

## I WB Pages





#### ELEMENTS & PRINCIPLES OF DESIGN

October 10

LINE: The lines in cement draws the eye toward the subject EMPHASIS: the contrast between the black and white on Caitlyn's clothes and her hair stand out from the neutral grey background CONTRAST: there is a sharp focus created by the contrast in texture between the subject and background and the soft lines of the subject and the angles in the background

The simple composition of the photograph makes the photo seem light-heartest and since the angle was shet from above, it makes the subject seem child-like, also El lightening the mood.

FIRST PHOTOSHOOT of the year ...

Besides the challanges with shooting on a tilm camera for the first time, I really need to work on training the subject rather than counting on enopping it afterwards. This assignment has taught me how artistic something can look when shot at an interesting angle as opposed to straight on. As for some of the mistakes and imperfections, they can be reworked with sandwhiched regatives or double exposures to creat e new unique works of ourt.

# André October 12 Kertész

Quick Biography:

-began career in 80s

-in late 30s, he began working with top magazines

- used the small camera

- "sought the revelation of the elliptical view, the unexpected detail ... the ephemeral moment - not the epic but the lyvic truth"

- play between pattern & deep space

~ Looking at Phitographs: 100 pictures from the Collection of the MOMA

vertész's use ofperspectives gives his photographs personality. The unsusual composition captures a moment like the eye rather than like in a painting where everything is thought through. There is variety in texture and light in his pictures and each scene seems less like a photograph but like on life paused. In the top picture, Kertész has an unbalanced use of lines and shapes that adds to the spontaneity. The bottom photograph achieves a playful mood with the composition and now the subject of the work is off to a corner rather than centered or following rule of thirds.



Andre Kertesz Poughkeepsie, New York, 1937



The White Horse, New York, 1962 http://www.masters-of-photography.com/K/Kertesz/23

October 16

160 878000

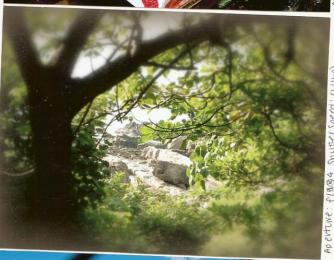
Photoshop:

- adjust levels, curves

-adjust vibrance, saturation

- add high pass, overlay layer

This picture doesn't seem Cropped in enough. Although the subject is framed, 1 feel like I could have cropped In more. The colors work out well for the mood of the picture.



Photoshop:

- adjust levels, curves

- add high pass, overlay layer

- flatten image, duplicate -add translucent dark brown layer in between

- cropp and feather edges of top layer, blur bottom layer

with this picture, I this used the trees and leaves to frame the subject. To emphasize the peek-a-book effect, 1 blurred and colored the edges. 1 still think that the subject is too small. It would have been better if the water and sky were bluer

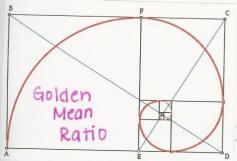
Photoshop: -adjust layers, curves, vibrance - duplicate layer, highpass,

set to overlay

In this picture, I used the gate /fence as a frame I tried to get the side so you could tell that it is from a pence, but the off centered frame kind of bugg me. I focused on the background rather than the foreground so it is like when you rook through a Pence to see what is beyond



October 28



The rule of thirds is the modern version of the golden mean ratio. To apply the rule of thirds, the work is divided into three equal columns and three equal rows. The focus of the work is positioned at at least one of the intersection points.

I think the rule of thirds works because it draws the eye in Even though humans are obsessed with order it is more natural to look at something that is not perfectly centered. The composition inspires movement and gives a sense of balance to the image. Because the rule of thirds is based roughly on the Golden Mean Ratio, which is a pattern found often in nature, the human eye is attracted to this composition. The top two photographs follow the rule of thirds while the bottom two have a centered composition california kiss suggests movement while Finland seems more static. In Jaguar. balance is maintained by placing the eye at an intersection line.

