

Enchantment with Nature: Up Close and Personal
Research Project: Proposal Positions and Practice PHO701
Gemma Ryder



Figure 1. Gemma Ryder, 2018. Silver Petals:

Project Description:

I am a macro photographer and macro photography allows me to discover a whole new miniature world, with endless virtual possibilities. I adore the small things which often go unnoticed or taken for granted. Nature photography never gets tedious and there is always a new angle I can present to my photos. Nature is forever transforming and evolving, and photography is a tool which can freeze and capture a moment in time that will never be repeated. Nature is truly unique and precious, like life on earth, and nature is a forever reminder of the short time we have on this planet. I want my photography to transport the viewer into my shoes, allowing them to imagine the scene as if they were there with me and have a personal response to the image. Nature photography also helps to raise the profile of our planet and the environment. It allows the viewer to experience things they may not see themselves and therefore encourages them to care about its preservation. I wish to raise awareness of the natural world and my work to spark a deeper understanding of the enchanted world around us. I want the viewer to experience a new perspective on the natural world and an experience a new emotional response which will have a positive impact on their well-being.

Figure 2. Gemma Ryder, 2018. Yellow fading to Pink:



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the Objectives are to:

- Photographic images which create an emotional awareness of the natural world, seen or unseen.
- Record and capture transformation within the life cycle of organic forms.
- Increase the complexity and scope of my own practice as a photographic artist in addressing technical challenges with lighting and equipment.
- Engage my chosen target audience and plan and organise an exhibition of my project in a gallery environment or display my work in an environment for health and wellbeing.
- Be able to make confident, informed decisions regarding composition, exposure using digital technology.
- Develop skills necessary to evoke my personal vision.
- Use fluent knowledge and understanding of the vocabulary of photographic aesthetics. Through my photographs, critiques and written evaluations.

Concept and Approach:

Flowers are beautiful to look at, but that's not their only quality. In fact, many flowers also have healing properties that make them just as useful as they are pretty to look at. I will be researching the concept of flower theory and the association between beliefs and symbolism of flowers and nature using photography. For example, the Rose is a symbol of love and passion and one of the most popular flowers for cut arrangements, but they are also commonly used for medicinal purposes. Roses contain a great deal of vitamin C, an important antioxidant for overall health and fighting some more serious conditions like heart disease and stroke. Rose petals can help increase circulation, fight depression and anxiety, relieve infections and combat viruses, among a number of other health benefits.



Figure 3. Gemma Ryder 2018. Pink Petal Lines.

The healing power of flowers has been used for centuries across the world and throughout civilization. The ancient Greeks and Egyptians held nature itself as a religious symbol, and flowers, plants and trees were believed to be a gift from the gods and to hold many powers of virtue, luck, love and divine protection from evil. Temples and holy places were often built in areas of outstanding beauty, and flowers were believed to have spiritual and supernatural powers. The Egyptians surrounded their

deceased loved ones with flowers to ensure a safe journey to the next life and even today we bring flowers to the graveside or give flowers to people who are sick.

A study in 2015 by the University of Derby and The wildlife trust constructed an evaluation of month-long nature challenge "Doing something wild" every day for 30 days. The study involved 18,500 people and there was a positive increase in people's health, happiness which was a result of a direct connection and interaction with nature. I strongly believe nature is fundamentally important for our health, wellbeing and happiness. I wish to use Photography as a medium to demonstrate my beliefs and express my passion for nature.

Emotional Connection:

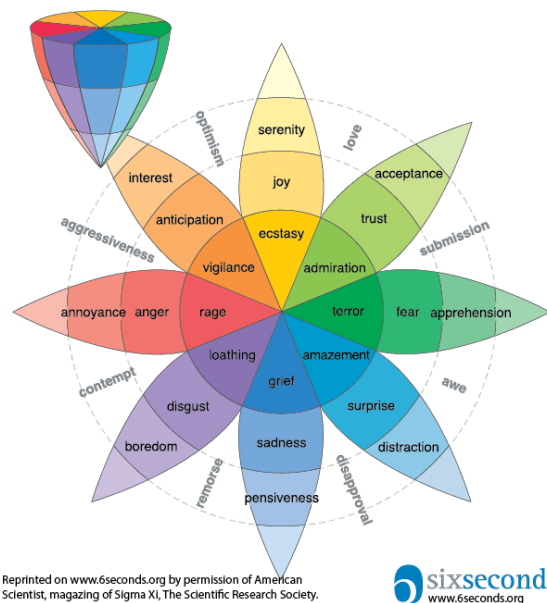


Figure 4. Plutchik's Wheel of Emotions – 2017 <https://www.6seconds.org/2017/04/27/plutchiks-model-of-emotions/>

