



CAMERA

BACKGROUND INFORMATION

The camera obscura is a building in San Francisco, located at a platform below the Cliff House in the Outer Richmond district. It is an architectural representation of the ancient precursor to the modern camera, where people can enter and experience the inner mechanisms of the camera obscura.

HISTORY

The concept of the camera obscura is that in a dark room, create a small hole to the bright world outside. An inverted image will be projected through the hole, to the opposite flat surface or wall. The camera obscura uses that principle to project an image from the outside using a lens, to a special surface in a dark room. Although there have been several versions, this particular version of the camera obscura is from the sketches of Leonardo da Vinci in the 15th Century.

PURPOSE

This site will help to promote this historical landmark to locals around the area, since most locals don't know about it

OBJECTIVES AND STRATEGY

Although this model is made in the 15th century, this website will be designed with an 18th century theme. The first photograph was taken using a camera obscura in the year 1827, which is the aspect which connects us, as consumers, to the camera obscura.

DESCRIPTION

Vintage

OBSCURA