

Activity IMAGE READING

Image creation through the artistic work of Chema Madoz



Chema Madoz

Visual artist, photographer (Madrid, 1958)

National Photography Award

Kodak Award, 1991

PhotoEspaña Award, 2000



***OBJECTUAL* PHOTOGRAPHER**

Photography of OBJECTS



Emotional images



**No specific
processing procedure**

Based on INTUITION

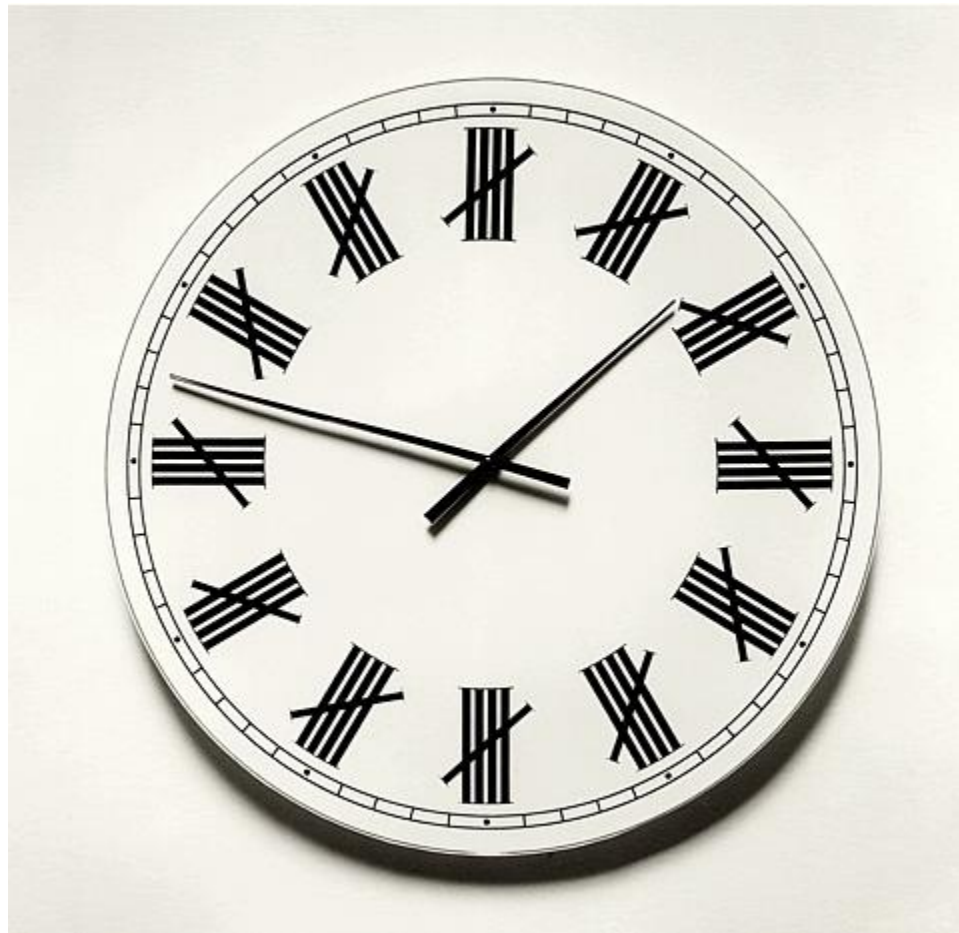




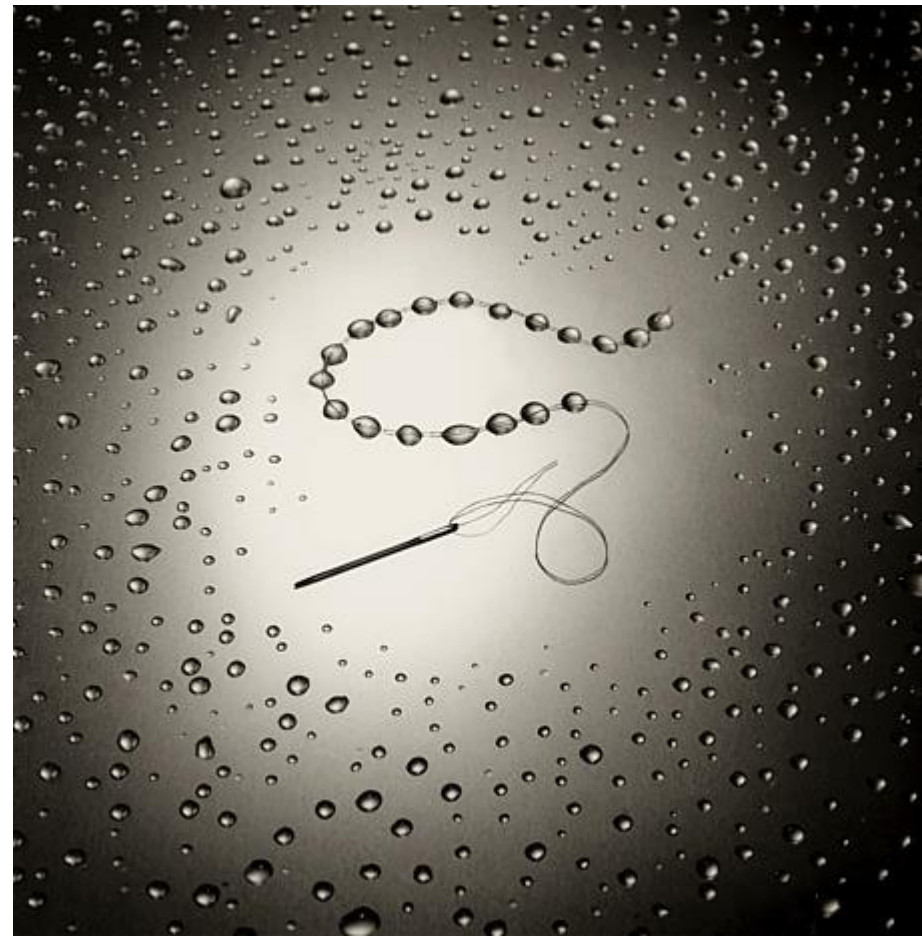
It is not only an aesthetic discourse

