

Multimedia Project: Image Narration and Analysis

Our first formal assignment this semester draws on themes we've begun to discuss regarding expression of identity, particularly through language, art, and our physical surroundings.

According to John Heskett, noted expert on industrial design:

Objects and environments can be used by people to construct a sense of who they are, to express their sense of identity. The construction of identity, however, goes much further than an expression of who someone is; it can be a deliberate attempt by individuals and organizations, even nations, to create a particular image and meaning intended to shape, even pre-empt, what others perceive and understand. (Heskett, 2002, p.84)

Photoessay with Analysis

Our overarching class theme is identity, but there are many, many ways to define identity. In a similar way, there are many, many ways to represent identity visually. For this project, you will be taking pictures and presenting a selection of these pictures as a narrative on your own sense of identity. This is the photoessay part. Additionally, you will include an analysis of your photoessay that examines the why and how of your pictures, making connections to the ideas about identity in the essays we have read so far.

The photoessay will consist only of photos you have personally taken during the course of this project.

- ⇒ To start, do some brainstorming about how you wish to represent your identity in this photoessay. You are telling a story in these pictures about who you are. Since this intended to be shared with an audience, it will be a visual narrative that you feel comfortable sharing with others. Take more pictures than you will need (see below) in order to curate the results.

Note: No special skills as a photographer are required; I am not evaluating the quality of your pictures, but rather your analysis of them. A camera phone will work fine for this project. If you do not have access to any type of camera, please discuss with me after class.

⇒ For your photo essay, select 7-10 photos out of the total number you have taken. Just as in a written narrative, your selection and order of photos should contain a narrative arc: a sense of a beginning, climax and ending.

Your final draft will consist of these 7-10 photos and an 850 word essay analyzing the photos. Points to discuss in your analysis:

- ▽ Why were these elements chosen for a photoessay? How do they represent a story about your identity?
- ▽ How do elements such as lighting, framing, distance and focus help us see a story about your identity in the different pictures? (We will discuss these terms in class).
- ▽ How does the order of photos presented help tell the story of your identity? How can we read a narrative arc in the order of photos?
- ▽ Make a significant connection to one of the text or online readings we've done during weeks 1-3 regarding identity, expression, art and environment. This connection must go beyond "X represents identity and that's why I'm doing here, too..."
- ▽ Consider the Heskett quote on this guideline sheet. How does your collection of picture represent a "deliberate attempt...to create a particular image...to shape, even pre-empt, what others perceive..."?

Deadlines

Rough draft due during Week 3 for peer evaluation in class. You may bring print versions of your photoessay and analysis or digital versions on a laptop.

Final draft due Friday, 9/19 by 11:59 PM via assignment dropbox.

Learning Outcomes:

- ← Creating an analytical thesis and supporting with details
- ← Sharpening critical thinking and writing skills
- ← Developing persuasive writing skills in demonstrating the validity of the writer's analysis
- ← Displaying a strong understanding of how task, content and genre work together in developing ideas in a text
- ← Employing visual literacy in the art of narration