

Projected Image

Photography 5-6

Projected Image

- Photographers have been working with light and shadow on the human form since the very beginning of photography.
- Projected image photography probably got its start when a photographer used window light coming through blinds to illuminate a model and noticed how it created an interesting pattern that took on all the contours of the body.
- From there many artists have taken this basic idea of a projected pattern or image and expanded on it greatly.

Projected Image

- First, artists just used filtered sunlight, but with the invention of projectors, artists could easily project an image onto a surface of their choice. Slide projectors were a technological advancement, and now artists use LCD projectors.
 - That surface could be a face, a hand or body (torso/legs)
 - Other surfaces could be used as well, but the most interesting is the human form.
 - A connection or message between the projected image and the model is important for the photograph to become a meaningful image and not just an experiment on how light hits a person.
 - The following images show this progression from an experiment with light to meaningful final work.



Francis Jacobetti
French b. 1939
From his Zebra Series

“Positive/Negative is a variation that I would like to keep developing infinitely.”

John French

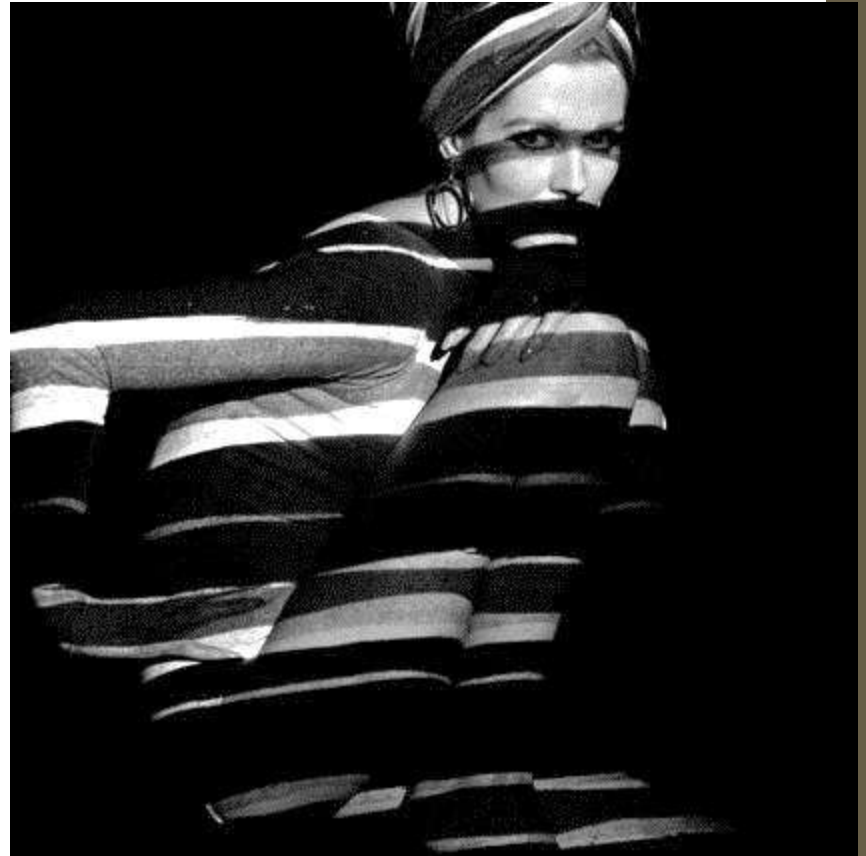
British b. 1907 d. 1966

Horizontal Stripes Projected on
Model

French started out his career as a commercial artist. He was a photo editor in an advertising studio prior to WWII.

After the war, he set up his own studio and began doing fashion photography.

His work was popular in the 50's and 60's. One of the last series he worked on was the projected image series. He would project patterns onto the models he photographed. He used images of florals, geometrics and even chain mail to superimpose over the female figure.





