Industrial Design Project-1

Use of Image Manipulation to promote trivial day to day issues

Using different elements of Photoshop

Submitted By:
SASWAT PANI
115ID0393

Guided by:
Prof. Dhananjay Bisht

INTRODUCTION

Image manipulation involves transforming or
altering a photograph using various methods and techniques to
achieve desired results. Some photo manipulations are considered
skillful artwork while others are frowned upon as unethical
practices, especially when used to deceive the public. Other
examples include being used for political propaganda, or to make a
product or person look better, or simply for entertainment purposes
or harmless pranks.
Depending on the application and intent, some photo manipulations
are considered an art form because it involves the creation of unique
images and in some instances, signature expressions of art by
photographic artists

Some of the more common manipulations using darkroom
exposure techniques, burning (darkening) and dodging
(lightening) a photograph Other examples of photo manipulation
include retouching photographs using ink or
paint, airbrushing, double exposure, piecing photos or negatives
together in the darkroom, scratching instant films, or through the
use of software-based manipulation tools applied to digital
images.
The idea is to use photo manipulation in Adobe Photoshop to
promote Socio-cultural, economic, educational and motivational
issues. There are different features like darkroom exposure
techniques, smoke smudge effect, dispersion effects, typography
and multi-exposure effects. Within each of the effects there are
different elemts relating all elements of photoshop.

Fig 1
Ref : www.ytimg.com

Fig 2
Ref: www.bemithis.com
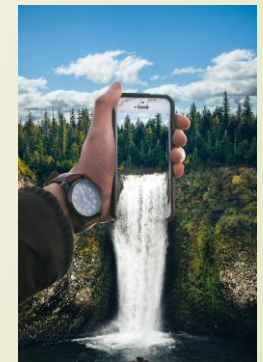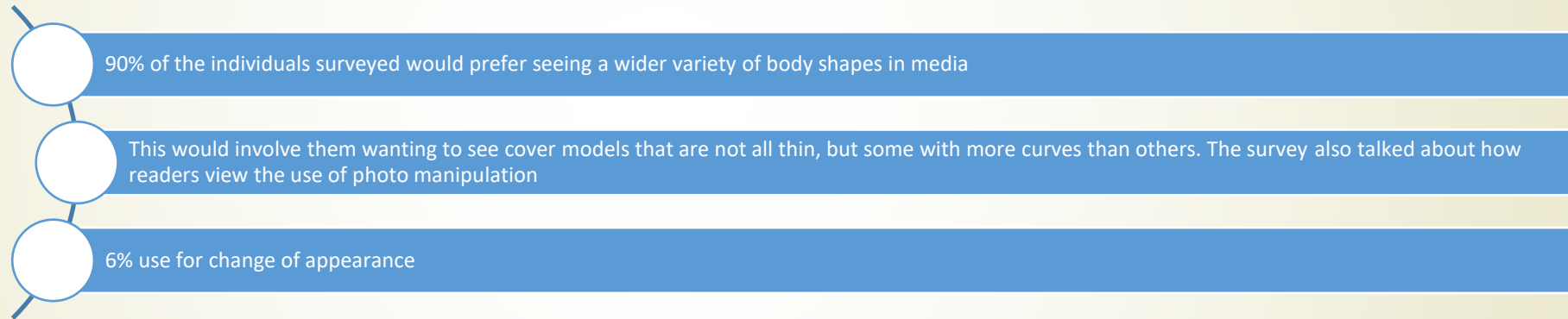

Fig 3
Ref:
designmodo.co
m

MOTIVATION

The photo manipulation industry has often been accused of promoting or inciting a distorted and unrealistic image of self; most specifically in younger people. The world of glamour Photography is one specific industry which has been heavily involved with the use of photo manipulation.
Not only are photos being manipulated by professionals for the media, but also with the rise of social media everyone has easy access to edit photos they post online. Countless Apps have been created to allow smartphone user tools to modify personal images. The idea is to move from that and promote trivial issues. Below is the survey of 50 people of their usage of image manipulation.

90% of the individuals surveyed would prefer seeing a wider variety of body shapes in media

This would involve them wanting to see cover models that are not all thin, but some with more curves than others. The survey also talked about how readers view the use of photo manipulation

6% use for change of appearance

These trivial issues include:
- Socio-Cultural Issues
- Political issues
- Environmental Issues
- Motivational and educational Issues

Fig 4
Ref: topdesign.com

Fig 5
Ref: tamag.com

LITERATURE REVIEW

Political and Ethical Art Issues Interventions Historically:

Photo manipulation has been used to deceive or persuade viewers or improve storytelling and self-expression. Often even subtle and discreet changes can have a profound impact on how we interpret or judge a photograph, making it all the more important to know when or if manipulation has occurred. As early as the American Civil War, photographs were published as engravings based on more than one negative.

