple images and generally whilst taking the images you would need to consider the space around the subject. You are considering the area within or around something this could be in your digital images or as a physical copy. *The Rule of Space allows us to embrace the quieter moments in visual history (2021)*. It allows the audience to view the main focus of the image which is usually the subject whilst it still contains things taking place in the background of the image without it being too distracting. *Photographers use Positive space and Negative space (2021)*. Positive space generally focuses on the subject of the image drawing the audience to view one specific thing, whereas negative space generally focuses on what is in the frame with no main focus. With research I have found that *Image of War (2019)* uses space well. The Exhibition took place (2019) that present images of war. The black and white imagery is placed on the walls with structure and order. They used the exhibition space of the museum well using different sized images placed in different spaces. Considering the large amount of space they had to use for the exhibition

they had filled out the area well with their imagery. There is no blank space on the walls and the structure of the images fit well. Overall, use of space impacts your final outcome of your imagery as the changes to space and how big your exhibition piece is is significant to how you are represented as an artist. The space in which you choose to work portrays the meaning of your work and can also add to your photos overall narrative.



*Image of War (2019), Zagreb*

Concluding my dissertation proposal, the keywords I have chosen represent the overall changes in photography. I have covered what changes have taken place, changes we make to our work and how the changes have affected some areas of photography. We are able to see how the Structures and Modifications within photography have a significant impact on our final outcomes for our work. Overall, the essay is addressing the changes in

Photography and how it impacts artists work. It also covers how the changes impact our work space whether its for better or worse. The theme overall is changes being made in the industry whether it is changes the artist makes as an individual or general changes in the industry mainly based around technology that is out of artists hands but will still impact their work as an artist. Moving forward, I want to address the changes in the industry a lot deeper than in my proposal and delve into how we grown from Analog to Digital Photography. I also want to look into the changes in Photography and how certain other industries such as Fashion and beauty have had a significant impact on Photography and in my opinion have taken the original purpose out of Photography. Although Space seems out of place in comparison to my two other key words I feel as though actually they are all very similar and space and involves change which is the overall similarity between all three of my key words. I had chose to research these key words as I feel they reflect my interest within my body of work best. I feel as though changes are happening within photography especially with technology every day and not always impactful in a great way to the industry. Myself as an artist, makes many changes to my work before presenting it and experiment with different ideas and themes until I am happy. Overall, I have focused a theme

of my work on change which is what made me drawn towards this theme. This lead me to my question for my dissertation **'Has the significant changes of technology had an adverse effect on the Photography Industry?'**. This will help me evolve my understanding of the effect that change has to photography and the artists.

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