

Edifice Macy's Building Project **WINTER 2010**

Edifice Complex: Landmark, Site, Location

Using the historic landmark as a starting point, this exploration of architecture will be permanently displayed at Macy's.

Concentrating on the Art Deco details and architectural components of the building would be a good starting point, and please don't forget the fundamentals of design and photography! You are shooting in black and white: Perspective, Depth of Field, Scale, Line, Texture, Pattern, Form, Contrast, Composition...

During our visit on Wednesday, February 3, you will have PERMISSION to photograph inside and outside of the building. If you plan on visiting the site again, you will have to make arrangements to shoot the interior spaces. Any time you're using a camera indoors or out, please be mindful of others and respect the people around you.

No customers or Macy's employees are to be photographed.

If you want to include other students in the photo shoot to establish human scale, feel free. For example, using the back of someone's head in silhouette to establish the height and totemic appearance of the building.

This project is non-camera specific, you may use whatever camera you'd like. If you are using digital, it must be at least 8 megapixels.

DUE: Monday, February 8, 2010 - 5 shots for in class critique, and to submit to Macy's Visual Manager for selection. Please make sure they're small jpps that have been scaled for presentation and they are titled:

Lastname_Firstname_##.jpg (Ollestad_Dana_01.jpg)

Final Project DUE: Wednesday, February 17 - 2 prints:
One 30" x 30" and one 22" x 28"

PLEASE make sure you speak with Nathan about printing your project. His hours are: Monday - Thursday: 9am - 2pm. You'll need to consult with him to format and optimize your photograph for printing.

Artists to consider: Margaret Burke-White, Hiroshi Sugimoto, Minor White, Walker Evans, Berenice Abbot, Lewis Hine, Bernd and Hilla Becher, Bill Brandt, Stephen Shore, Ed Ruscha, Kenneth Josephson, Michael Kenna, Richard Estes