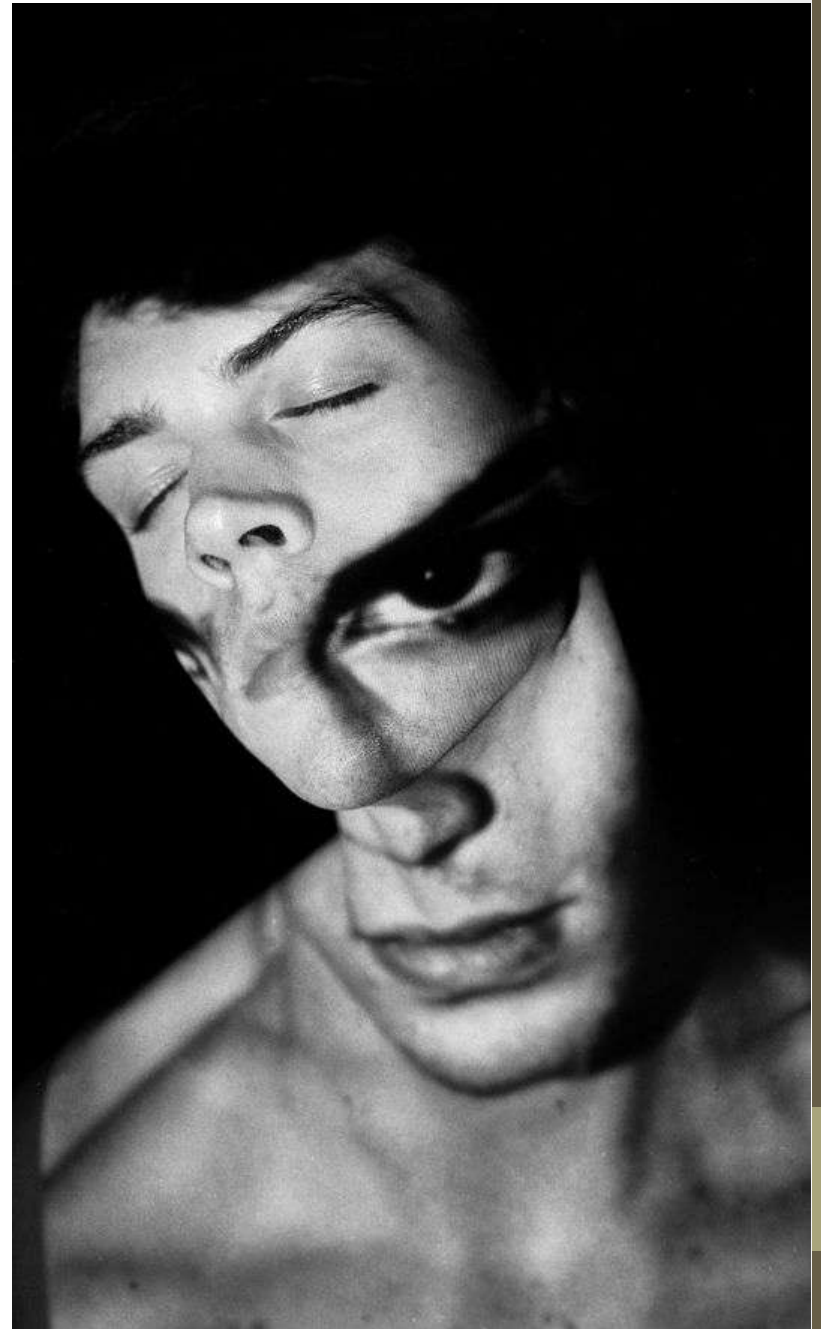
Dan Winters
American b. 1962
Tilda Swinton

From shooting spreads in major magazines to creating celebrity portraits, Dan Winters is a photographer who is in demand. He has completed major advertising campaigns, and is currently working on a large project photographing President Obama.



