SUBMITTED 10/06/2020

FIRST YEAR BA, TERM 3

IMAGE MAKING

JORDAN KESSEL MEILICHSON

RESEARCH &
DEVELOPMENT BOOK

'MASCULINITIES'

TABLE OF CONTENTS

M

ASCULINITIES
THEME RESEARCH

FLAMINGO KIDS · MADER, S. · 2012

masculine ● adj. **1** having qualities or appearance traditionally associated with men. ➤ male. **2** Grammar of or denoting a gender of nouns and adjectives conventionally regarded as male. ● n. (**the masculine**) the male sex or gender.

— DERIVATIVES **masculinely** adv. **masculinist** adj. or n. **masculinity** n.

— ORIGIN ME: via OFr. from L. *masculinus*, from *masculus* 'male'.

CORTESA UNIVERSAL 2019 'HUGH BONNEVILLE'

MENCH 2018 'ITALSOFA ADVERT'

VANITY FAIR HEALTH ITALY 2019 'BLINDFOLDED DOCTOR'

VANITY FAIR SPAIN 2019

'EMMANUEL MACRON'

'RED MOMENTS', GOUDE, J.P 2007

SEPTIEMBRE 2019

MINDMAP

MASCULINITIES

BEARD, MOUSTACHE, PHYSICAL, MEN, BODY IMAGE, MYTHS, HERCULES, EGO, SUPERHERO

PYTHON 357

8 SHOTS

STRENGTH, POWER, MUSCLE, PERFECTION

SPORTS, WIN, RACE, COOL, SPEED

SOLDIER, ARMY, BRAVE, LION

LGBT, NEW MASCULINITY, ROLE PLAY, CARER, BURDEN, PAIN, WEIGHT

TORTAJADA, S. 2019 'PHOTOGRAPH OF PEDRO CAMPOS SAILING WITH MEMORABILIA'

HARRY AND NACH FIGUERAS PLAY POLO AT THE ST. REGIS, ROME'

'PRINCE

GETTY IMAGES 2019

royals

'TREDICI PIETRO'

DELACROIX, F. 2019

IL SUO PRIMO EP
Tredici Pietro, 22 anni, il 7 giugno pubblica *Assurdo*,
album «all'insegna dell'**INDIVIDUALISMO**».

SLAM 2019 'BEPPE CROCE IN SLAM ATTIRE'
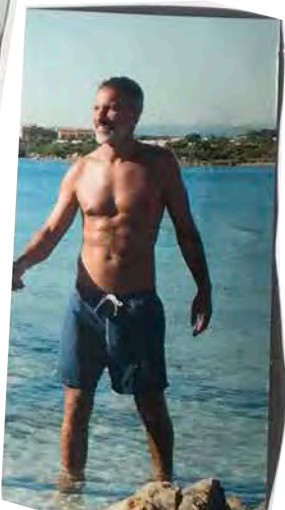
'Grimàldi Lines Advert'

At & Acme 2019

My first connotation to masculinity was the toned body form - the idealism of the perfect male form and the physical activities that are done to achieve it.

I was also interested in the relationship to the masculine relationship with the feminine. Is a man more masculine the more he is surrounded by the feminine?

'D&G PERFUME CAMPAIGN IN CAPRI'

DOLCE & GABBANA 2013
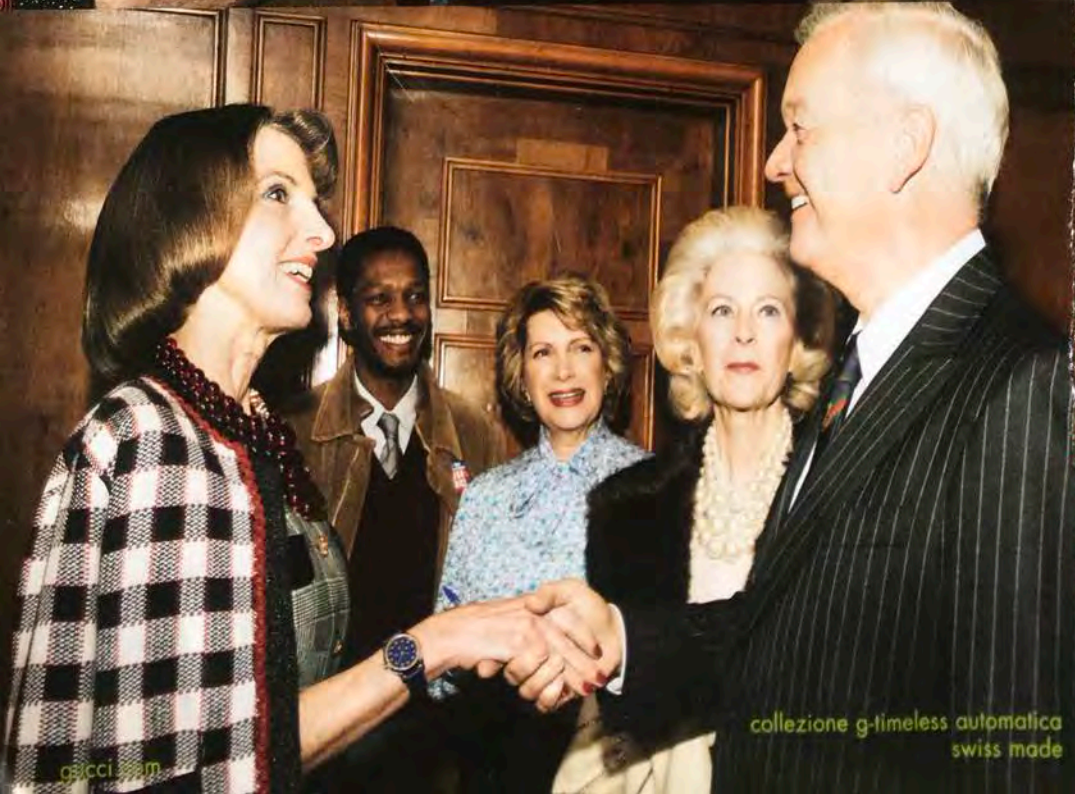
GUCCI
orologi

collezione g-timeless automatica
swiss made

gucci.com

DANIEL WELLINGTON

#DWMOMENTS

I then looked at male grooming. This page shows examples of facial hair, which is a very big part of the physical expression of masculinity. This strengthened my line of thought into the physical portrayal of masculinity for this project.

Physical portrayal of masculinity led me to physical idols and stereotypes such as Zeus or Hercules from the greek mythology or the business man in the suit.

