

CMT11 • Halifax West High School

Semester 2: February - June 20116

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Assignment- "Just what is it that makes today's Communication Technologies so different, so appealing?"

Unit 2: Photography

- locate and save an image from the World Wide Web
- demonstrate a basic understanding of Photoshop.
- demonstrate an understanding of the history of communication (Fundamentals)

Background Information

The artwork depicted below, "Just what is it that makes today's homes so different, so appealing?" is a collage of (mainly) American magazine images produced in 1956 by English Pop Artist Richard Hamilton

The principal template was an image of a modern sitting room in an advertisement in *Ladies Home Journal* for Armstrong Floors, which describes the "modern fashion in floors". The title is also taken from copy in the advert, which states "Just what is it that makes today's homes so different, so appealing? Open planning of course - and a bold use of color."



Richard Hamilton-Just What Is It that Makes Today's Homes So Different, So Appealing? (1956)
Collage. 26 cm × 24.8 cm (10.25 in × 9.75 in)

The piece represents a moment in time. Images of popular culture are juxtaposed with corporate identity, transport (the Ford insignia) mass production, technology, advertising (the Hoover advert), comic strips (instead of a painting), muscle men and pin-up girls.

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Assignment- Photoshop/ Digital Manipulation

Once analysed and discussed with your teacher and peer group, your task is to produce an updated version of Richard Hamilton's iconic artwork.

Hamilton's work is a snapshot of a particular period in the 20th century. If the same concept was applied to a more contemporary 21st century representation (using images of popular culture, **communication technologies**, fashion, consumerism, etc), how might the piece now look?

How you do this piece is mainly down to you. However, you are to be assessed on the requirements below-

- Research the Internet and aim to download images from **a range of sources**. Text may be integrated into the piece.
- Composite/contain your digitally collaged elements **within an interior space** such as a room. Refer to the original collage.
- Marks will be awarded for **basic knowledge of Photoshop inc. basic image arrangement/manipulation** and **emphasis on the depiction of a range of communication technologies.**

*Although you should always aim to produce your best work, reduced image quality/resolution **will not impact** upon your grade at this stage. Please note that you will have received an introductory session (+ handout tutorial) on Photoshop prior to engagement with this assignment.*

Submit for Assessment

1. Your 'updated' Hamilton Image submitted as a digital file format (.jpeg inserted in word doc)
2. Brief Written Review/explanation of your work in above document. (half- page of writing with inserted colour picture).

Deadline for submission- Monday 10th Feb 2016

M. Barker 1st Feb 2016