According to the professor and psychologist Robert Plutchik, there are 8 primary emotion dimensions, anger, anticipation, joy, trust, fear, surprise, sadness and disgust. Intensity: The cone's vertical dimension represents intensity – emotions intensify as they move from the outside to the centre of the wheel. For example, a feeling of boredom can intensify to loathing if left unchecked. This is an important rule about emotions to be aware of in relationships. 2017 <https://www.6seconds.org/2017/04/27/plutchiks-model-of-emotions/>

This is important when producing images which are aimed to evoke an emotional response. I aim for my project to have a deeper emotional connection using imagery and knowledge.

Environments can increase or reduce your stress levels. High levels of stress can have massive impacts on our bodies. We are influenced by our surroundings and react to the situation due to what we see, hear and experience. Also, at any moment in time, our mood can change and react to our surroundings. The stress of an unpleasant environment can cause you to feel anxious, or sad, or helpless. This, in turn, can elevate your blood pressure, heart rate, and cause muscle tension. A pleasing environment can reverse that, being in nature, or even viewing scenes of nature, reduces

anger, fear, and stress and increases pleasant feelings. Exposure to nature not only makes you feel better emotionally, but it also contributes to your physical wellbeing. Research which has been done in hospitals, offices, and schools have found that even a simple plant in a room can have a significant impact on stress and anxiety. I am a secondary school teacher in a challenging area of Medway, I have witnessed many times how different environment can have an impact on the students and even the weather.

Work in Progress:

A massive impact on my work was an exhibition at the Tate Modern London called the Shape of Light which showcased a 100 Years of Photography and Abstract Art. I will be continuing this direction and exploring photographers whom I find inspirational and who's work I can learn from when it comes to my own practice. One photographer work that has a positive impact on my own practice is Anne Belmont, American Photographer, whose work has influenced me, I also have direct contact with.

5, Anne Belmont <https://www.annebelmontphotography.com/>



Collaboration:

- Connections with Anne Belmont, American Photographer.
www.annebelmontphotography.com/
A nature photographer, who specializes in flower photography and other botanical subjects up-close.

Current Achievements:

Originally, I was intending to explore past connections with the present using my local surroundings. Also connecting time, movement and space together. My project has now taken a different turn, focusing more on the space we are in, how it moves us and how we feel in the moment of time. I have been exploring splash art which I would still like to develop as water is a formal element of nature.

Figure 6, Gemma Ryder Pink Splash 2018

Exhibition:

Eastgate House
High Street
Rochester
Kent
ME1 1EW
BA Hons Design Exhibition May 2001



View Bug

Member since August 2017.

<https://www.viewbug.com/>

LittleGemsPhotography.viewbug.com.

Won Contest Finalist in it is Yellow Photo Contest September 2018.

Won Community Choice Award November 2018.

Lens2print.co.uk

Work is currently for sale on Lens2print:

<https://www.lens2print.co.uk/artistview.asp?artistID=1272>

Date Joined: 23/08/2018.

Featured Artist.

Social Media:

Instagram

littlegemsphotography.uk

145 followers.

Personal Website

<https://littlegemsphotography.uk/>

Blog Page

<https://littlegemsphotography.blog/>

Facebook

<https://www.facebook.com/pages/category/Design---Fashion/Littlegemsphotographyuk>

Twitter

<https://twitter.com/rydeg003>

Cost:

The major cost has been upgrading my equipment, I have- recently purchased a Canon EOS 5D Mark IV DSLR, £1650 as my old camera was a Canon 550D and I felt it was time to upgrade. Due to the fact I have moved from a crop sensor to full frame camera, I also have had to update a few of my lens to fit on a full frame camera. My current macro lens I have is a Sigma EX 150mm f2.8 APO Macro DG Lens so I have purchased a Canon MP-E 65mm f2.8 5:1 at £610. At this moment in time, I am not seeking funding but open to options if need be.