GOLF & CO. 2018 BE YOURSELF AD
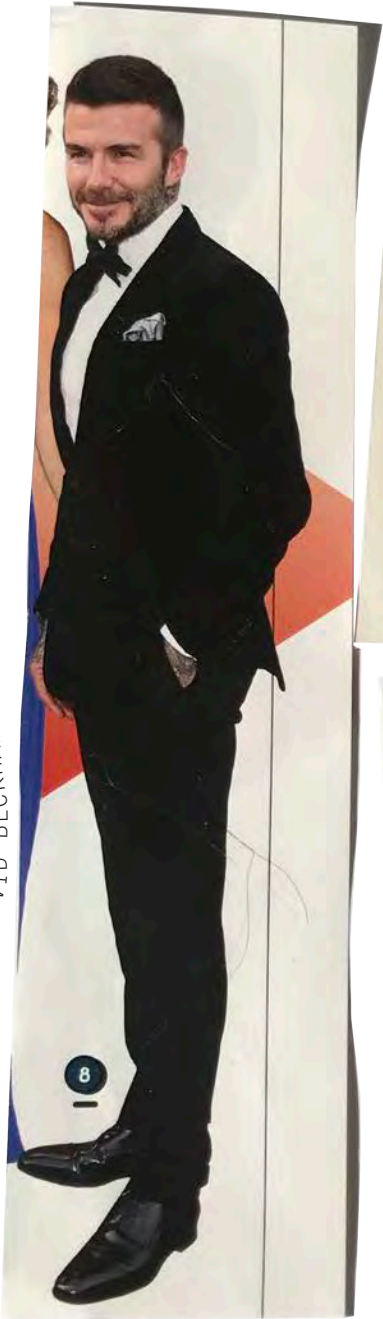
VANITY FAIR SPAIN. 2019

ALBERTO MORENO

AT MAGAZINE. 2018 STEPHAN

DAVID BECKHAM

GETTY IMAGES 2019

JOSEPH FIENNES 2019 GALLAY, C.

KEDEMI, R. 2018 'SHAY-RENEE GABSO'

GETTY IMAGES 2019

JARED LETO

KODAK 50
KODAK PORTRA 400
49

'VALENTINO CAMPAIGN WITH CHRISTY TURLINGTON', 1995

HERB RITTS

BROOKS BROTHERS 1998 'SS BUTTON-DOWN COLLARS'

HARRIS & PALIN   2007   ZEUS AND HERA ENTHRONED ON MOUNT OLYMPUS

@Wiwi__win

Simultaniously, I was following the feminine trends that occured during the period of quarantine such as the pillow challenge and stress baking. While researching the hashtag for the pillow challenge on Instagram, I came across several men participating by using white sheets or a duvet in a 'toga' type of way that resembled the dress of men in ancient greece. I also contemplated the mix of masculine and feminine qualities in men today.

WHAT EXACTLY IS THE PILLOW CHALLENGE TAKING OVER INSTAGRAM?

Quarantine breeds creativity.

Not your basic coffee *wait for it*

1/4 cup of hot

two tablespoons of

These Food & Bev Trends Are A Hit During Quarantine—Here's What They Say About What Comes Next

APR 23 2020 · COVID-19, FOOD & BEV

CLASS WORKSHOPS

NAN GOLDIN IS A PHOTOGRAPHER WHO IS INFLUENCED BY ROCK, AND HEROIN CHIC TO CREATE DOCUMENTARY STYLE IMAGERY, UTILISING REAL PEOPLE AND DEPICTING REAL SITUATIONS IN REAL SPACES/PLACES.. IN HER EDITORIAL WORK, GOLDIN PHOTOGRAPHS COMMUNITIES UNLIKELY TO BE PORTRAYED IN ADVERTISING WORK.

I REALLY CONNECT TO HER LOVE OF FILMING ON LOCATION AND NOT IN A STUDIO, AND DUE TO THE CIRCUMSTANCES OF COVID 19, WILL MOST LIKELY SHOOT ON LOCATION TOO.

'SELFIES' TASK

NAN GOLDIN

'BRIAN ON MY BED WITH BARS'
1983, NYC, BY NAN GOLDIN

A SELFIE ALLOWS YOU TO CONTROL THE WAY YOU WISH TO BE PERCIEVED WHICH IS EMPOWERING, BUT ALSO NARCISSISTIC. I FEEL THAT THIS SELFIE IS THE OPPOSITE OF WHAT A SELFIE STANDS FOR. THERE IS A SORT OF MODESTY IN THE WAY THAT I AM HIDING BEHIND MY LEG AND THE NATURAL AESTHETIC AND LIGHTING. NO NARCISSISM.

SELFIE, 30.03.2020

OBJECTS, PLACES & LOCATIONS WORKSHOP

I Particularly liked the way the colour palette & Lighting fit well with these two images. The way the horses are complimented by the texture of the towels and the overall soft narrative implied. These are things I will take into account for my shoot.

PHOTOS TAKEN BY ME ON 01.04.2020

EVOLUTION OF IMAGE MAKING & FASHION PHOTOGRAPHY

*Notes from Lectures

– Invented by William Herny Fox Talbot in 1834 - Negative/Positive.

CALOTYPE

Sensitized writing paper exposed in the camera and processed and printed on salt paper.

– Invented by Daguerre in the 1830s in France, the **DAGUERREOTYPE** exposed images on copper plates that were coated in silver. These lasted longer than the calotype and became very popular.

– Eadweard Muybridge was able to record action details and movement. This led to the ability to produce moving imagery and in 1879 the **ZOOPRAXISCOPE** was first introduced- a moving image projector -using glass discs.

– In 1891 Thomas Edison developed the **KINETOSCOPE** - another motion projector with a peep hole viewer.

– This was then revolutionized by the Lumiere Brothers who created a Projector that could be used to show a moving image to multiple people simultaniously and was compact for travel - **THE CINEMATOGRAPHE.**

– Edward Steichen was the first fashion photographer to photograph fashion in the streets in the 1910-1920's.

– Toni Frisell was the first female fashion photographer to work with Sports Illustrated. 1930-1950's.

– In the 1950's photographer Cecil Beaton helped define fashion by using semiotics in his photographs post WW2.

–CINEMA VERITE

a documentary type of filmmaking was popularized by Jean Rouch in the 1960's filmed on location.

– Another new trend in the image making world was the introduction of **'THE SINGLE GIRL'** a woman undefined by the men in her life- in to fashion photography, to be used as marketing materials, brought on by Teenage consumers.

– The 1960's photographer Richard Avedon helped define fashion by capturing movements and moments in time.

– Guy Bourdin was a contraversial fashion photographer during the 1970-1980's who focused in a new way on womens bodies, producing product-focused imagery by fetishizing and fragmentizing certain body parts.

– Corinne day was a popular fashion photographer in the 1990's. She captured many of the NEW ARISTOCRACY - proffesionals creating an Image such as pop icons & models like KATE MOSS in glossy images utilizing the shock factor- nudity or anticonformalism.

– Another 1990's photographer was Nick Knight. The first to include digital technology in fashion photography.

– Today **DIGITAL FASHION FILM** provides a more direct representation of a brand and produces a narrative for the consumers, referencing art and pop culture with bigger artistic freedom.

– Another element of image making in the fashion industry is the filming of the catwalk- usually live.