## ACTIVITY



california (Malibu) Ess Elliot Erwitt



Jaguar Lazlo Layton



Finland (dancers) Elliott Erwitt



American Thorny Dyster

# ACTIVITY 9

Terry O'Neill

Oscar Ennui

in this picture, even though the subject is placed on one side, the photographer maintains balance with the statuette offsetting the woman.



This makes
the elephant
really look
top-heavy.
There seems
to be a fragile
balance.



This picture seems a bit off breause the angle puts the biggest doll first so the other end is too light empty.



This picture does not work because one side is too cluttered while the others de is all negative space.

October 29

NWW. photographer+sojallery. com

Lucieasimon

Humanity (woman)

180-878000

in this picture, the figure is on one side of the photograph but because the light adds visual weight to the same side, there is a sense of imbalance



This picture maintains balance with the foreground on one side but a background object placed on the other side.

Even though this photograph's subject is isolated in one corner, the window's reflection offsets it.



5

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The introduction of the art of photography to the art would changed the course of the evolution of art history. Paintings moved away from realistic portrayals because of photography's ability to record reality.



impressionism can be said to be

the beginning of modern ourt. The concept of art changed and the definition of art evolved. One major change was inspired by Japanese wood print art known as ukiyo-e. Japan had just been opened up and when ukiyo-e prints were introduced to Europe, they became very popular. Inspired by the new style, painters began to borrow aspects of the Japanese art. Intimate



Washing Her Hajr

perspectives, imbalanced composition harsh cropping, objects in the foreground covering parts of the subject in the background. More traditional styles of art that was dominated by portraits, landscapes and historical scenes gave way to more abstract interpretations of life and nature. in an east meets west revolution, a new generation of art was born.

November 2



Mount Fuji seen through cherry blossom

pressionism



Light is central to photography. No photograph

can be produced without light. Light can affect the

Aperture: 915.3 Shutter speed: 1/450

000878-021

quality of the picture, the tone and mood, the story told Light as the subject ~

~color doesn't exist without light

~ in this picture, the people and the walls are the background.

· because of the angle that crops the map and makes the kiosk/desk harder to see & a pant of the wall

· people are in The background rather than foreground ~ the focus is on the light's and their reflection on the shiny floor.

Everything else is reduced to blobs of color ~ the lines created by the rows of light give a sense of depth, and draw

the eyes in to the bustle - this picture was taken at an airport and captures the chaos-people walking In every direction, signs everywhere in this picture, the lights guide direction, similarily, at our girport, everyone is guided and

has a destination in mind.

Light to create atmosphere This picture was taken at another airport. I like to think of the last picture as the voyage / travel bustle and this one as the peaceful and ambient

Aperture: +15.0 Shutter Speed: 1/450

destination. The two pictures are also good representations of Taipei > a bustling metropolitan city, and Taltung the slow to develop backyard of Tarwan Al though this picture seems rather empty, the centered sun gives off a softalow, darkening the mountains and reflecting off the lines of the runway. The light create a calm atmosphere, its warmth blending with the cool sky

November 20



Chinese New Yorn landed on January 33rd this year. Every year, the Hsi Lai Temple holds festivities. The vainy weather inspired me to edit my pictures in monochrome. Using the select color range tool in photoshop, I isolated the red in each picture and then made the inverse black and white. The result was very interesting: with everything else in black and white, the images took on a darker mood, and the red no longer looked feative. I experimented with the idea of the color red in my photos.





Aperture Shutter Speed 417.1 1/400



The photograph above is of a "fortune tree". As apant of the New Years Pestivities, people can purchase ribbons with good wishes on them and throw them onto the tree. The bright gold leaves and red ribbons make it look full of the other colors, however, the mood changed. The ribbons look like blood dripping from the branches and the to ornaments seem to mock the gloomy, turnal-like scene. It is interesting how changing one thing can transform an image.