Joseph Stalin made use of photo retouching for propaganda purposes. On May 5, 1920 his predecessor Vladimir Lenin held a speech for Soviet troops that Leon Trotsky attended. Stalin had Trotsky retouched out of a photograph showing Trotsky in attendance.[14] In a well known case of *damnatio memoriae* image manipulation, NKVD leader Nikolai Yezhov (the "Vanishing Commissar"), after his execution in 1940, was removed from an official press photo where he was pictured with Stalin. Aude Oliva theorized that categorical shifts are necessary in order for an edited image to be viewed as a manipulation. In *Image Act Theory*,

Socio-Cultural Art Issues Implications and Interventions:

The growing popularity of image manipulation has raised concern as to whether it allows for unrealistic images to be portrayed to the public Susan Sontag discusses the objectivity, or lack thereof, in photography, concluding that "photographs, which fiddle with the scale of the world, themselves get reduced, blown up, cropped, retouched, doctored and tricked out"

In today's world, photo manipulation has a positive impact by developing the creativity of one's mind or maybe a negative one by removing the art and beauty of capturing something so magnificent and natural or the way it should be. According to *The Huffington Post*, "Photoshopping and airbrushing, many believe, are now an inherent part of the beauty industry, as are makeup, lighting and styling". In a way, these image alterations are "selling" actual people to the masses to affect responses, reactions, and emotions toward these cultural icons.

Fig 6
Ref: dreamwellnesspacificbeach.com
Historically image manipulation shared   images as visual and

Fig 7
Ref: www.youtube.com
Or arts like these which are hand drawn but not enough of color to attract appreciation

OBJECTIVE

Political

- Photo manipulation has been used to deceive or persuade viewers or improve storytelling and self-expression.
- Often even subtle and discreet changes can have a profound impact on how we interpret or judge a photograph, making it all the more important to know when it has occurred.

Socio-Cultural

- A change in simplicity of the intended design based on a particular case or a particular image can change the entire meaning of bland images
- A lot of controversies occur because of lack of subtle use posters out there. Image manipulation can overcome that

Environmental

- This is the safest way of using image manipulation as the whose vibe is overall positive.

METHODOLOGY

- Various Techniques is used for each and every individual image
- Some of the effects and frameworks are listed below.
- Burning and dodging
- Manipulate the exposure of a selected area(s) on a photographic print
- Multi Exposure
- Expose the film multiple times, usually to different images
- Ink smudge and dispersion effect
- Painting splash effect, paint splatter
- Typography
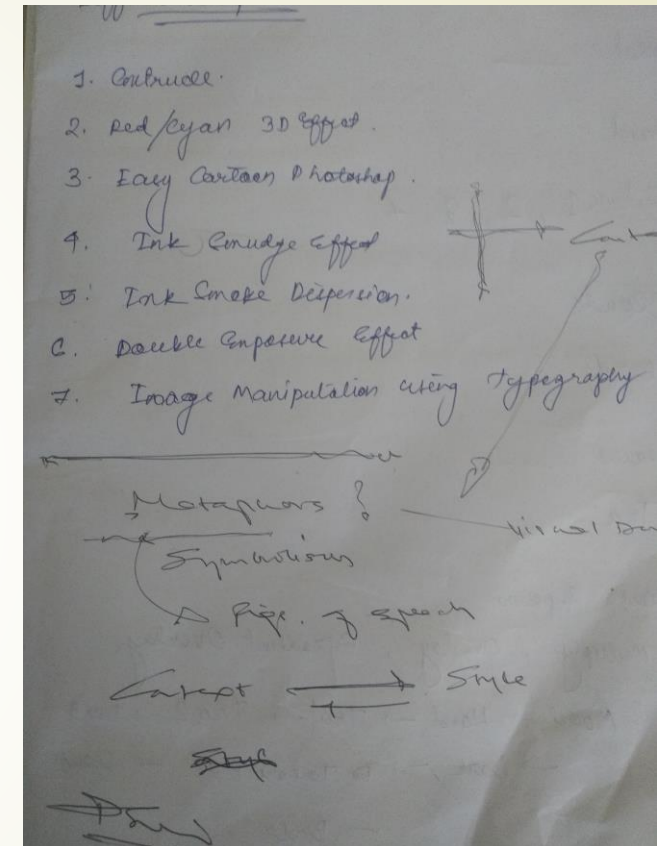- Arranging type to make written language legible, readable, and appealing

Fig 8
A scanned image of the plan and the metaphors to include
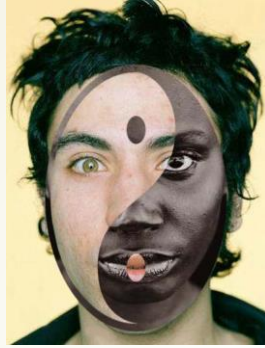
FINAL DESIGNS AND THE IMAGES INVOLOVED

Fig 9

Results:

- **Technical:** Using liquefy, multiply and overlay on layer masks with double exposure. Also to use Vibrance, tweak hue/saturation and gradient overlay.