CINDY SHERMAN INSPIRED PHOTOSHOOT

HAMZA, S. 2020 'VOGUE JAPAN'

ARNOLD, D. 2020 'WOMEN, IMAGE 1'

MICHELINI, S. 2017 'BASKETBALL COURT PARIS'

BLAKE LIVELY' DEVANEY, J. 2018

BIRD, C. 2017 'GRACE FOR VOGUE'

Cindy Sherman is known best for her self portrait photography, dressing up as an array of different types of women. The image by Daniel Arnold of the woman looking into the mirror reminded me of the the process that cindy would be taking while photographing herself. I would photograph in a similar way - through the mirror.

I would chose this basketball court due to the geometry and the way the different different sides of the court mirror each other creating visual interest.

The neon green oversize Versace mens suit, along witha bold green eye would create great contrast to the colours of the court, and the disheveled bun would, along with the location provide a narrative of a mundane every day moment, a self reflective one, that occurs after some fancy event or night out.

SHOOT RESEARCH

CONCEPT:

For this shoot, I would like to portray 'Masculinity' through several lines of thought. The first connotation I had of Masculinity was the body form. The macho body, buff, chisled, led me to ancient greek statues and the role model they portrayed for men regarding perfection and idealism of masculinity, Hercules.

Simultaniously, while living through lockdown, I noticed several trends occuring, mainly with women. The pillow challenge. Baking. Physical Training. I came accross one image wich showed a man in a duvet next to a women doing the pillow challenge, and it occured to me how similar he looked to a man in ancient greek robes. I then decided I would portray the 'Masculine Man' participating in an activity that is traditionally percieved as 'Feminine' - Baking. While wearing a white blanket in the shape of a toga. To give it a more 'Ancient Grecce' feel, I decided I would shoot outside. Juxtaposing the notion of quarantine and creating a natural scene of a masculine man baking outdoors.

To me, this contemplates 'Mans place in the kitchen' and the stigmatization of actions to an ideal sense of self. Furthermore, the way the man will perfom specific actions, such as kneeding the dough or pouring the milk, will push the questions forward, provoking thoughts - for example - cracking the eggs, to me, shows the penetration of the ego as well as showing a soft inside under a hard shell.

FOR THE FOLLOWING MOODBOARDS I HAVE RESEARCHED A WIDE ARRAY OF OLD AND NEW PHOTOGRAPHERS THAT HAVE INFLUENCED MY WORK.

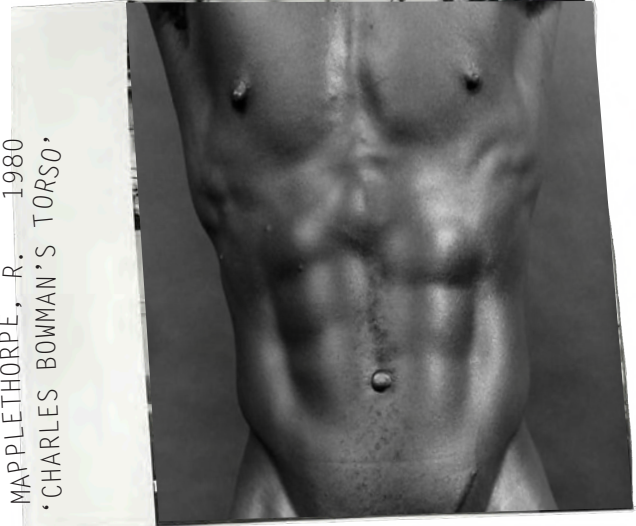# MODEL INSPIRATION

The ancient Roman city of Sagalassos is one of the best preserved sites in Turkey

MAPPLETHORPE, R. 1988 'THE SLUGGARD'

MAPPLETHORPE, R. 1980 'CHARLES BOWMAN'S TORSO'

KESSEL MEILICHSON, J 2019 'HEADS'

LAFUENTE. D 2019 STATUE

STYLING INSPIRATION

QUARESMA, V. 2017 'VALENTIM QUARESMA SS17 LOOK'

VERSACE.   2015   'VERSACE SS15 LOOK'

GORSKI, H.   2003   'HOUSE OF CLEOPATRA, DELOS'

album «all'insegna dell'INDIVIDUALISMO».

KHANOOM, I.   2019   '#PILLOWCHALLENGE'

LOCATION/SET INSPIRATION

'GATE IN CHARLETON HOUSE SCOTLAND.'

VON DER SCHUNLENBURG, F.   2019

GROOVER, J.   1988
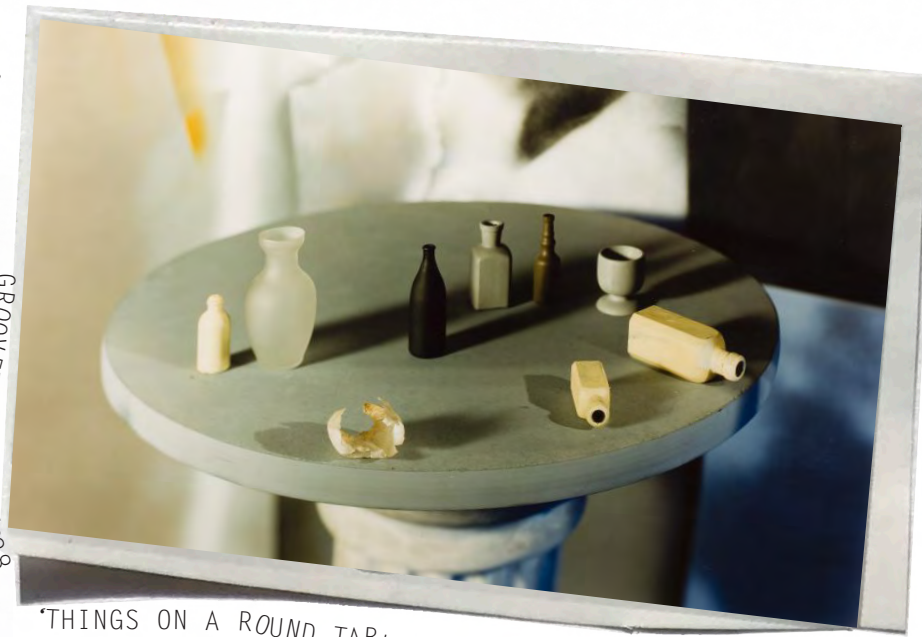
'THINGS ON A ROUND TABLE TOP NONE TOUCHING'

EGGLESTON, W.   1976

'UNTITLED.'

LOCATION

I chose to shoot at around 13:00 seeing as the lighting seemed golden and beautiful

LIGHTING TEST SHOTS AT

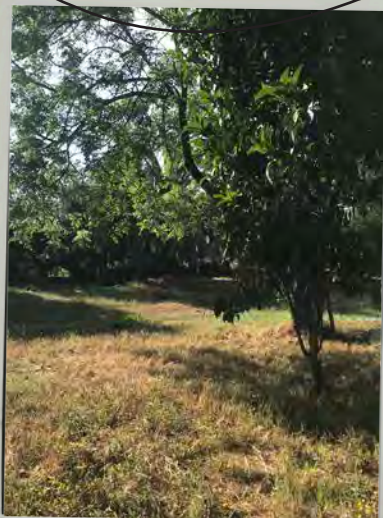**13:01**

13:57

-15:05

16:00

17:06

18:03-

19:00.

