

# **"Memory and Moment"**

## **Level 2 & ADVANCED: Photo Etching**

( /40 Project) Assign yourself the points you think your project earned in the following categories. ( /10 Critique)

### **Criteria: ( /10 points)**

- My design shows a "Memory or Moment" that is specific to me **Explain:** \_\_\_\_\_
- My design has a tonal range [light, middle, and dark]
- I made an Edition of **3-5 final/best prints + 3 altered prints**
- In my altered prints I used a **variety** of lines, shapes, layered washes, overlapping and experimental techniques to enhance my design.
- I completed all the process work.

### **( /20 pts) Process Work: assemble and STAPEL these items in this order**

1. Self-evaluation (this sheet) + Participation in Peer Critique
2. Selection of moment or memory (brainstorming and explanation of choice)
3. **RESOURCES:** Digital Image(s) manipulated and printed on transparency.
4. 2 Process or Practice Prints: imperfect final prints
5. Practice techniques for the altered prints.

### **Craftsmanship: ( /10 points)**

#### **Etching Plate: ( /5 points)**

- I created a design that filled the whole plate with a range of tonal qualities: Dodging and burning as needed.
- I carefully exposed the image and aquatint screen, and carefully rinsed my exposed screen to avoid scratched and/or undeveloped areas.

**TIP:** you may alter your image in the computer, add text- **MUST BE REVERSED**, use a filter to skew or distort the image in a way that enhances the image.

#### **Edition of 3-5 Perfect/Final Prints: ( /5 points) **Black & White + 3 Creatively Altered Prints****

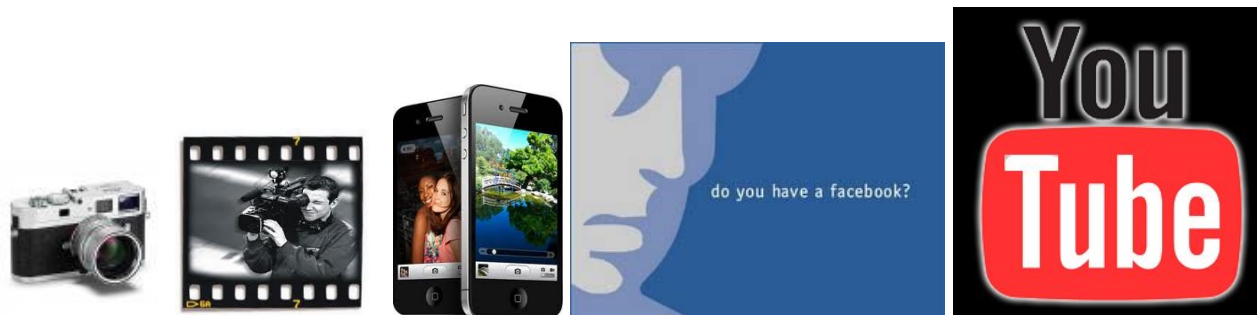
- **Consistency** I took great care and pride to make each print look the same.
- **Even inking** same blackness the surface is fully wiped white (no grey residue)
- **Even Pressure** no pressure marks so that all the ink has transferred from the block to the paper (prepare the paper by wetting it and using towels to blot paper to get consistent prints)
- **Registration-** prints have even and clean borders without trimming- use the registration page
- **All details are printing** the plate is not over inked and the edges are clean

### **Effort and Involvement: ( /10 points)**

- I carefully chose an image that captures a significant or impactful memory or moment (explained in the process work)
- My design goes beyond the basic requirements and shows my commitment and involvement in the project.
- I used all of my class time efficiently (**planning** and **pacing**) so I didn't have to rush at the end.
- I was present and attentive during demonstrations
- I worked independently and collaboratively through problems that arose during the making process.

### **Creativity and Originality: ( /10 points)**

- My "Memory and Moment" design works as individual print, it is "eye-catching", has a range of tones, and is well balanced- filling the space.
- My design is original and unique to me (I made significant changes from my original resources- playing off the artists who were presented: Marc Chagall, Kathe Kollowitz, Mary Cassatt, Pablo Picasso, Sigmar Polk, and DeAnn Prosia,
- Each of my 3 creatively altered prints are unique and enhance the mood/feeling of my original image



Since the invention of the camera and more recently the digital camera and social media, humans have the unique ability to collect and document their experiences (making them into memories). People can see themselves through an exterior lens (through their friend’s posts and tags), create a persona (profile).

