

Norwich School of Art and Design

Learning Agreement

Course & Unit number:

MA PHOTOGRAPHIC STUDIES MSN4 15 CREDITS

Name: Helen Williams

Synopsis of study:

Please refer to the mindmap at the end of this proposal for an illustration of the project.

This unit will continue my explorations into Identity and the Self, but following a different line of enquiry from the previous unit. Whereas last time the focus was on me, this unit will shift the emphasis away from the personal and onto other people. In abandoning (quite gladly) my quest for solipsism I shall begin to look outwards once again by returning to the streets for my photographic source material.

It is my intention to look at Stereotypes and how photography can be used to challenge them. I shall draw on examples (from the media, my own archives and new material shot in the public arena) which challenge the stereotypical view of selected societal groups, for example the clergy, adolescents and the elderly.

By looking at the *mis*-perceptions we can have, and the false inferences we can make about people when drawing only on visual clues, I hope to show that photography can be a powerful and yet unreliable agent of the truth.

I choose to do this as I feel it forms a useful segueway from the work I did on 'Me-ness', (which was about how I perceived myself and how others perceived me) to the Masters project I have in mind (which is about how we perceive people through their outward appearance, gestures and body language). This interim project looks at how we can make mistakes.

The learning outcomes of this unit will be achieved through background research into stereotypes, a short written piece to consolidate my findings and a selection of images (both mine and by others) which serve to demonstrate my points.

As usual, I shall present this project online as part of my MAPS website, <http://www.prioritas.co.uk/MAPS/HJW/index.htm> with supporting material in hard copy. I shall produce a 'scrapbook' containing the photographic images and supporting text.

Assessment Requirements:

- Section on personal website.
 - Short written account of research into stereotypes.
 - Personal and collected photographic work.
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Schedule of Work: (to include the deadline for submission of assessment requirements):

October – November 2006: fieldwork (street photography) and acquisition of images from media and other sources; background research.

November – January 2007: website build; scrapbook compilation and write-up.

Indicative reference material:

Garner, G. *Disappearing Witness*. Part 2 Ch. 11 'The Subject Self' pub. Johns Hopkins University Press 2003

Goffman, E. *The Presentation of Self in Everyday Life* pub. Doubleday Anchor 1959.

Gombrich, EM *The Image and the Eye - further studies in the psychology of pictorial representation*. Ch 3 'Ritualised Gesture and Expression in Art' and Ch 5 'The Mask and the Face: the perception of physiognomic likeness in life and art' pub Phaidon 1994.

New Horizons. *The Human Body - Image and Emotion*. pub Thames and Hudson 1999

Plus lots more I have no doubt!

Tutor's comments:

Learning agreement agreed and signed by:

Course Leader: Date:.....

Unit Leader/Tutor: Date:.....

Student: Date:.....