After editing my photos, I looked back to photos I took last year, when New year landed on a sunny day. Even though the view of the tree and stairs leading into the main part of the temple is the same year to year, maybe the light and the lack of people make it look more sad and lonely. When made black and white, even though the most decorative color was left, the scene still becomes more creepy the lack of people makes it seem almost abandoned like a ghost town with a few tourists.

## ARCHITECTURE & Nature

TWO PERSPECTIVES ON MAN AND NATURE.

November 28,2011

A window to nature. Archit. in the way of nature. Nature outshining architecture



Nature came Pirst Mantries to belittle nature. Nature's beauty trumps archit.



Aperture: f17.1 Shutter Specd: 1/100

These pictures share a theme of two kinds of beauty - beauty in nature, and man-made beauty. Although the architecture has organic embellishments, I separated nature and architecture using color in the top picture and depth of field in the picture on the left. The two opposing forces are pulled together in a frame and the tocus is manipulated. Nature came first, but with time came change and today's beauty includes manmade objects. But through it all, nature's beauty remains prevalent.



December 8

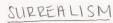


photography is an art. After all,
I am getting arts
credit for this class.

I do think that because of its accessibility, photography is often reduced to a convenience in the digital age we live in and many of us forget that photography can be just as much an art as painting.

#### NUDES

They are such a huge part of out history, from ancient circle sculpture to modernist interpretations: Photography too, can use similar subjects and compositions



Perhaps more noticeable than subject matter and composition is post production manipulation to create a fantastic image much like that of the surrealism period dominated by symbolic and interpretive works by artists like salvador Dali. To the left, this darkroom photograph was created with several negatives. Below, inspired by magical realism, I tried juxtaposing the real clarity of the flowers with dreamy swills.





departure of the winged ship



ANNIE LEIBOWITZ

PHOTO GRAPHY AS PROPAGANDA adventisement

One practical use of photography may MIGRANT MOTHER

000878-021

GOT MILK CAMPAIGN

be exposed to the largest audience. In today's society, the camera lens has become an extension of our eyes, showing us parts of the world we can't see without it. This reality gives a lot of power to photographers who can easily manipulate the mood or audience interpretation of an event or subject through photography, Dunna the Great Depression, photographers like Dorothea Lange were hired to capture the harsh conditions as propagand a for the government. Today, other series may be more familiar, like the "got milk" campaign with everything from occupying pages of magazines to gracing the exteriors of public transportation

One of the most powerful uses of photography is its ability to reach out to an audience and convey a message with a connection between the photo and the viewer that transcends language and culture. Photography is an essential element in the media industry, able to portray information in a universal way and evoke emotion. Perhaps the message comes throughnore effectively because humans can relate to and feel for things more vividly when they see it. Photography's role to supplement or as the source of information relies on its ability to capture a moment and preserve it in an image that, in our digital age, can inform a large audience in a short span of time

Photography to Inform, teach, spread awareness, convey a MESSAGE

alice smeets





· This photograph uses motion plur to create a sense of time and change. There is a lack of permanence, the moment is so temporary that as the photograph was being taken, it was already leaving.

December 30, 2012

Shutter Speed: 1/100 · This picture captures three elements in one frame. From nature (ocean, trees) to architecture to humans, all together. At the same time, there is the movement in the foreground. The present is temporary, people are always on the move, buildings outlast people, but the only thing that withstands time is what we have pushed behind us - nature. The layout of this photograph mimics history's relationship with the present

Aperture: f13.3

## in the coston Atreets

I think this was the beginning of my obsession with capturi street scenes. We arrived la in the afternoon from a bustling city. The streets hi few people and the building were worn down. Everywhe

> it seemed like nature was present and civilization and natu were in harmony. By capturing more intima scenes from a street level, I could find character and a sens of identity on the streets.



