

PHOTOGRAPHY IS MAGIC.

PROCESS / METHODS / CATEGORIES

FORMAT Round, Square, Rectangle, Triangle	SEQUENCE Series of images to tell the story	PICTORIALISM Treatment: foggy, blurry, grainy, scratched, folded	MOSAIC / GRID A tiled treatment of images - orderly vs. disorderly
INVERT MONOTONE DUOTONE Identify and reverse	BORDERS Adding edges, images to contain and, or enhance contrast	ADDITIVE Write, draw, paint, sew, type on images	SUBTRACTIVE REDUCTIVE Cut, remove parts of the image, puncture
COLLAGE Adding images to the image	FLYS, FLOATS or FALLS Dynamic Capture - using the medium for what it can do	VIBE. MOOD. WHAT IS NOW Software / apps. Filters Supplied or by design	MEMES / LIVE / TIK TOK Cultural commentary, animated gifs, motion, +stories
VIRTUAL REALITY Digitally rendered or image mapped	ART, COMMERCE INTENTION Artistic or commercial approach - blur the line	CULTURAL RECOGNITION HISTORICAL RE-INTERPRETATION	Play.

THE PHOTOGRAPH AS CONTEMPORARY ART _ Charlotte Cotton

<i>If This Is Art:</i>	<i>Photographers devise strategies, performance, happenings for the camera - often being the subject and beyond a portrait</i>
<i>Once Upon A Time:</i>	<i>Storytelling in art photography. Tension, meaning or current context. Format: sequence.</i>
<i>Something & Nothing:</i>	<i>What might be considered credible subject matter. Image goal, image justification - needs support copy, story. Viewer interprets the meaning.</i>
<i>Intimate Life:</i>	<i>Diary of human intimacy. Authentic vs. Manufactured.</i>
<i>Moment in History / Aftermath:</i>	<i>Social and ecological disaster - consequences of political, human upheaval. News feed. Politics. Society and cultural aspects.</i>
<i>Mimicry / Exploitation:</i>	<i>Invigorate past events, culture - retelling, reminding history. Relevance support documentation. Mission, good faith - what results are we expecting</i>
<i>Physical and Material:</i>	<i>Nature of the work and new meanings by choice of the medium. Analogue vs. Digital. Analog - serious art, or intentional snapshots - Digital - documenting the everyday.</i>
<i>Deadpan:</i>	<i>Distinct lack of visual drama, the objective gaze - ordinary mundane.</i>