



GRADE 12 PHOTOGRAPHY CPT - CONCEPTUAL PHOTOGRAPHY

BY: Brianna Mugford

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%)
Knowledge (8/10)	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.
Inquiry (10/15)	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.
Comm (7/10)	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.
Application (30/35)	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 JEFF WALL ?

Jeff Wall is a Canadian Artist. Wall was born in 1946 in Vancouver, Canada, where he currently lives and works. He studied art history at the University of British Columbia in Vancouver and then he undertook postgraduate studies at the Courtauld Institute of Art, in London .

Wall became very involved with photography in the 1960s and by the mid-1970s he had extended Conceptualism spirit of experimentation into his new version of photo imaging. Jeff Wall's pictures were made as backlit color segments where they are a medium identified at the time with publicity rather than photographic art. Those works had a remarkable effect when it was placed in the galleries and museums, where they were , playing a part in the establishment of color as an important characteristics of that style of photography.

Jeff Wall's work synthesizes the essentials of photography with elements from other art forms—including painting, cinema, and literature—in a complex mode that he calls "cinematography." His pictures range from classical reportage to elaborate constructions and montages, usually produced at the larger scale traditionally identified with painting.



Wall is recognized for altering conceptual photography and presenting questions about the meaning of photographic 'realism.' "He worked against the grain to develop the photographic genre into areas that it had utterly rejected or ignored," explains Sheena Wagstaff of the Metropolitan Museum of Art. She also claims that "globally, he has a major influence on how individuals experience the world through the lens." His work influenced future generations of artists, such as the Düsseldorf Group, which includes photographers Thomas Struth, Thomas Ruff, Candida Höfer, and Andreas Gursky - Gursky.

Wall was also a well-known art theorist and teacher, writing and lecturing on contemporary art and artists. His essay "Marks of Indifference: Aspects of Photography in, or as, Conceptual Art" in (1995) is still regarded as one of the most important essays on the development of conceptually based art today for its insistent but clear discussion of the theories and procedures involved in art making and art's reception. Much of his writing can be found in his book, *Jeff Wall: Selected Essays and Interviews*. His influence extends beyond the world of reality of fine art.



My artistic approach to all of my final pieces were looking specifically at Jeff Wall and looking at other conceptual photographers to see what I was interested in and things that didn't really interest me or catch my attention. As I was going through all of the pieces that they had completed and going through other artists the only thing that I could incorporate and I like was the reflection photography.

The artist that I like the most for reflection photography was Erwin Blumenfeld. Where I chose to come up with was using reflection and incorporating Jeff Wall where he used nature and the outdoors, where in a certain picture that caught my eye was this family that had a bunch of luggage at the airport that pointed something out for me it had looked like they were fleeing from their country.

I've always liked reflection photography so I thought I would use reflection and input Jeff Wall's inspiration of nature and people to display a series or collection of photos..



PIECE # 1 (NIAGARA FALLS 2022)



PIECE # 2 (WINTER IN ONTARIO 2022)



PIECE # 3 (HOCKEY 2022)



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PIECE # 4 (ICE SKATES)



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PIECE # 5 (ALBERTA 2022)



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