Photographic Challenge:

The most challenging concept when it comes to Macro Photography is lighting. The greater the magnification, more light you need. As you increase magnification the lens is getting closer to the subjects, making it harder to illuminate. A longer focal length lens will help, other options are a ring flash, high intensity LED lights and off camera flash. Shallow depth of field is also another problem, this can be overcome by using focus stacking software, I will be using photoshop. While shooting outdoors, keeping everything in place can be a challenge due to the wind and natural activity. To

overcome this problem, I plan to shoot when the weather is more suitable or shelter the object from the elements.

Skills and Resources:

The skills developed exploring the world of macro photography acts as a gateway to other forms of photography. Skills around composition and lighting can directly be applied to food and product photography. I do see my work as commercial photography, but I also experiment with fine art photography. Skills I will need to develop is how to use article lighting when planning to shoot indoors. I prefer natural lighting but sometimes to seasonal changes, this is not always possible.

Schedule:

MA Photography

Study Block (15 Weeks)	Year/Date	Unit	Target Outcome
Study Block 1	1 September – January	PHO701 Position and Practice 30 Credit	Oral Presentation: Produce a critical oral presentation around my current practice, identifying the motivations and genesis of my research project. Work in Progress Portfolio: Preliminary work on my research project and submit a portfolio of a representative selection of my practical research during the module. Research Project Proposal: Produce a detailed outline of how I intend to develop my research project throughout the following study blocks. Attend: Tate Modern London called the Shape of Light 10 th September 2018. Attend: Kew Gardens London 20 th September 2018. Attend private viewing 4th December 2018. Develop technical knowledge of lighting while shooting in and outdoors. Research studies of nature and emotional impact.
Study Block 2	1 January – May	PHO702 Informing Contexts 30Credits.	Critical Review of your own practice: Research other practitioners and submit a critical evaluation of my practice, with reference to other current practitioners, and the relevant critical contexts that inform the making and consumption of my practice. Critical Research Journal: Document the development of my research project, considering the specific themes and topics addressed throughout the module. Work in Progress Portfolio: Submit a 'work in progress' portfolio, which will demonstrate the development and direction of my research project. Start visiting the national garden scheme in Kent to capture images.
Study Block 3	1 May – September	PHO703 Surfaces & Strategies 30 Credits	Contacting local galleries and health and wellbeing establishments. Increasing my followers on Instagram. Oral Presentation: Deliver a presentation that critically discusses production methodologies and presentation strategies that relate to my own practice. Critical Research Journal: Updating my Critical Research Journal weekly, considering the specific themes and topics addressed throughout the module. Work in Progress Portfolio: Submit a 'work in progress' portfolio which will demonstrate the development and direction of my research project. Weekly visited the National Garden Scheme in Kent to capture images.
Study Block 1	2 September – January	Sustainable Prospects 30 Credits	Oral Presentation: Deliver an oral presentation that critically discusses the professional context(s) in which my own practice currently operates. Critical Research Journal: Use my journal to reflect and critically document the development of my research project, considering the specific themes and topics addressed throughout the module. Work in Progress Portfolio: Submit a 'work in progress' portfolio which will demonstrate the development and direction of my research project.
Study Block 2	2 January – May	Final Major Project 60 Credits	Final Project Proposal: Produce a final detailed proposal, a scheme of work schedule for the production of your project. Preparation and execution of Exhibition.
Study Block 3	2 May – September	Final Major Project 60 Credits	Due at the end of the module: Final Major Project: Submit my project and supporting documentary material. Critical Research Journal: Showing a reflective approach to your photographic practice. Critical Review of Practice: Complete a written critical evaluation of the resolution of my project that contextualises it within contemporary practice.

Additional Project details:

Future Ideas and Plans.