Hannah Gottschalk
Switzerland b. 1992
From her Projection
Series

Hannah Gottschalk, Projection Series

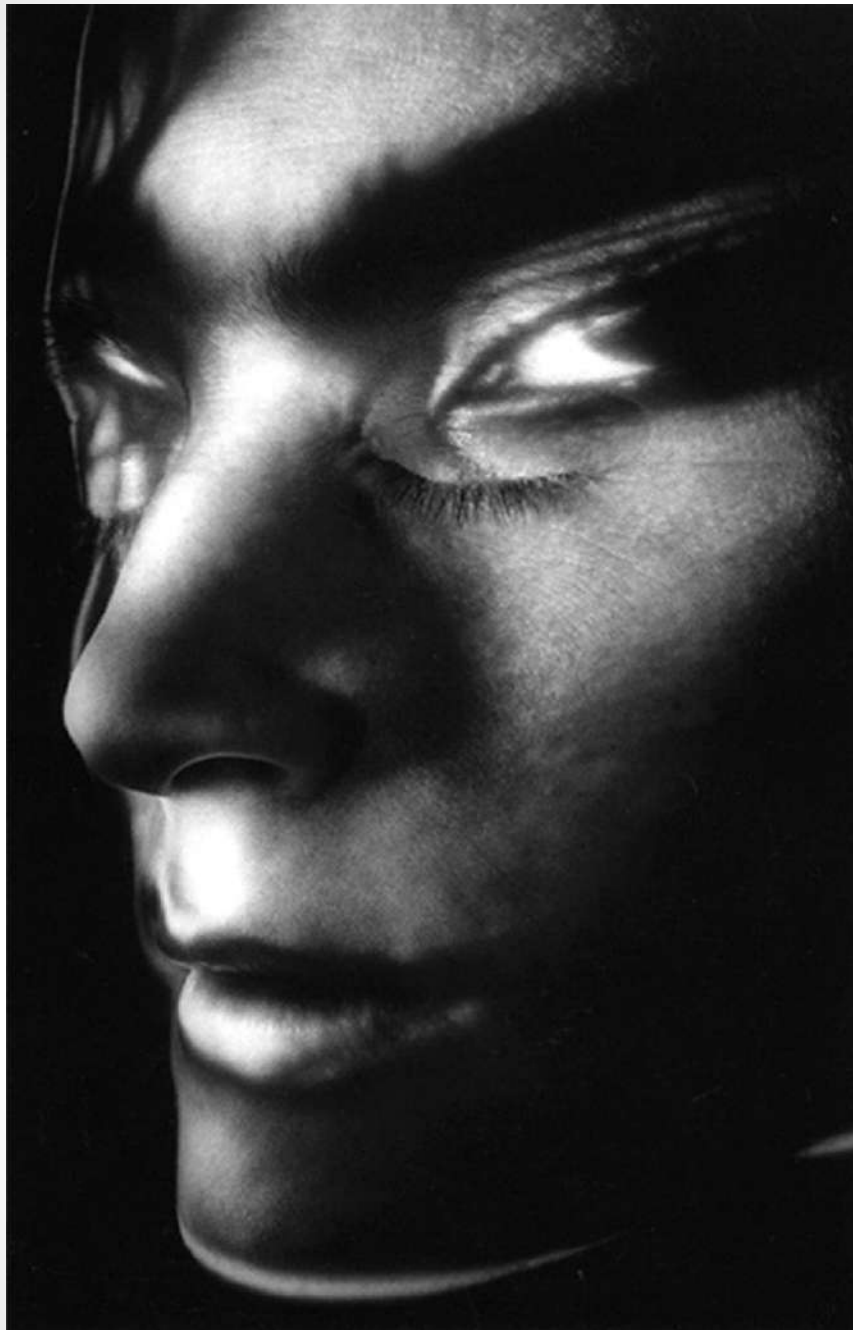


Hannah Gottschalk

- **Your series of portraits with other faces superimposed over the subjects is quite interesting, how did you come up with the idea and execute it?**
- I used my digital camera to take the portraits, which I then projected onto the people and then photographed again, but this time using film. The project concerns the idea of the difference of who people seem to be vs who they actually are and how usually there isn't an easy answer but rather a complex one where people have multiple layers to them but in our society are often compelled to just show one. Of course it also plays off of my interest in the human figure and the many ways of portraying it.

Hannah Gottschalk

- **Most of your work is concerned with taking human form and transforming in some way, could you explain that fascination a bit?**
- I'm intrigued by the human body and its diversity. I think that in a lot of my work, I try to see something new in the body or transform it in a way which gives it a deeper meaning or somehow evokes stronger feelings about the image than if it were just a mere shot of a person. Apart from aesthetic reasons, I'm not sure why I'm so fascinated with the human form. Maybe if I keep taking photos for long enough I'll figure it out one day.
- Excerpts from a magazine interview featured in the Oct 19, 2012 issue of *BS Magazine*, Copenhagen, Denmark



Harvey Stein

Projected
Memories

Stacey Williams





Marthe Sobczak

Projected Image

- Do some research! **Look** at work by other artists who have used this technique.
- Have a message in mind when developing your ideas.
 - What are you trying to communicate here?
 - What do you want your audience to 'get' from reading your images?
- Go beyond the ideas I have presented.
 - Think about what your interests are, what ideas get you excited, worried or curious.
 - What connections can you make with literature or art or music to help you come up with inspiration for this project?

Projected Image

- For this project you may choose to work digitally or with film (or with a combination of the two as H. Gottschalk did).
- Develop ideas of what types of images you would like to use as the projections and what type of composition you want to use for the base subject.
 - Projection images: maps, food, insects, galaxy, light trails, texture, words, faces, etc.
 - Base compositions: close-up of face, close-up of hand or hands, legs, torso, half-body, etc.

Projected Image

- Plan:
 - Intent/Ideas: discuss with Mrs. Z-E
 - Sketch out ideas: 3 required
 - Are you going to take the images you are going to use to project or are you going to find them?
 - If you find them, make sure you are saving the largest best quality image you can find, and email to me as a backup.
 - Who will model for you?
 - Schedule studio time
 - Take pictures: 24 minimum
 - Check in Contact Sheet (s)
 - 3 Final 8" x 10" Prints, Edited or Custom Printed (D & B, Filters)
 - Mount (Window Mat if desired) to hang in a series