20:15

TABLE INSPIRATION

DE BOER, ADINDA. 2015 'CRACKED EGGS'

CHOI, E. K. 2016

'AN ETHEREAL TAKE ON ANCIENT GREECE'

SHORE, S. 2015 'SURVIVORS IN UKRAINE'

COLOUR PALETTE FOR PHOTOSHOOT

For all the image elements in this project I want a palette that is warm, earthy and fitting to the Ancient Greece theme. I have chosen off whites, redish browns, mustard yellows, light baby blues and olive greens. These tones are one that are natural and would have existed in daily life in that period as well as the baking ingredients that would have been used then - and also now, in the shoot.

FUJIFILM POLAROID CAMERA

PENTAX MV FILM CAMERA

OLYMPUS PEN, HALF FRAME FILM CAMERA

CHOICE OF CAMERA

CANON EOS 4000D, DIGITAL CAMERA

IPHONE CAMERA

THESE ARE THE CAMERAS I HAD AVAILABLE TO USE FOR THE SHOOT. HAD I DONE THIS NOT DURING CO-VID 19, I WOULD MOST LIKELY HAVE USED ONE OF MY FILM CAMERAS, DUE TO THE UNCERTAINTY WHETHER I WOULD BE ABLE TO DEVELOP PHOTOS DURING THE PANDEMIC, I DECIDED TO USE MY DIGITAL CAMERA. THIS WOULD ALSO ALLOW ME TO FILM THE MOVING IMAGE SIMULTANIOUS TO THE STILL IMAGES (CANON EOS 4000D).

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EGGLESTON, W.

1977 'UNTITLED'

VAN LAMSWEERDE, I. & MATADAIN, V.

2020 'SPRING SUMMER 2020 MICHAEL KORS CAMPAIGN'


LACEY, S.

2015 'GRAVEDIGGER'

INSPIRATION FOR ANGLES OF SHOT

DANIEL ARNOLD

Daniel Arnold is a New York based Photographer that mainly photographs the streets and fashion photography. His images are always interesting due to the angle of the frame along with the lighting contrast between the back and the model or figure being photographed. This is a technique that I would like to incorporate in my shoot.
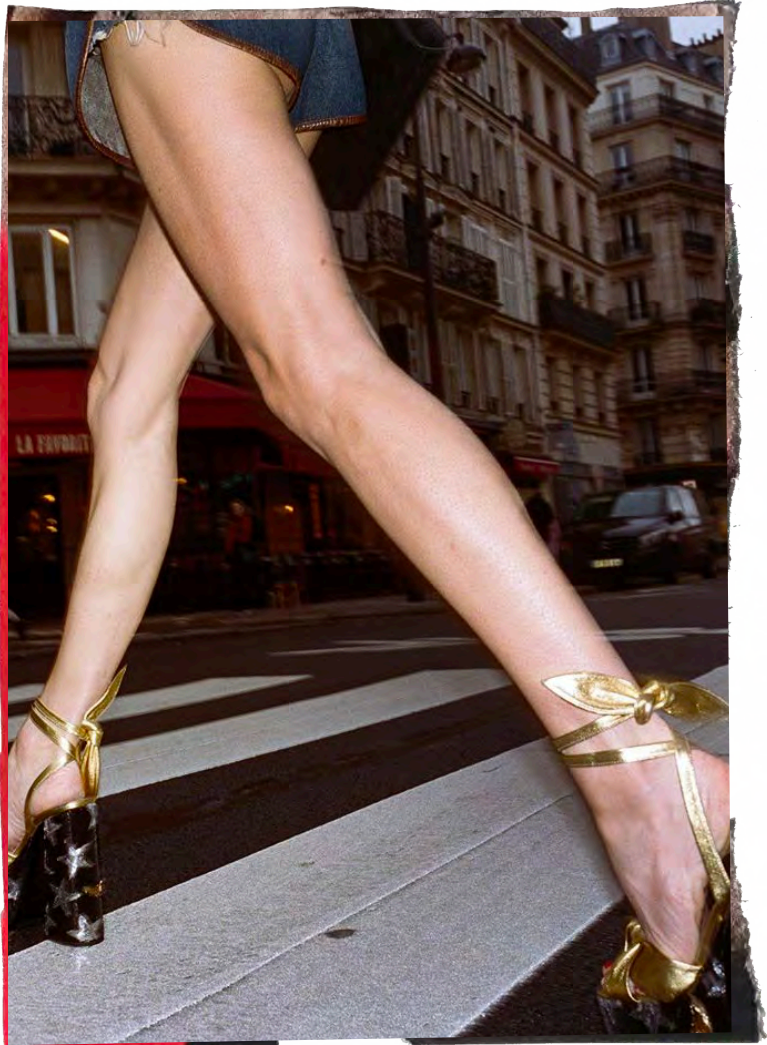
PHOTOGRAPHERS THAT INSPIRED MY IMAGERY AND LIGHTING

ARNOLD, D.   2019   'UNTITLED'

CARTER, M. 2018 'SEUN OLUKANNI'

MICAIAH CARTER

Micaiah Carter is a Brooklyn based photographer who manages to uniquely capture a personality or essence of his models/subjects. He is also very talented in the way he uses natural lighting. These are both qualities I hope to capture in my own photos.

ORCHARD, C. 2017 'BE A LADY' STARRING STAV STRASHKO

BE A LADY

Released in 2017,
A moving image directed by Catherine Orchard
and Peter Steustoff for Teen Vogue, Starring Stav
Strashko. The fashion film film portrays sarcastic, humorous
rebellion to acts that are usually defined as feminine. This, as
well as the typography and old fashioned narrative,
inspired me to use a hint of humor and an old
fashioned track and typography, to juxtapose the message
masculine stigma and strengthen the message
of masculinity in a predominantly feminine
act such as baking.

INSPIRATION FOR MOVING IMAGE

GROSSE FATIGUE

As part of an online MoMA course
for contemporary art, I was exposed
to a piece called 'Grosse Fatigue' by French
Artist Camille Henrot, created in 2013.
The Moving Image/film includes different screens
popping up in different sizes on top of one main
screen. I found this aesthetic very beautiful
and decided to adopt the concept of small pop
screens in my own moving image project.

HENROT, C. 2013 STILL IMAGE FROM 'GROSSE FATIGUE'

STORYBOARD FOR MOVING IMAGE

Masculine Man wearing white sheets outdoor baking.

