

The background of the slide is a photograph of a white wall. On the left, a wooden chair is mounted on the wall. On the right, a white sign is mounted with a definition of the word 'chair'. A thick red horizontal bar is positioned across the middle of the image, containing the title text.

# GRADE 12 PHOTOGRAPHY CPT - CONCEPTUAL PHOTOGRAPHY

BY: Adriana Pacitto

As we conclude this course with this CPT, please use this template to organize your ideas and photographic works.

In the first portion of this template are a few pages relegated for you research findings on your chosen conceptual photographer. Your findings should be divided into **3 components**, namely: **Information about your chosen artist(s), the general & personal interpretation of the work and lastly, how does your artist inspire your own final pieces (3-5 images in total).**

There are 3 ways to which you can approach your own pieces (3-5 images). You could either have a **documentary series** (as a vertical or horizontal triptych for example, **a series of separate images that convey a narrative concept (can be abstract or non-objective, a documentation of an act or experimental performance or a composite.**

You can use your chosen artist(s) as a point of reference or inspiration for your final pieces. **If you are choosing a composite, feel free to use your chosen artist as inspirational reference even if your chosen artist doesn't do composite work.**

**Finally, and as always, do not attempt to change the layout of this presentation. Do not change the typeface or its colours. Doing so will result in significant mark deductions.**

Good Luck!

# PROJECT RUBRIC



**Name:**

**Unit / Project:** Conceptual Photography CPT

**Date:** Nov. 25, 2021

**Teacher:** Mr. Galang

**Subject:** Grade 12 Photography

Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
<b>Knowledge (8/10)</b>	0 - 5	6	7	8 - 10
Artist Research	Communicate information with limited accuracy.	Communicate information with some accuracy.	Communicate information with considerable accuracy.	Communicate information with a high level of accuracy.
<b>Inquiry (10/15)</b>	0 - 7.5	9	10.5 - 11	12 - 15
Concept	The project concept wasn't well conceived. The photographer failed to connect their chosen artist to the CPT concept of their choice.	The project concept was somewhat conceived. The photographer barely connect their chosen artist to the CPT concept of their choice.	The project concept was well conceived. The photographer connected their chosen artist to the CPT concept of their choice.	The project concept was extremely well conceived. The photographer connected their chosen artist to the CPT concept of their choice.
<b>Comm (7/10)</b>	0 - 5	6	10.5 - 11	8 - 10
Written Component	Communicate information with limited accuracy.	Communicate information with some accuracy.	Communicate information with considerable accuracy.	Communicate information with a high level of accuracy.
<b>Application (30/35)</b>	0 - 17.5	21	24.5 - 27	28 - 30
Final Work	Less than 3 images were produced. Or, 3 were produced but of poor quality and lacking concepts connected to chosen artist.	Three pieces were produced but of average quality and concepts connected to the chosen artist is lacking substance.	Three to five pieces were produced but of good quality and concepts connected to the chosen artist are satisfactory.	Three to five pieces were produced and of excellent quality. You extended the concepts connected to the chosen artist and made it yours.

Teacher Comments: /70.

# WHO IS AI WEIWEI?

He was born May 18, 1957, however some people can argue that he was actually born on August 28, 1957. Ai Weiwei was born in Beijing but he now works out of Berlin. His father was a famous poet and shortly after Ai was born, his father was accused of being a rightist and they were forced to move out of Beijing for many years. Ai had always been interested in art even from a young age. In 1978 he enrolled at the Beijing film academy but was eager to leave China, he wanted to escape the restrictions of the chinese society. He moved to the United States in 1981 and attended Parsons School of design. He was originally a painter, then he turned to sculpting and photography.



Ai uses photography to express new ways for his audiences to interpret and examine society and its values.

I really like Ai's interpretation of photography, he uses photography to express himself and get others thinking about what their perspective on photography is. He is a big advocate for expressing oneself which I think is very admirable. When you access his website the very first thing that comes up is a quote that is very inspirational. I really like that he is an advocate for this because art is meant for people to express themselves.

Expressing oneself is a part of being human. To be deprived of a voice is to be told you are not a participant in society; ultimately it is a denial of humanity.

# INSPIRATION (EXPLAIN YOUR ARTISTIC APPROACH HERE)

Ai's work instantly intrigued me and made me wonder how I could incorporate that photo and him as an artist into my cpt. Since he is all about expressing yourself and he gets his audience to examine society in new ways, I had the idea of incorporating social media into my interpretation. Social media has put a strong hinder on how people view themselves, it makes people feel as though they have to look and act a certain way in order to be liked. There are many people in society who think like this which is why I think this idea goes very well with Ai WeiWei as a photographer.

My idea was to take inspiration from Ai's photo sequence where he is dropping the vase but instead of the vase use a phone or a computer as they are the main ways to access social media. The idea is that when someone has social media in their hands they are not being themselves as they have to act a certain way that society says is acceptable and once the device has dropped and they no longer have access to social media, they are more carefree and happy because they no longer feel the need to have to fit into that box society has created.



# PIECE # 1 (PLACE TITLE HERE)



1. collecting  
from, mostly  
of the office  
in the clear  
mental block  
out.