

**EXPERIMENT 2 . Through lens & filter**

**PRODUCT: 11x17 print, pdf file uploaded to our weebly site & 3 min. verbal presentation**

**DUE: Wednesday, Jan. 22 for presentation**

Often we collect photographs depicting public places and the diversity of elements that occupy them. Rarely do we take the time to analyze these and quantify the qualitative. Through this experiment you will do just that.

Your **GOAL** is to represent qualitative images of public spaces in quantitative ways by expressing via a photo collage processes such as: time, social exchange and interaction, cultural identity and discourse, shared and accrued meaning, etc. All collages shall be logically arranged in some way ie: by scale, geographic location, date, etc. The collages may follow either of the strategies below:

- **strategy 1.** a collage of images with obvious relation, ie. all photos depict details, etc.
- **strategy 2 .** a collage of images depicting a diversity of themes = ie. details, mixed with expansive shots, etc.

Sort through your photos and find images of public spaces, their design details, people utilizing the space, expansive views of the spaces themselves, etc. If you currently lack images of your own, go take photos or acquire them from the web. Please source any web image you use and create a list of sources in a separate piece of paper.

**Requirements:**

- Utilize a minimum of 82 photos (your own or others)
- Curate each photo for color, brightness & contrast as necessary
- Neatly crop images as needed
- Utilize the 11x17 surface to its extents and wisely (some white space is also desirable)
- Print the document, upload it to weebly and prepare a verbal presentation
- 3 minutes per student - 2 minutes for feedback
- 150 word maximum design concept statement (for website)

**Grading rubric (20 points):**

You may obtain a maximum of 5 points for each of the following elements:

- followed all instructions and delivered on time . 5 pts.
- depicts utmost care and craft . 5 pts.
- achieved experiment's goal . 5 pts
- creative wisdom is displayed . 5 pts

**References & Resources:**

David Hockney and Charles M. Falco  
"Quantitative analysis of qualitative images", Proc. SPIE 5666, Human Vision and Electronic Imaging X, 326 (March 18, 2005); doi:10.1117/12.601937

From Conference Volume 5666 | Human Vision and Electronic Imaging X | Bernice E. Rogowitz; Thrasyloulos N. Pappas; Scott J. Daly San Jose, CA | January 17, 2005

<http://www.ajmiles.net/artists/david-hockney.asp>

top image: unknown

bottom image: micro scale | artist: David Hockney