Masculinity
A Quarantine Film By
Jordan Kessel Meilichson
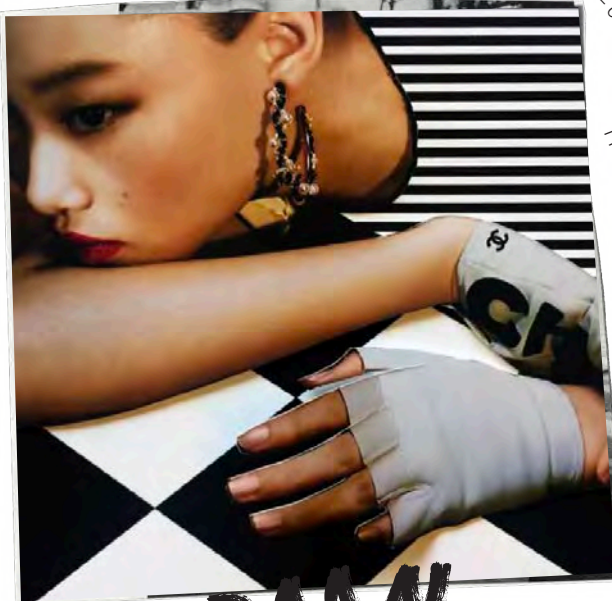
Starring
Gour Kessel Meilichson

ARTISTS THAT INSPIRED MYGIF

0:08

IL SUO PRIMO EP
Tredici Pietro, 22 anni, il 7 giugno pul
album «all'insegna dell'INDIVIDU

DONNA ADI

This Creative Director creates illustrations from real images. In the GIF's you can see the process of the drawing.

DAAN HABETS

Moving image artist that creates movement by cutting up one original image and manipulating its existing elements.

MOLLY DICKSON

Molly Dickson is a photographer and creates moving image GIF's by means of collage and movement.
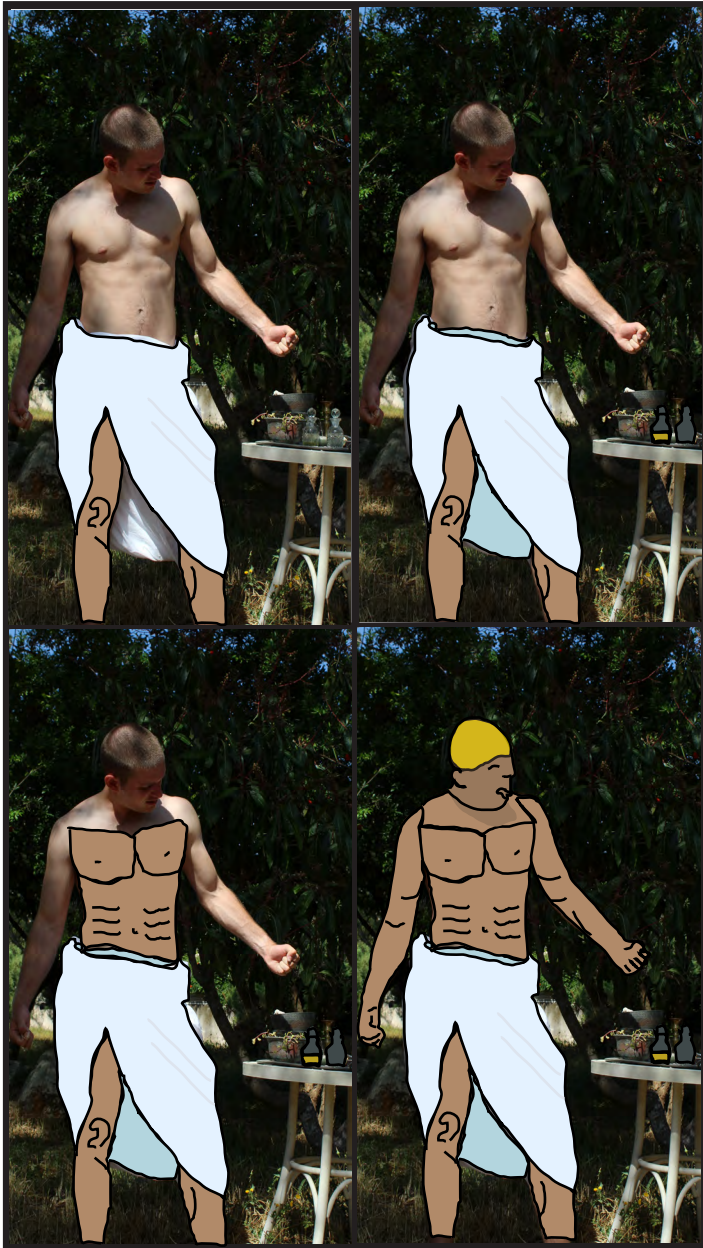
POSSIBLE STORYBOARDS FOR GIF

ILLUSTRATED

NEGATIVITY

POLARIODS

GIF: The image *will* become illustrated.

GIF: this will play between a light and dark image while zooming in and the eggs will spi*ll* in the end.

GIF: fast-moving polaroids of images from the shoot and moodboards thrown on each other.

SHOOT RESULTS

PHOTOSHOOT

The photoshoot took place on Friday the 01.05.2020 at aproximately 12:00- 14:00 in the afternoon. The model I used was my brother - Gour Kessel Meilichson. He is 18 years old and a soldier in the Tank Core of the Israeli Defence Forces. We only had a short time to shoot because he was only home for a few days after spending over a month on base due to Covid 19. We took the photos as well as the film for the moving image in about an hour.

I was surprised how easygoing he was to the idea of filming because he had just showered and was about to leave when I caught him. I then proceeded to create the set in a field outside my garden, dress him in some white sheets and cover him in flour.

I began by taking a few test shots on my Canon EOS 4000D. Checking different levels of ISO, Apperture and Shutter speed. I continued playing with them throughout. For the most part Shutter Speed was between 1/500-1/640. The aperture was mostly between f/8 - f/10.

As he added the ingredients to create the dough, I took stills and filmed simultaniously. I directed his facial expressions as well as the addition of each new ingredient so that I would have time to take enough photos and film and so that I would have to waste a lot of ingredients and my brothers time doing it again and again.

I tried to use the natural lighting and enhance that with the manual settings on my DSLR camera. Creating the Loop lighting on his face, and utilising the lighting coming through the leaves of the trees to create natural shading on my brother (as seen above).

Overall, We had a fun time together and I am really happy with the results.

MANUAL DSLR EXPERIMENTATION

In the beginning of the shoot I experimented with the ISO, Shutter Speed and Aperture settings to reach the optimal lighting setting.

