

# Summer Project

BA (Hons) Photography

Cardiff School of Art & Design

Academic year  
2022/2023



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

In September you will be joining the BA (Hons) course in Photography at Cardiff School of Art & Design. You have been offered this place because we feel that you have the ability to undertake both the structured and the more independent project work that will be expected of you on the course. We have also recognised the potential you have demonstrated to build on the experiences that we offer to develop yourself as a Creative Photographer in the longer term.

During your three years on the BA Photography course at CSAD you will be expected to keep research and development workbooks and learning journals leading to the production of portfolio work. The purpose of this is to demonstrate your research into photographic culture and to document your critical approach to the technical, aesthetic and conceptual dimensions of your photography. As preparation we would like you to produce and present a personal workbook and selection of images.

So that we can get to know you a little better, and that your peers can too, we would like each of you to complete the short personal project over the summer period as outlined below.

### **Summer Project Outline– ‘Personal Visions- Photographic Genres’**

Your summer project will be the creation and visual development of a lively on-going personal workbook and set of images around the theme of ‘Personal Visions – Photographic Genres’. This project should be exploratory, including research and experimentation that will underpin your first term of studies, so make sure it conveys your inspiration, creativity and ambition... ensure you invest your time now before term begins!

Try not to think of just the end outcomes. It is all about research, ideas and exploration at this stage and making connections between your work and the wider photographic culture, both past and present. The project should explore the particular ‘Photographic Genre’ that best reflects you and your interests, it should be a glimpse of your personal vision for your photographic image making. Note: use books or reputable web sources for your research, museums, galleries, photography journals (not Instagram!)

Check out this link:

<https://www.theguardian.com/artanddesign/2012/nov/16/photography-websites-publications-and-galleries>

Start by:

- 1) locating yourself within one of the genres below that best fits your personal vision
- 2) researching significant photographers past and present who are innovators in this genre
- 3) carrying out your own visual experiments exploring this genre for yourself!

### **Photographic Genres:**

Portraiture, Landscape, Documentary, Fine Art, Street, Fashion, Abstract.

### **How to Present your Project**



You will present your project (include research and development) and examples of your most successful image-making in a 5-10 minute Power Point/Prezi presentation of no more than 10 slides. Use the presentation to talk about the photographic genre that you have researched, what historical and contemporary photographers employ it, what it means to you, and how the genre influences or is evident in your own photography.

The presentation will serve as a great way of introducing yourself and your interests to the staff and your new peers on the course.