The lack of bright neon lights and people in the foreground make it seem like it could have been taken decades ago. The position at the end of an alley enhances the sense of depth while also giving it a mysteriou mood because of the angle. I like how this photo reveals the "naved" side of the buildings with air conditioners and wires, enhance the intimacy

Streets are the setting for TRANSITION. what inspired me the most was the lack of permenance. Every moment, the scene was changing, each photograph was unique: if I had clicked the shutter a second later, the scene would have changed streets are full of movement. They are neither the starting point nor the destination: they are the paths in between. In the streets, you get glimpses of life, of history, of change. And it all comes down to change. Driving through town, the scene transitioned from lish trees to aged farm buildings

The interesting part about this picture is that since the image is cropped in there is not much of a sense of location, yet it retains a sense of place. At the same time, there is a sense of intimacy, a capture of daily life, a glimpse of a routine. to flashing neon signs. A taste of a journey - the streets

December 30,2012



Taking photos from different angles forces viewers to look at a subject or scene in a different way. The slight distortion transforms the buildings to lines and shapes.



Aperture: f13.3 shutter speed: 1/50



14

000378-021



Peter Arnold

#### DETAIL

when shot from more intimate perspectives, the texture and patterns in the rock come out to achieve peter Essick



January 3,2012

#### mode with time

In my investigation of the ideas of permanence and change, rocks are the prime example that change is a part of nature. With so many movements eneouraging preservation, change has gained a negative connotation, but perhaps like in nature, change and permanence can exist in harmony.

#### Z00M 10 X

Taxing a step closer, the surfaces of the rock become more noticeable, and there is more defined light and shadow. The shapes become more organic, complemeting the movement of water.



#### Z00M 30 X

Zeroing in on the rocks even more, in this picture, viewers act a sense of the interaction between the ocean and the rocks. Harsher lighting brings out the shapes in the composition



Layers

Bull IN

Like sedimentary rocks, the scenery in Taitung is made up of layers - the blue sky, hazy mountains, ovenen's ob rich greenery, rocks, ocean. with so many elements present, it was effortless to use lines in my composition. The nature had its own pattern of textures that made the photo interesting.



Aperture: f15.0

Looking

My orchestra teacher always said that when You go to Disneyland, you see the magnificent castle and structures, but what is truly magical is when you look on the leaves of a plant and see carefully placed painted lady bugs. sometimes the most delicate elements of beauty are overlooked, speckled the rocky shore.

Aperture: f14.0 Shutter Speed: 1/400



frotty enough to be a Brawing

with a view so peacefull couldn't help but imagine I was looking at a painting, This sparked an idea to use artistic filters in photoshop. By enhancing the edges of the leaves and rocks and using some posterization, the sky gained a watercolor-like quality and the lands cape became a different work of art.

000878 081

evolution. In the last few milleniums, the pristine natural landscapes of our planet have slowly and more rapidly now trans formed into shiny and glittering cityscapes. However, the "humah element" was incorporated in a long process from small huts to sky scrapers. This journey transformed the earth—but was CHANGIE beneficial?

# GITYSCAPE

January 9,2012

Taipei, Taiwan
features
glamorous new
buildings next
to traditional
Buddhist and

Davist temples. But the juxtaposition of traditional and modern architecture only brings to atlention the lack of integration of the city and its natural location, a plaque that has consumed cities worldwide.



#### January 9,2012



The Oxbow ~ Thomas cole



Lake George ~ John Frederick Kensett



Eaton's Neck, Long Island ~ John Frederick Kensett



Newbury poort Meadows ~ Martin Johnson Head C

The Hudson Piver School refers to a group of American Landscape painters led by Thomas Cole. The painters depicted the various landscapes of America from the woods and valleys of the Hudson River to the majestic scenes of the Pocky Mountains. The artists painted with painstaking attention to detail while capturing imagery romantically.