- **Kew Gardens**
Royal Botanic Gardens, Kew
Richmond TW9 3AB
<https://www.kew.org/>

Exhibitions to attend:

- **OBG Private View**
4th December 2018
Lustre 18 showcases highly original artist and designers based in Kent and the South East.
<http://www.oldbigschoolgallery.co.uk/forthcoming-exhibitions>

Social Media

- I will be using social media to expand my awareness of my work and network connections. I have intentions to increase my followers on Instagram by uploading work regularly and following others photographers for inspiration.

Galleries:

To work towards one of my objectives I will need to research local galleries who would be able to show my work. I have a few areas which I need to plan before approaching and making contact. Apart from galleries, I will be approaching local health practices to display my work.

Questions to consider:

- What will the appearance, theme and aesthetic of my exhibition?
- The minimum size of the wall/floor area I will need?
- Do I need any unusual requirements, like projections or large constructions?
- When will the exhibition be available?
- The materials I will use, and their health/safety factors?
- Will I offer any educational elements alongside the exhibition?

The Turner Prize

- The Turner Contemporary
Rendezvous
Margate
Kent
CT9 1HG
The Theme: Art Rebels:
The Turner Prize, which will be exhibited at Turner Contemporary in autumn 2019. The competition will be encouraging artists to break the mould by making new work that is daring, different and will get people talking.
<http://portfolioartcompetition.com/>
<https://www.turnercontemporary.org/>

References:

Figures:

- Figure 1. Gemma Ryder, 2018. Silver Petals:
Figure 2. Gemma Ryder, 2018. Yellow fading to Pink:
Figure 3. Gemma Ryder 2018. Pink Petal Lines.
Figure 4. Plutchik's Wheel of Emotions –
2017 <https://www.6seconds.org/2017/04/27/plutchiks-model-of-emotions/>
Figure 5. Anne Belmont <https://www.annebelmontphotography.com/>
Figure 6. Gemma Ryder Pink Splash 2018.

Websites:

- ORIGINAL RESEARCH ARTICLE Front. Psychol., 28 January 2015 | <https://doi.org/10.3389/fpsyg.2014.01577> An exploratory study into the effects of extraordinary nature on emotions and mood.
<https://www.frontiersin.org/articles/10.3389/fpsyg.2014.01577/full>
- Connecting with Nature Improves Minds and Moods: By Marlene Cimons
<https://www.ecowatch.com/nature-minds-moods-2511641154.html>
- Being outside can improve memory, fight depression, and lower blood pressure — here are 12 science-backed reasons to spend more time outdoors

<https://www.businessinsider.com/why-spending-more-time-outside-is-healthy-2017-7?r=UK&IR=T>

- How nature is good for our health and happiness.
By Jeremy Coles: 20 April 2016
<http://www.bbc.co.uk/earth/story/20160420-how-nature-is-good-for-our-health-and-happiness>

Resources:

- Still Life in Photography: Paul Martineau Published by J. Paul Getty Museum, Los Angeles. 2010.
- Edward Weston: The Masters of Photography series, Published by Aperture 1988.
- Photography Masterclass, Creative Techniques of 100 Great Photographers, Thames and Hudson, 2016.
- Maidstone - An Outline History local history John Hilton.
- Short stories healing meditation book from nature. Self Help by Barbara Bush.
- Art And Photography (Pelican) by Scharf, Aaron Paperback Book.
- The shape of Light: 100 Years of Photography and Abstract Art – 9781849763691
- Abstract Expressionism (Dolphin Art Books) by Everitt, Anthony Paperback Book.
- Visualizations: The Nature Book of Art and Science by Kemp, Martin Hardback.
- Art in Nature: The Clark Inside And Out by Cahill, Timothy Book.
- Beauty: Land/water and the Visual Arts, Simon Standing.
- Elixir A History of Water and Humankind 9781608190034 (Hardback, 2011)
- The Elements: Earth, Air, Fire and Water by Wolfe, Art Book.

Photography Risk Assessment form

Please read the Risk Assessment Guidelines before completing this form which contains further resources, available from [The Photography Centre](#).