- Symbolic: Inspired by Robert Morris a pioneer in modern cultural Art and conceptualistic art. **T**he idea of singular human being on no discrimination based on color is made where the main person is of white ethnicity and bloat option for the black guy and a dot to represent Indians

Fig 10

Results:

- **Technical:** Without using pen tool the hand image is masked and text is drawn to show the impact of the image.

- Symbolic: As inspired by the famous typographer Oscar Wilson who makes typography content.
Mixed with an idea of educational content.

Inspiration

- This image was inspired by a very famous designer Yoji shinkawa who works at Kojima Studios.
- After playing the game death Stranding the storyline of how 'WAR ENDS ALL HAPPINESS' is depicted here.

Fig 11

Results

- **Technical :** It uses 4 images – Water surface with the sky and clouds as backdrop and blended with the face and soldier's foot. It makes use of the backdrop and lasso and quick selection tool is used. Used multiply and overlay option then used layer masks for layers of images that have modifications.

- **Symbolic:** This image was inspired by a very famous designer Yoji shinkawa who works at Kojima Studios. After playing the game death Stranding the storyline of how 'WAR ENDS ALL HAPPINESS is depicted here. Here the foot depicts how the soldier as the puppet of the government takes in to finally end humans and a gloomy grey background is shown.
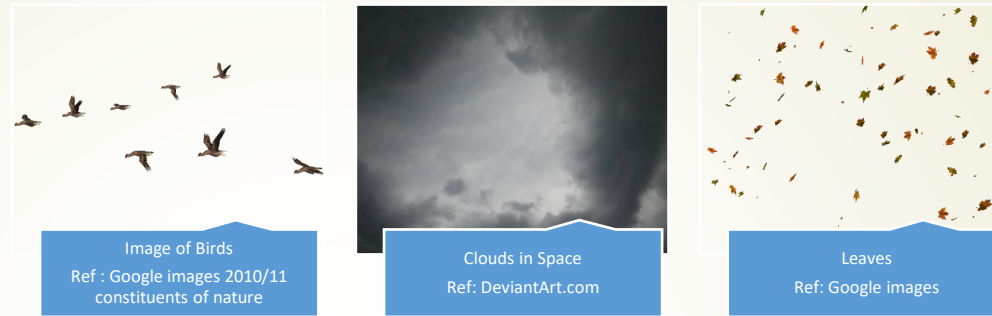
Main Image

Fig 12

Technical:

Image of Birds
Ref : Google images 2010/11 constituents of nature

Clouds in Space
Ref: DeviantArt.com

Leaves
Ref: Google images

Fig 12.1

Ref : www.thisiscolossal.com/images

Ref: www.pininterest.com

Ref: www.lookforward.co.uk

Ref: ww.look4ard.co.uk

Ref: www.creatorsproject.vice.com

www.tiles.com

www.opengameart.com

Fig 12.2

Figs. 12.3

- A total of 102 trees and combinations of all the 3 trees is used with 7 different layers of rotation.
- Then put against the face as layer mask with adjustment layers on the whole backdrop of the Fig 4.1.2.
- Opacity is reduced for each layer of between 80-90 perc. Gradient overlay, selection tools and intricately using the lasso tool with suitable hue to overlay and multiply for each adjustment layer.

Symbolism:

Inspiration

- Inspired by an Indian artist **Swapnil Katyare** who specializes in **modern art of clubbing textures** together.
- The basic idea of this image is that we as **humans are responsible for all the destruction** for which not only it makes the nature and ourselves look **stale and dead** but also **we let go of the animals such as birds of their natural habitat.**
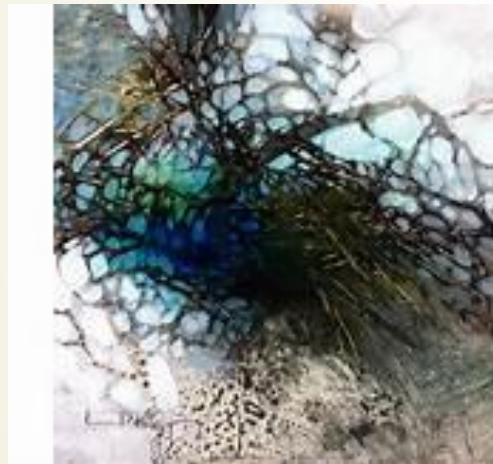

Fig 12.4
Ref: Dillmans.com

The idea of chaocitism

Proposed by Lina in modern art of adapted Nature

Fig 12.5
Ref: vactualpapers.com

The idea of hands starting a new revolution

Fig 12.6
Ref: pngstocks.com

Idea of neutral Color to promote dullness

Thank you