POSSIBLE PAIRING

APERTURE: f/6.3 SHUTTER SPEED: 1/500

APERTURE: f/10 SHUTTER SPEED: 1/640

POSSIBLE PAIRING

APERTURE: f/10 SHUTTER SPEED: 1/640
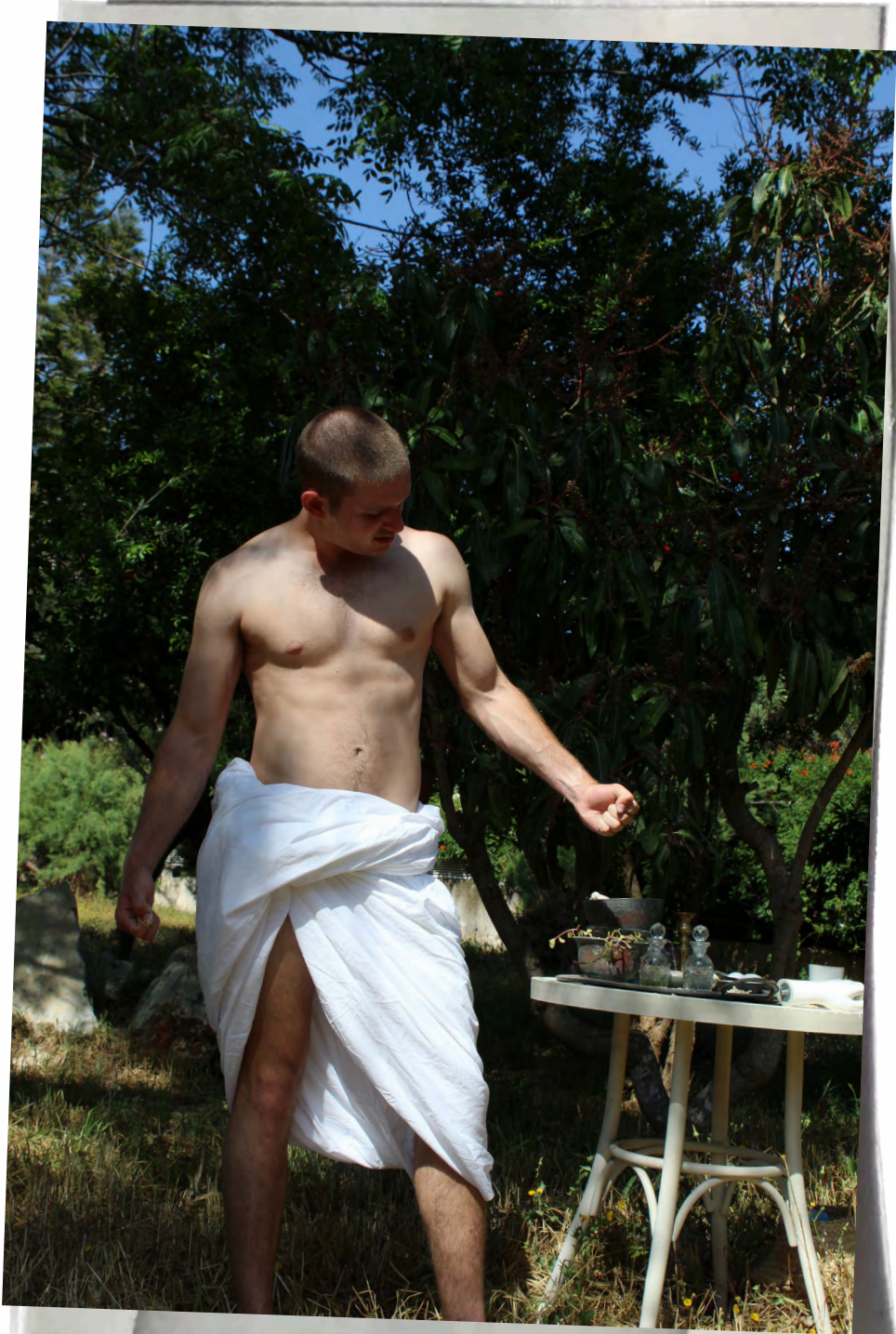

APERTURE: f/8 SHUTTER SPEED: 1/500

APERTURE: f/8 SHUTTER SPEED: 1/500

APERTURE: f/10 SHUTTER SPEED: 1/640

POSSIBLE PAIRING
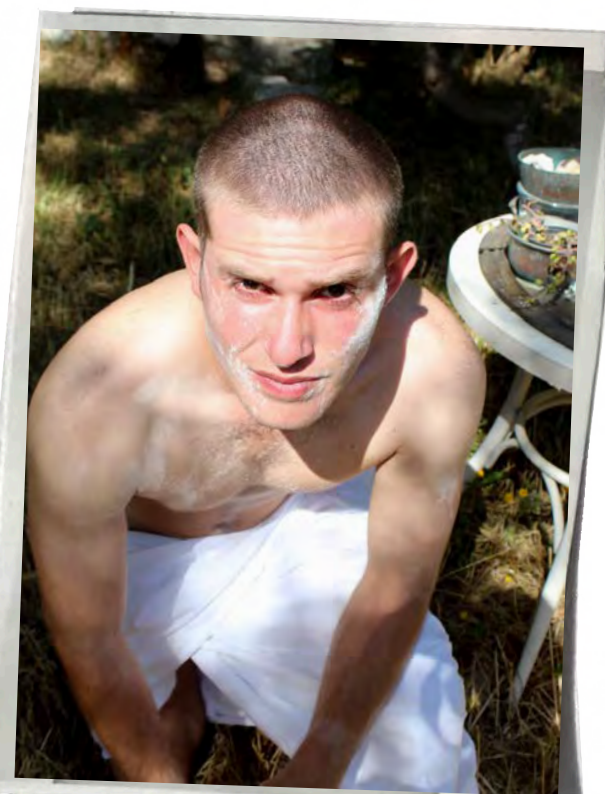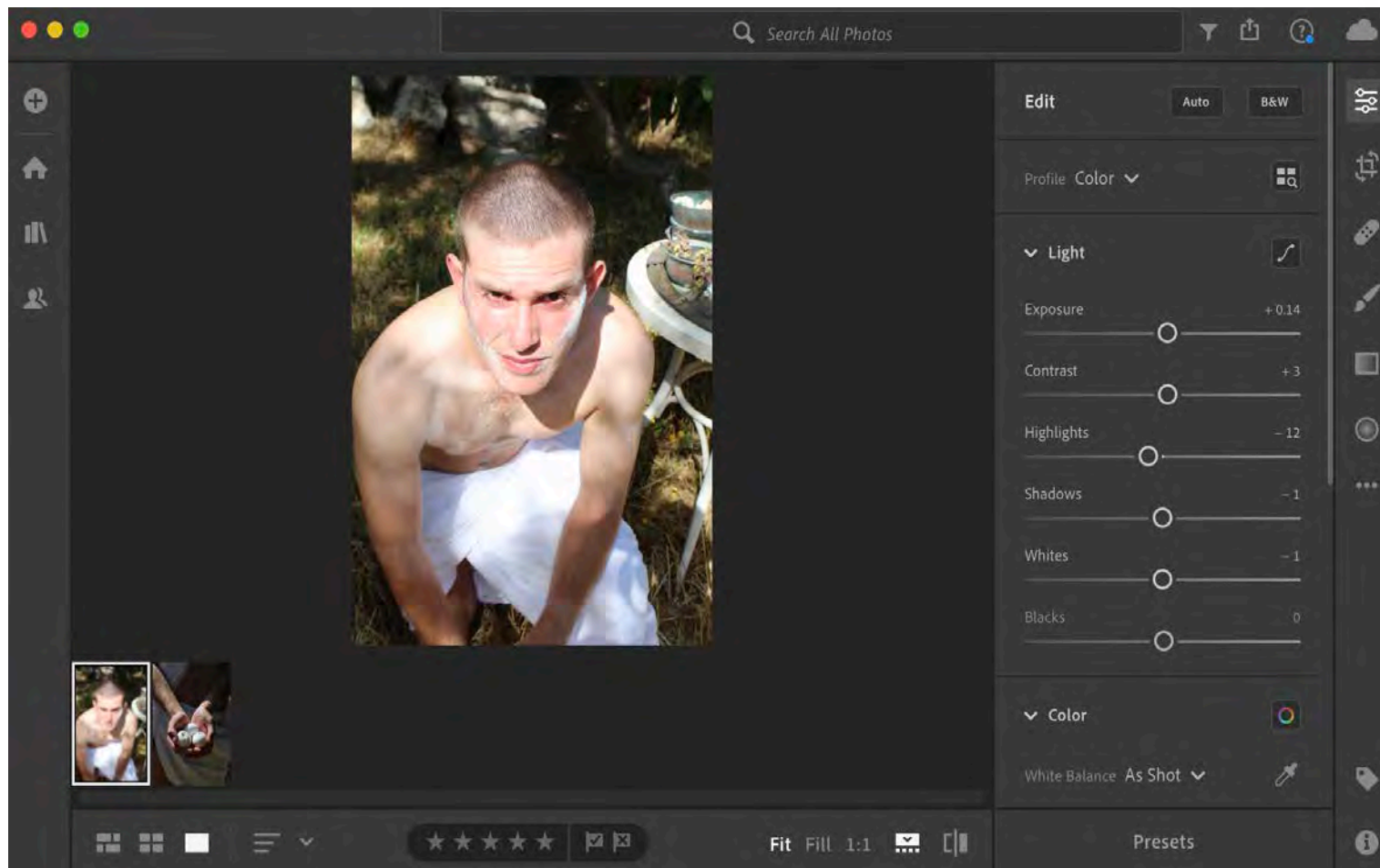
EDITING MY FINAL IMAGES