The realistic scenes captured by these artists show the beauty of nature. In landscape photography, I believe that, like the artists of the Hudson

Priver School, landscapes should be depicted as true to its natural beauty while the composition and lighting should be manipulated to enhance that beauty. I made sure to fill the frame in a way that showed enough detail and a grand scope, and I avoided heavy post production manipulation

January 9,2012

### GBAND LANDSCAPE



The Romantic art period is characterized by the longing to portray emotion. Nature was full of emotion and its tranquility is threatened by the Industrial Revolution. Many artists such as John Constable, ignored the Industrial Revolution and depicted pristine scenes that sought to preserve nature's beauty. In America, grand landscapes inspired a movement west. In my photographs on the left, I tried to achieve a grand landscape

of their surroundings. In my

landscape, the people in my photo

Serve to emphasize the power

of nature.

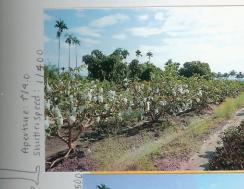
Bierstadt's painting to the right shows a majestic scene - but with humans. However, the focus is still on the landscapes, the animalo and people only serve to emphasize the grandieur photo, without the people the rocks could seem to be a much smaller scale, but like in Bierstadtis



The Rocky Mountains, Lander's Peak













Aperture: f/5.0 Shutter Speed: 1/500



Farmland landscapes come with a built-in element of design—lines. the rows of crops are complemented by the shapes of the plants while my photographs were of small scale tamily farms, they still shared hints of qualities in Ansel Adam's photo to the left, which uses a wide scope and lines to lead the eye in to the background.

masters-of-photography.

21

A Control of Tanuary 10

eye drawn to center => with the lighting reflection enhances

Ansel Adams used his technical focus on prowess to create breathtaking images of grand scenes in the west.

With his photography, he hoped to inspire preservation of these beautiful landscapes. My landscapes rely on color to achieve brilliance from the subtle nuances in shades in the ocean and sky. However, many of my landscapes are not well composed and seem almost unfinished.



distracting



horizon
line
should be
moved
down

000878-08/ masters-of-photography.com









## composition

January 11, 2012

the beloved tictac toe marks - THE RULE OF THIRDS

The subject of this photo, the waterfall, is composed to land on a rule of thirds point.

Aperture: 14.0 shutter speed: 1/250

The angle of this picture allows the "vanishing point" of the river bed to land on a rule of thirds point.





Aperture: fla. 0 Shutter speed: 11300

Again, in this picture, the wooden structure is placed on a rule of thirds point while another is where the sign is.



Aperture: 714.0 Shutter Speed: 11400

In this photo, though the wooden structure again lands on a rule of thirds point, the banner and building clog one third of the picture, resulting in an imbalanced composition.

New Yor City 1800 - 845,000

January 13th, 2012

## Cityscape: the URBAN equivalent of a landscape

Every city is different. Each has its own character that sets it apart from the other cities of the world. Like landscapes, cityscapes are unique it the specific scene and location it captures, but at the same time it is united with other cityscapes. The modernizing world has brought an age of unparalleled connection across the globe. The sparkling lights of skyscrapers in Hong kong bear an eerie resemblance to the New York Skyline. When you zoom in, the crowds moving through the store Ichain store) lined stdewalks



Flanking car-filled streets are present in Taipei just as they are in chicago. With photographs from various destinations around Taiwan and in california, A explored the art of photographing metropolitan life while finding connections across oceans and across decades.









masters-of-photography.com

Berenice Abbott

Abbot began her cityscape photography with a project called "Changing New York". Her photographs capture everything from Skylines to sidewalks in a straight forward but well composed way. The lines and shapes in the buildings help balance her composition. She was able to capture the 3-dimensionality of the city—the colossal buildings towering overhead; the ever active people moving about. She photographed "Material Aspect" (buildings, etc), "Means of Life" (transportation, communication, ed and "People and How they Live" (streets, interiors, recreation, religion, etc)

In most of my cityscape photography, I to cused on what Abbott refers to as the "Material Aspects" and "People" in city scenes. With digital cameras, I avoided much of Abbotts frustrations and was able to capture metropolitan life more easily.