With these changes come interesting philosophical questions like: do we make pictures or do pictures make us? Do we exist if our experiences are not documented and shared with the world? How is our memory of an experience different from a photographic documentation of that moment? etc.

Long before the invention of the camera and social media artists have had the ability to elevate moments; the *heroic*, the *tragic*, and the *mundane*. For this lesson we will look as printmakers who have aimed to capture and elevate specific moments and memories.

Your job will be to select an image (of you personally or from your perspective/point of view) that captures a memory or moment. You will translate, analyze, interpret, and re-present that image using the medium of printmaking in a way that transcends the original image and breathes new life into that moment.

### Requirements:

- Careful consideration of the original photograph- It should be of “high quality,” artistically appealing, and capture a significant or impactful memory or moment in your life.
- That image must either include you, or be taken from your perspective/point of view of the moment or memory.
- Careful analysis and exploration of the photograph and your memory of the experience. (You will answer a series of questions that will help you further analyze your experience of that moment or memory.)
- Create a small edition of 3-5 prints PLUS 3 altered prints which explore varying moods/feelings and transcend and enhance your original image through the use of colors and layering techniques.
- Utilize what you have learned (from the previous 6 lessons) about the abstract language of art, taking a spontaneous approach, your experience of the five senses, and various experimental printing/mark making/and creative techniques.
- Careful craftsmanship and intentional play throughout the plate-making and printing processes
- Participation and collaboration with tablemates on idea development and clean-up.

**OPTIONAL DIGITAL MANIPULATION: Consider using filters to alter your original image**  
Describe and Draw an example of each type of Abstraction

<i>Distortion (skew)-</i>	<i>Exaggeration-</i>	<i>Simplification-</i>
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**Small Group Discussion:** In your table groups discuss the following questions. Write down your answers (individually). We will also have a short class discussion on these thought provoking questions.

1. Do you have a “facebook” or similar social media profile and account.
2. If no, what are your reasons for not having an account?
3. If yes, how do you use the social networking website? Circle all that apply and add your own...

Emailing	Status updates (how regularly?)	Commenting on friend’s status or pictures	Playing games	Posting links to Art, Music, Videos, Articles...
Sharing Photos				
Invites to events	Online chatting	Meeting new people	Seeing what other people are doing	Fan pages
“Checking in”	Connecting with distant family or friends			
Defining your profile/personal	Clicking on advertisements			

4. How do you decide what to post or not post? How often do you post?
5. Do you ever feel like a voyeur (looking into people’s lives and special moments)?
6. How does your experience of the “Cyber Place called facebook” affect your interactions with friends?
7. How do you think photography (and digital photography) has affected our sense of memory and your experience of being “in the moment?”
8. How do think social media and the crazy of “showing or looking at oneself” has impacted society and or politics in general?
9. How do you feel about facebook and other social media sharing your demographics with advertisers in order to better market to you?

**Brainstorm a Moment or Memory:** \* This can be quite personal and emotional please spend some time listing out a variety of options to choose from. Please do not select anything that would be considered 'inappropriate for school' or 'too private.' However, the more meaningful the moment the more you will enjoy this project.

1. Name 4 positive memories (recent or past) with family or friends
2. Name 4 negative memories (recent or past) with family or friends
3. Choose 1 positive and one negative memory, do your best to answer ALL of the following questions with as much detail as you can remember.

(Positive Memory)

(Negative Memory)

- |   |   |
|---|---|
| - What time of day, weather, season, year?                    | - What time of day, weather, season, year?                    |
| - What was the event?   | - What was the event?   |
| - How did you feel mentally, physically, and psychologically? | - How did you feel mentally, physically, and psychologically? |
| - What happened before and after the event?                   | - What happened before and after the event?                   |
| - What were the group dynamics?                               | - What were the group dynamics?                               |
| - Who was involved?   | - Who was involved?   |
| - Is there a photograph of this moment?                       | - Is there a photograph of this moment?                       |
| - What is happening in the photo?                             | - What is happening in the photo?                             |
| - Who took the photograph?                                    | - Who took the photograph?                                    |

**FOR HOME WORK!!! Select your Image/Photo: - YOU MUST BRING IT TO SCHOOL DIGITALLY** either on a flash drive or as an email attachment. Make sure it is of "high quality," artistically appealing, and captures a significant or impactful memory or moment in your life.