To continue experimentation, I edited my images lighting using LIGHTROOM. I found it simple to use and played around with exposure, highlighting, shadowing, contrast and other features., though I tried to keep it as natural as possible.

The natural lighting in the original images give a strong case to use those and not the retouched ones, or a mix of the two- one edited and one unedited.

CREATING MY MOVING IMAGE

Creating my moving image in Premiere Rush was a fun experience for me. I played around with the layering and 'Transfom' tool on the right hand tool bar in order to Make the small pop-up display windows. This method also allowed me to include much of the fotage that i wanted to without having to stress too much about making the film too long. I also used the 'Time' function to make the clips move faster and keep with the beat of the song. Another function I used was 'Text' - to create the the titles and credits. I changed the lighting on some clips to create a warm atmoshpere and keep the clips looking coherent.
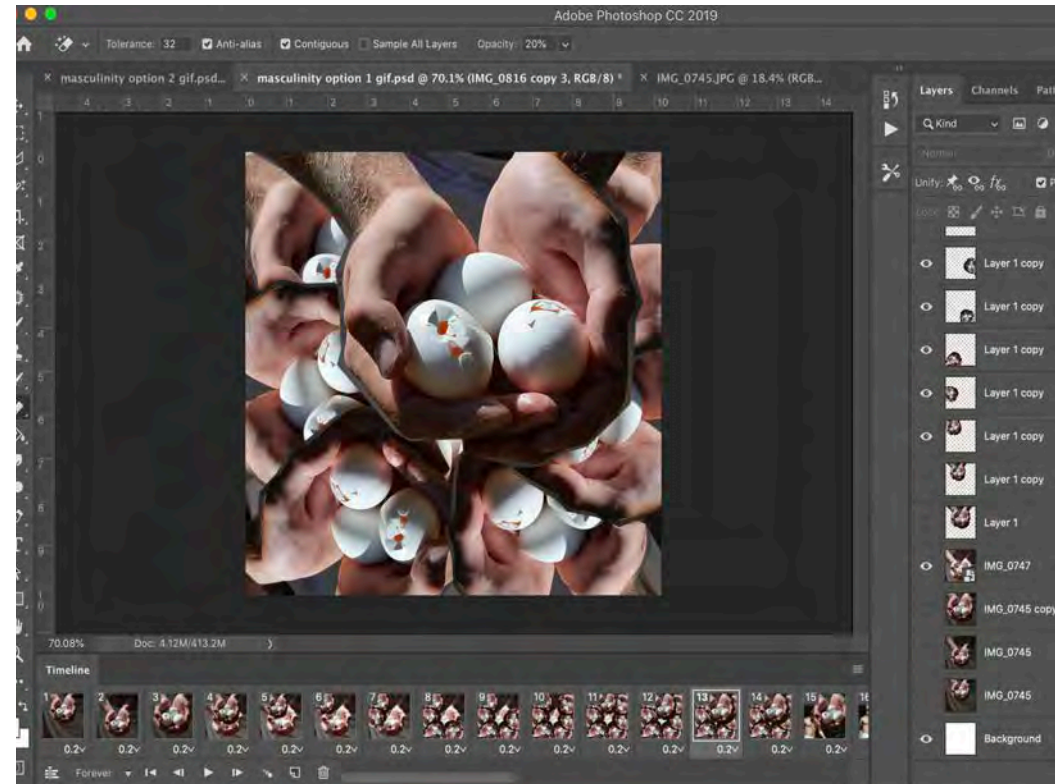
CREATING MY GIF

POLARIODS

ILLUSTRATION


SCREENSHOTS OF GIF MAKING PROCESS IN PHOTOSHOP

To create my GIF I used the Photoshop 'TIMELINE' feature together with layering. I found it quite simple, once I understood the correct method, to create fluid and dynamic movement in my GIF's. I tried to combine all three of my initial storyboard ideas in to two GIF's. Both utilised the concept of negativity, as seen with the images of the eggs in dark/bright lighting. One encompassed the polariod and analogue concept and feel while the other included moving illustration of an image. The Illustration GIF's concept emphasizes the crack in the eggs - the soft inside behind the hard shell, a metaphor for a softness inside a hard masculine ego. This softness proceeds to spill out on to the outer layers of this masculine form and in the end reveal the true identity. Meanwhile, the Polaroid GIF's concept is based on a Pandora's Box metaphor - once the eggs are cracked all types of traits are revealed and run wild in the space.

I feel that the illustration GIF's concept is the stronger between the two.