These photos were taken in San Francisco. In the first one, I captured eity people in a street scene. In the other photo, the angle allowed me to isolate the material building and show its clean ay chitecture.





## Harry CALLAHAN

er for Harry Callahan, photography has been a way of living - his way of meeting and making peace with the day 99

~ John Szarkowski Callahan was able to capture intimate street scenes in a way that made each moment seem remarkable and out of the everyday routine. These accessible scenes are given meaning



with my street photography, I approached it in a similar way. Rather than carefully positioning the composition, I took the scene in true to its real life actions - what was cropped was cropped, what was in the shadow remained in the shadow. This way, the composition felt more like real life captured in a frame.

meanale & lighting in this photo and the way It is cropped make it seem like the viewer is intruding on a private experience.











Shutter Speed:

January 28, 2012

An exploration of the photographer and the camera's role in a photograph. While riding on a bus past the quaint scenery of Taitung, I began to become irritated that I could not photograph the outside scenery without seeing a reflection in the photo. Then I had an epiphany—what if I purposely positioned my camera so to get dual layers—the reflection of the camera, and the scenery beyound. By doing this, I could incorporate the camera itself into photographs and give myself as the photographer amore intimate relationship with the images.

the lens in
the photograph
sewes as a
reminden that
technology is
capturing the
images and
preserving the
scenes.



Aperture: P19 Shutter Spe ed: 11500







Aperture: 14 shutterspeed: 1/500

Black and White VS

In this photo, I
positioned the utility
pole in the middle of
the reflection the lens,
making it the focal
Point despite how
small it is in the
composition of the
overall photo

#### COLOR

The elimination of color in a photograph is useful for getting rid of distracting colors. However, this same quality can backfire. With the two layers of the reflection and the scene beyond it, desaturating the photos make the reflection of the camera get lost in the more complex structures beyond it. It becomes harder to tell what is going on in the picture because there are no colors to refer to. The composition does become more complex however, so it is interesting both ways

Aperture: 7/4 Shutter Speed: 1/450





Streets are the paths of life. They welcome movement, yet on each side he scenes that capture alimpses of life. On a street lie many aspects of life-people, buildings, cars. Yet its linear quality seems to represent history, moving from one place to another over time.

Implanted into the path, however, is history, memories, experiences, emotions. As we go down this road called life, we take snapshots of the scenes we pass by—memories of events. Within each photo is its own story. Life is a journey,



one that each of us must take, the earth spins, and the world follows its own path, undergoing changes, making history.

## LIFEISA

# JOURNEY

February 6th, 2012

## BLACK and WHITE February 28, 2012



1) adjust levels and contrast



3) highpass 4) overlay

2) black & white



With color, the focus/attention is more spread out & diverted.



when black and white, the lack of arange of colors makes it easier to focus on the lines & shapes in the



The eye is naturally attracted to the color red. That's why in this picture, color is distracting.



once it is in grayscale, the viewer can appreciate the presence of nature and building together.

60-860000

In today's interconnected society,

DETERRITORIALIZATION has encouraged the emergence of a GLOBAL CULTURE. March

Ellobalization of cultures around the world has created a concern

about losing cultural identity. In the early Joth century,

the United States emerged as a global power, and in the

decades following, the U.S. extended its influence through

to learn more about the past, present, and future and its place.







March 12, 2012

WITH GLOBALIZATION

are local cultures becoming lost in the MODERNIZING WOVID?

