STEP ONE: RESEARCH on the school network: S:Drive/Mr.Arnett/AVI 4M/AVI 4M - Photography Project Choices/Alphabet Photo Project V12/intro.htm and ANSWER the Research questions on the attached sheet.

STEP TWO: PHOTOGRAPH a variety of pictures, the subject matter should include something to represent each letter which will spell out your first and last name. Look at the world around you closely to see if you can see letters in your surroundings – a tree, a chair, a fence etc..

STEP THREE: EXPERIMENT in Adobe Photoshop with cropping your photos and arranging them in such a way that you create your own Alphabet Photo name. Consider changing your colour photos to black and white or sepia using layers.

STEP FOUR: WRITE your Artistic Statement after you are finished your Alphabet Photo name, explaining the photographic/digital manipulation techniques used in your work and how they support your intended visual message. (i.e. cropping a photo, changing the colour etc.)

STEP FIVE: REFLECT: Answer the following questions using the elements and principles of design and hand them in with your completed project for evaluation.

1. What part of your finished project did you find most successful and why?

2. What part of your finished project did you find least successful and why?

3. If you had to do this project, what part would you change or improve on and why?
Research Questions

1. What is Alphabet Photography? (1)

2. How did the company create Alphabet Photography? (1)

3. What kind of photography does Alphabet Photography emphasize? (1)

4. List 3 stylistic characteristics of Alphabet Photography? (3)

   1.
   2.
   3.

5. What aspects of Alphabet Photography do you like and why? (2)

6. Select two Alphabet Photography photographs and write a formal critique on each of them. Follow the Art Critique format: Description, Analysis, Interpretation and Judgement – (Remember to use 6 elements and principles (Line, Shape, Form, Texture, Balance, Rhythm, Pattern, Contrast, Emphasis, Value, Space, Movement, Colour, Variety, Proportion, Unity) in your written explanation.) (30)
Artist Statement

A) Photographic/digital manipulation techniques: used in my work and how they support my intended visual message: (Remember to use 6 elements and principles (Line, Shape, Form, Texture, Balance, Rhythm, Pattern, Contrast, Emphasis, Value, Space, Movement, Colour, Variety, Proportion, Unity) in your written explanation.)

B) Reflect: Answer the following questions using the elements and principles of design and hand them in with your completed project for evaluation.

1. What part of your finished project did you find most successful and why?

2. What part of your finished project did you find least successful and why?

3. If you had to do this project, what part would you change or improve on and why?
### Alphabet Photo Project Rubric

<table>
<thead>
<tr>
<th>Level 0</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge/Understanding</td>
<td>Work does not meet assignments expectations for this category.</td>
<td>Student demonstrates limited understanding of the elements &amp; principles of design in the Alphabet photography.</td>
<td>Student demonstrates some understanding of the elements &amp; principles of design in the Alphabet photography.</td>
<td>Student demonstrates considerable understanding of the elements &amp; principles of design in the Alphabet photography.</td>
</tr>
<tr>
<td>Thinking/Inquiry</td>
<td>Work does not meet assignments expectations for this category.</td>
<td>Student depicts subject matter and techniques of Alphabet photography with limited effectiveness.</td>
<td>Student depicts subject matter and techniques of Alphabet photography with some effectiveness.</td>
<td>Student depicts subject matter and techniques of Alphabet photography with considerable effectiveness.</td>
</tr>
<tr>
<td>Communication</td>
<td>Incomplete.</td>
<td>Student answers research questions with limited clarity.</td>
<td>Student answers research questions with some clarity.</td>
<td>Student answers research questions with considerable clarity.</td>
</tr>
<tr>
<td>Reflective Questions: Strength, Weakness &amp; Next Step</td>
<td>Incomplete.</td>
<td>Student explains use of photographic techniques in the artistic statement with limited clarity.</td>
<td>Student explains use of photographic techniques in the artistic statement with some clarity.</td>
<td>Student explains use of photographic techniques in the artistic statement with considerable clarity.</td>
</tr>
<tr>
<td>Application</td>
<td>Incomplete.</td>
<td>Student demonstrates limited effectiveness in demonstrating the creative process and following procedures.</td>
<td>Student demonstrates some effectiveness in demonstrating the creative process and following procedures.</td>
<td>Student demonstrates considerable effectiveness in demonstrating the creative process and following procedures.</td>
</tr>
<tr>
<td>Uses elements &amp; principles of design and photographic/digital manipulation techniques to produce Alphabet photography</td>
<td>Incomplete.</td>
<td>Student demonstrates limited use of the elements &amp; principles of design and photographic techniques to produce an art work of limited effectiveness.</td>
<td>Student demonstrates some use of the elements &amp; principles of design and photographic techniques to produce an art work of some effectiveness.</td>
<td>Student demonstrates considerable use of the elements &amp; principles of design and photographic techniques to produce an art work of considerable effectiveness.</td>
</tr>
</tbody>
</table>

| Name: | /20 |

A1. The Creative Process: apply the creative process to create a variety of artworks, individually and/or collaboratively; A1.1 use various strategies, individually and/or collaboratively, with increasing skill to generate, explore, and elaborate on original ideas and to develop, reflect on, and revise detailed plans for the creation of art works that address a variety of creative challenges (e.g., extend their skills in using brainstorming, concept webs, mind maps, and/or groups discussions to formulate original and innovative ideas for an art work on a social or personal theme; use critical research skills to explore and elaborate on ideas; demonstrate fluency in formulating
A1.2 apply, with increasing fluency and flexibility, the appropriate stages of the creative process to produce two- and three-dimensional art works using a variety of traditional and contemporary media (e.g., extend their skills in working with a range of media; demonstrate flexibility in revising plans in response to problems encountered during other stages of the creative process; reflect on the effectiveness of preliminary versions of their work, and revise the work on the basis of reflection and self-assessment)