MY INSTASHOOT IMAGE CHOICE
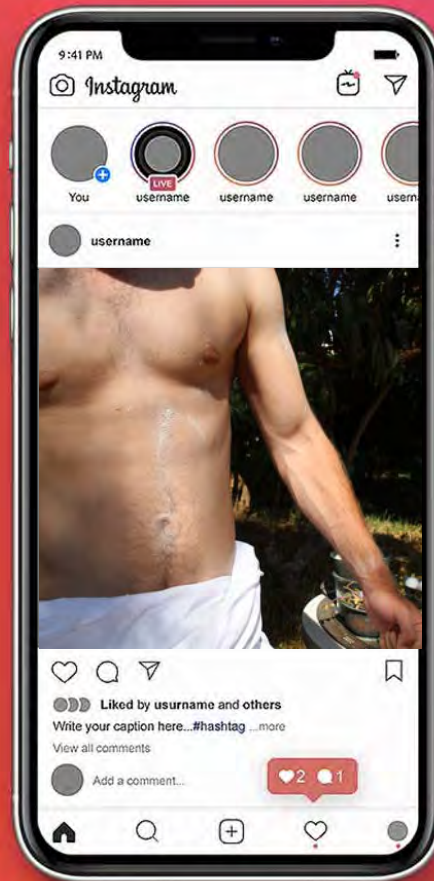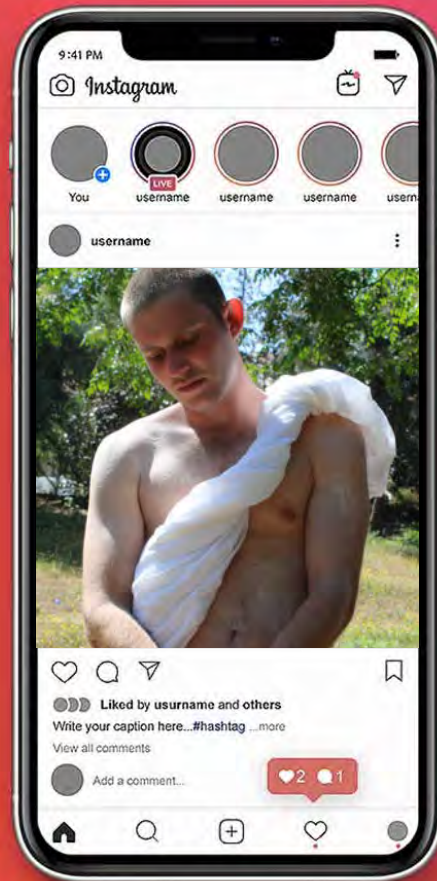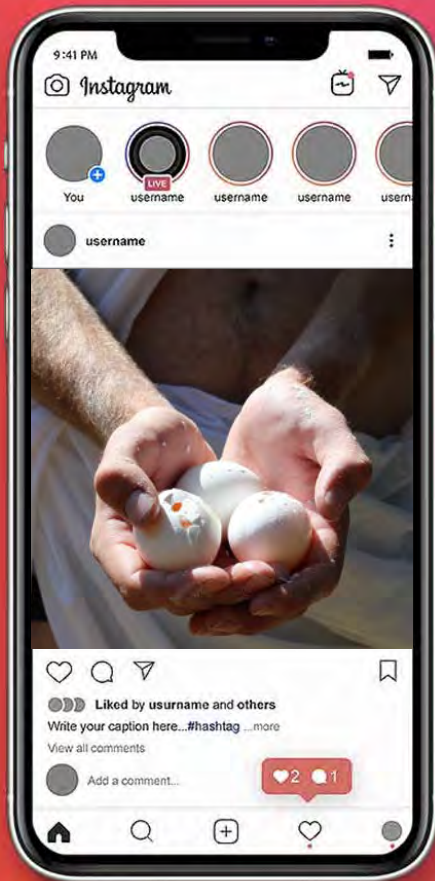
BELOW IS A MOCKUP OF THE GIF.
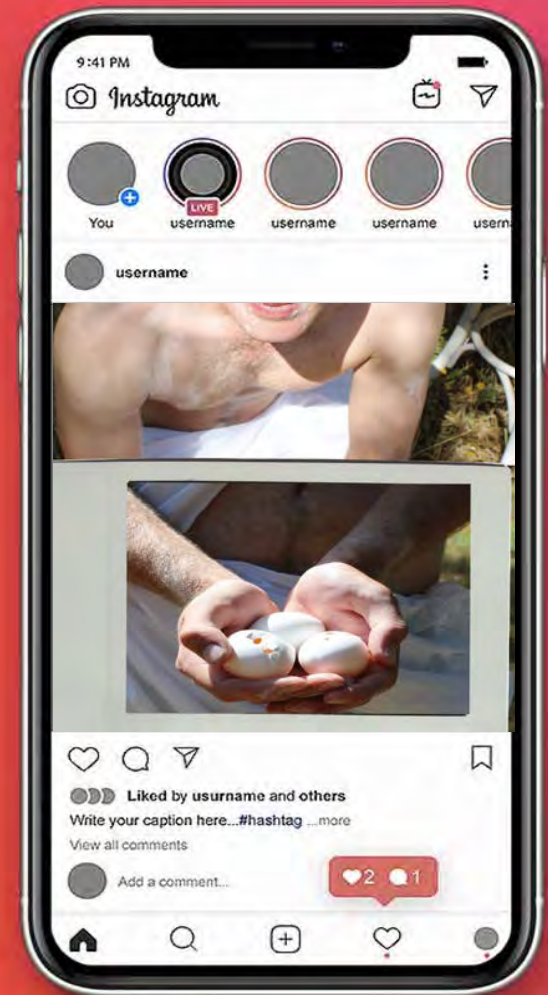
ABOVE ARE MOCKUPS USING PHOTOSHOOT IMAGERY.

To help decide which image from my shoot I should use for my INSTAGRAM image, I placed all the ones I thought would be a suitable content fit in the instagram square into a mockup. After further thought, I decided that using my second GIF could be a better alternative as it is more eye-catching.

CREATING MY ILLUSTRATION

While doing my Illustration in Photoshop, I experimented with several images and effects. I used illustration to try to connect the illustration to the GIF, I even used a screenshot from the GIF as an element of my work. I experimented with cut outs of Typography and a background shadow element cutout as used in this document to continue the Analogue feel. I felt that the type was a bit much and then tried to combine the elements in to one easier image on the eye.

REFLECTION

I really enjoyed this module and feel that my work reflects that. I learnt how to prepare for a shoot proffesionally and how to utilise what I have around me and be creative. I do wish in a lot of ways that this module had been conducted in a normal time at the college but I do see the Pro's to the creativity needed and generated from doing it this way. I would love to become more experienced in photoghraphy in the future. Overall, I am happy with my experience. I have become more proficent in Adobe softwares such as Photoshop, Premiere Rush and Lightroom.

I don't think I would change very much. I think had this module not occured during COVID 19, I would have a very different outcome.

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