Taiwan provides an interesting case-study for a culture's journey to globalization and modernization. The lush island, like the rest

of the world, began as a natural landscape

living on the island before the chinese came in and brought in their culture. areas include the flashing signs of modern society. But around every corner

Aperture: +/3.0

Shutter Speed: 11560

There were several aboriginal tribes Later in its history, Taiwan had Dutch. influence and, during WWI Japanese occupation. Today, the metropolitan

is a temple, a bright cost ume, a flower,

to remind Talwan of its past. And it is this juxtaposition that makes it so intriguing.

more than diplomacy-westernization and Americanization became evident in developing countries. In today's society, everything moves on a fast pace, technology is constantly changing the world. However, is this change good? Are we

losing something? Is it worth it? Photography has the power to preserve scenes, stop time; it has the power to call people to action. When photographing scenes, from landscape to cityscape, I believe the journey is worth documents

March 14,2012

Aperture: P13.0 Shutter Speed: 1/450







Aperture: f16.4 Shutter Speed: 11500



Aperture: #15.3 Shutter Sperd:1/500

From the rooftops of the buildings, you can see beyond the solar panel horizon, Taipei's skyline. I was particularly drawn to one building—the Yuanshan hotel, a traditional chinese style architectural monument that prove the horizon on a nearby mountain. It seems like in the midst of all the construction and modern architecture with sleek metal and glass lines, there is still a place for tradition. In the top right photo, the lines of the railing can be said to lead from the past to the future or back to tradition. Either way, it shows that tradition and progress, permanence and change can coexist in harmony.

#### 000878-081

- Auto-level
- adjust contrast
- duplicate layer
- Black & white
- evaser tool





In the photo of the mother and daughter, the photo of the cat and the photo of the subway station entrance, I used color manipulation to emphasize the focus of the photograph.

In the photo of the bus and jars, I used color to bring to attention the presence of a juxtaposition—between traditional architecture and modern technology, and between trees and organic architecture and handmade pottery.











March 17, 2012

## Nature and Stuff

I decided to use color manipulation in a different wayto isolate different elements of a scene - the natural element, and the man-made element.

#### March 18,2012













#### LETTING NATURE BETHE STAR

- 1) color range > Green
- 2) Saturation up
- 3) select inverse
- 4) Black & White > Auto

By isolating the green in each picture, liet nature take center stage and showed how present It was even in more urban settings. This separation also gave the feeling that norture was overpowering the city 35 scene.

Yer Speed : 1/400





March Switching Roles

I wondered what it would be like the other way—so I turned the tides and put nature in the back seat. To do this, I duplicated the layer and made it black and white. Then, I used the eraser tool to bring back to color the man-made architecture.

The result? It seemed to me like the architecture was intruding the natural scenery, even more so with its color that

goes to show that nature

Is much more complements

Is much more complementary to humans than vice versa.

Color manipulation brings about a whole new perspective of looking at a scene by allowing the photographen to manipulate the viewer's (initial) focus, in this case, nature or man-made aspects of a scene.

Aperture: 114.0 Smutter Speed: 11450

4

SUITS GOLDBERG
WYGOLDBERG
WYGOLDBERG
WYGOLDBERG

Berenice Abbut

The arth century is characterized by extensive commercial culture and the materialistic values that plaqued developed countries. The 21st century only used technology to gild these values. The in-your-face signs that adomed the buildings of the mid doth century have only been replaced by more high-tech brighter signs. Ultimately, commercialism has become such a large part of our global culture that the angular lines of architecture have their own appeal against organic natural lines.

## the GLAM & GLITZ

06 our

## Material WORLD



Aperture: f14,0 Shutter Spled: 1/400



Aperture: f14.3 Shutter Speed: 11350



Aperture: P15.0 shuster Speed: 1/450

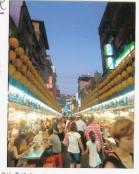
March 19, 2012





Commercialism is everywhere

From 7-elevens every other intersection in the quiet city of Taitung to Starbucks attracting tourists in Kenting to night markets in Taichung and Keelung to department stores in Taipei. Everywhere you go, there is a sign





welcoming you. I used different techniques to highlight the consumer culture. I isolated the color for 7-eleven to draw attention to it. I did the same for Starbucks and centered it. The bright lights and motion blur in keeling's night market give it a bustling atmosphere. The angle of the banner before the modern building make it "in your face". And below, even in black and white, the signs and prices flood your vision in the country's biggest night market.