A1.3 document their use of each stage of the creative process, and provide evidence of critical inquiry, in a portfolio that includes a range of art works created for a variety of purposes (e.g., ensure that their portfolio includes the following: evidence of critical inquiry associated with idea generation and elaboration; evidence of research on how different artists approach specific themes and/or use particular techniques that can be adapted in their own work; preliminary and final works to show evidence of thoughtful revision), and review and reflect on the contents of their portfolio to determine how effectively they have used the creative process

A2. The Elements and Principles of Design: apply the elements and principles of design to create art works for the purpose of self-expression and to communicate ideas, information, and/or messages;

A2.1 apply the elements and principles of design with increasing skill and creativity to produce two- and three-dimensional art works that express personal feelings and communicate specific emotions

A2.2 apply the elements and principles of design as well as a wide range of art-making conventions with increasing skill and creativity to produce art works that comment and/or communicate a clear point of view on a variety of issues

A3. Production and Presentation: produce art works, using a variety of media/materials and traditional and emerging technologies, tools, and techniques, and demonstrate an understanding of a variety of ways of presenting their works and the works of others.

A3.1 use with increasing skill a wide variety of media, including alternative media, and current technologies to create two- and three-dimensional art works for a variety of purposes

A3.2 use with increasing skill a wide variety of traditional and current materials, technologies, techniques, and tools to create original art works for a variety of purposes and audiences

B1. The Critical Analysis Process: demonstrate an understanding of the critical analysis process by examining, interpreting, evaluating, and reflecting on various art works;

B1.1 demonstrate the ability to support their initial responses to a variety of art works with informed understanding of the works’ artistic form and function (e.g., describe their initial response to an art work, and explain in detail how specific aspects of the work’s content, formal qualities, and media inform that response)

B1.2 deconstruct with increasing skill and insight the visual content and the use of elements and principles of design in their own art work and the work of others (e.g., extend their skills in identifying individual elements and principles and aspects of the visual content in an art work, interpreting their function, and analysing their effect; compare and contrast the use of shape, form, line, texture, space, and balance in Frank Lloyd Wright’s Falling Water and Moshe Safdie’s Habitat)

B1.3 explain in detail, with reference to a variety of historical and contemporary art works how knowledge of a work’s cultural and historical context, achieved through extensive research, has clarified and enriched their understanding and interpretation of a work’s intent and meaning

B1.4 describe in detail and reflect on with increasing insight the qualities of their art works and the works of others, and evaluate the effectiveness of these works using a wide variety of criteria (e.g., provide an informed explanation of why a work of art is, or is not, successful with respect to its ability to communicate a message or emotion, its technical and aesthetic conventions, its form and stylistic qualities, its originality)

B2. Art, Society, and Values: demonstrate an understanding of how art works reflect the societies in which they were created, and how they can affect both social and personal values;

B2.1 analyse, on the basis of research, the function and social impact of different kinds of art works in both past and present societies (e.g., how art works function to decorate private and public space, to investigate and draw attention to themes and issues, to criticize political policy and social norms, to satirize public figures, to memorialize people and commemorate events, to preserve aspects of a people’s culture; how works of art can symbolize political, religious, social, or economic power; the power of art to help change personal and public positions on social and political ideas)

C1. Terminology: demonstrate an understanding of, and use correct terminology when referring to, elements, principles, and other components related to visual arts;

C1.1 extend their understanding of the elements and principles of design, and use terminology related to these elements and principles correctly and appropriately when creating or analysing a variety of art works (e.g., when analysing how artists’ manipulation of space, movement, form, and proportion affects meaning in an installation or an environmental work)

C1.2 explain in detail terminology related to a wide variety of techniques, materials, and tools (e.g., techniques and materials associated with installation art; additive and subtractive techniques, digital manipulation, impasto, optical colour mixing, pointillism), and use this terminology correctly and appropriately when creating, analysing, and/or presenting art works

C1.3 explain in detail the stages of the creative process and the critical analysis process, and explain, using appropriate terminology, how these processes contribute to the successful creation and analysis of art works

C2. Conventions and Techniques: demonstrate an understanding of conventions and techniques used in the creation of visual art works;

C2.1 extend their understanding of a wide variety of techniques that artists use to achieve a range of specific effects (e.g., techniques used to create a range of textures in an art work, to develop the connection and relationship between forms in a composition, to draw attention to specific parts of a work)

C2.2 extend their understanding of the variety of conventions used in visual art (e.g., allegory, appropriation, juxtaposition, synectics; conventions associated with formalism, objective and non-objective abstraction, propaganda, realism, social commentary), and explain in detail how they are used in a variety of art works

C3. Responsible Practices: demonstrate an understanding of responsible practices in visual arts.

C3.2 demonstrate appropriate health and safety procedures and conscientious practices in the selection and use of various materials, techniques, tools, and technologies when producing or presenting art works (e.g., demonstrate safe practices when creating installations, assemblages, earthworks, constructions, multimedia projects; demonstrate appropriate protocols, deportment, and respect for others when working in a studio or visiting a presentation space)