- **You will need to attach a risk assessment form to your Research Project Proposal and your Final Major Project Proposal.**

Photographer's Name:	Gemma Ryder	Date(s) of Shoot:	From September 2018
Assistants' Names:	N/A		
Module Leader:			
Location:	Various locations in Kent and at home.		
Description of work:	Natural environment (outside) and home (indoors) using natural lighting and artificial lighting. During May and September visiting The National Garden Scheme.		

Persons at Risk Identify all those at risk

Technical Staff:		Academic Staff:		Students:		Admin Staff:		Canteen Staff:	
Contractors:		General Public:	★	Visitors:		Estates Staff:		Library Staff:	
Cleaning Staff:		Emergency Personnel:							
Other:			Especially at risk:						

Checklist				
Equipment	Flash/tungsten	Stands/tripods	Hot lights	Smoke machine/fire
Flammable materials	Risk of Fire	Welfare of Assistant	Welfare of model	Working at Heights
Location	Transport to location	Parking	Vehicles/traffic	Weather conditions
Public	Confined Spaces	Derelict Buildings	Animals	Children
Tides	Compressed Gasses	Water	Noise	Chemicals

PRIMARY RISK ASSESSMENT			
Example			
HAZARD	<i>What kind of hazards are there at the site or in your task?</i> <i>i.e. Light stand</i>	RISK OF	<i>What risks do those hazards create?</i> <i>i.e. Light stand falling over</i>
CONTROL MEASURE	<i>How are you going to minimise the risk associated with the hazards you've identified?</i> <i>i.e. weigh down light stand with sandbags</i>		

HAZARD	Splash Art 2 Equipment.	RISK OF	Using water and electricity. Equipment falling over.
CONTROL MEASURE	Making reequipment is not near plug sockets. Making sure the equipment is on a flat surface area to eliminate falling over. Not to overload the container. Making sure I have work surfaces covered and a cloth nearby the clean up any spills		
HAZARD	Tripod	RISK OF	Tripod could fall over, tripping over the tripod.
CONTROL MEASURE	Make sure I am aware of how to set up the tripod correctly. Making sure anyone in the area is aware of the tripod. Making sure the tripod is weighted down to eliminate falling over. Attaching the camera correctly and double checking.		
HAZARD	Unfamiliar Locations	RISK OF	Getting lost.
CONTROL MEASURE	Making sure I how clear directions how to get locations. Having my phone fully charged if I need to call for assistance. Collecting a map if the location has one available. Informing someone of my location beforehand and giving them the directions.		
HAZARD	Use of equipment during outside locations and indoors.	RISK OF	Loss, theft and damage.
CONTROL MEASURE	Using the equipment carefully and checking before and after use. Not to leave equipment unattended or visible when not in use. Making sure I am in a save location. Asking for assistance if needed, someone I trust.		
HAZARD		RISK OF	
CONTROL MEASURE			
HAZARD		RISK OF	
CONTROL MEASURE			

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CONTROL MEASURE			
HAZARD		RISK OF	
CONTROL MEASURE			

On-site risk assessment: these are control measures that arose on your shoot

N/A

Emergency Information and Procedures

Phone	Charged mobile phone with full signal / Nearest Payphone / Landline
Medical Expertise	Are you or a member of your team First Aid qualified? Do you know where the nearest one is?
Emergency Procedure	In the event of an emergency dial 999 or 112 ensure that you or someone with you can accurately describe where you are (ideally nearest postcode)
Medical Treatment	Minor Injuries Unit, Falmouth Hospital Open weekdays 8 am to 8 pm A&E Treliske Hospital, Truro, Open 24 hours
Evacuation procedures	An ambulance can evacuate from the main road.
Incident/accident reporting	All incidents or accidents should be reported to tutor at Falmouth University

An assessment carried out by

- I have ensured that I have reviewed the hazards and risks associated with this project and taken necessary steps to remove hazards where possible or reduce the risks associated with the remaining hazards to a minimum.
- I have recorded the main hazards, risks and control measures in this document.
- I have ensured that those working with me have been briefed on the nature of the tasks they are to perform and are aware of the hazards associated with the task and the measures in place to reduce the risks associated with those hazards. (if applicable)
- I will continually assess hazards and risks 'live' on site to ensure that nothing has been overlooked or has changed since initial assessment.

Signed:



Date: 8th December 2018

Assessment reviewed by