**Object for the
recognition of
the individual**





"Beauty is in simplicity"



Highly pedagogical

Highly thoughtful



Encourages OBSERVATION...



...and CRITICAL THINKING

How to elaborate the exercise?

Phase: IDENTIFICATION

STEP 1:
Try to identify the procedure
carried out by Chema Madoz

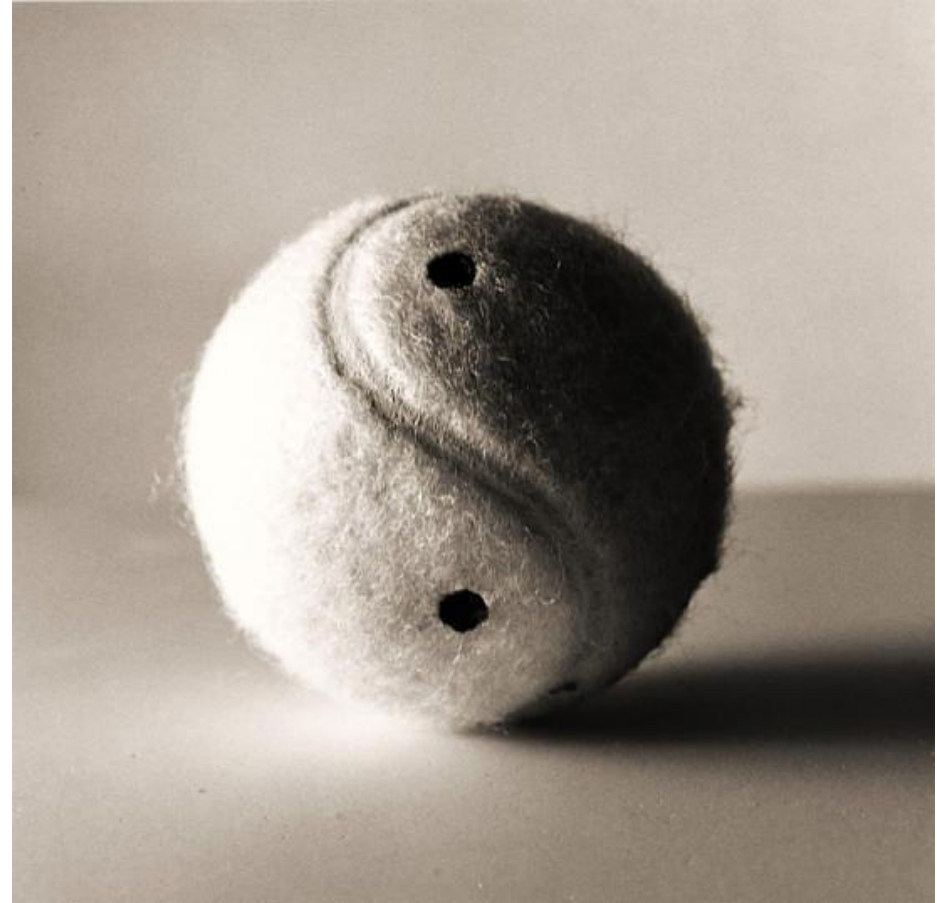


Solution:

STEP 2: Identification of the different "realities"

Reality 1: Tennis ball

Reality 2: Two points

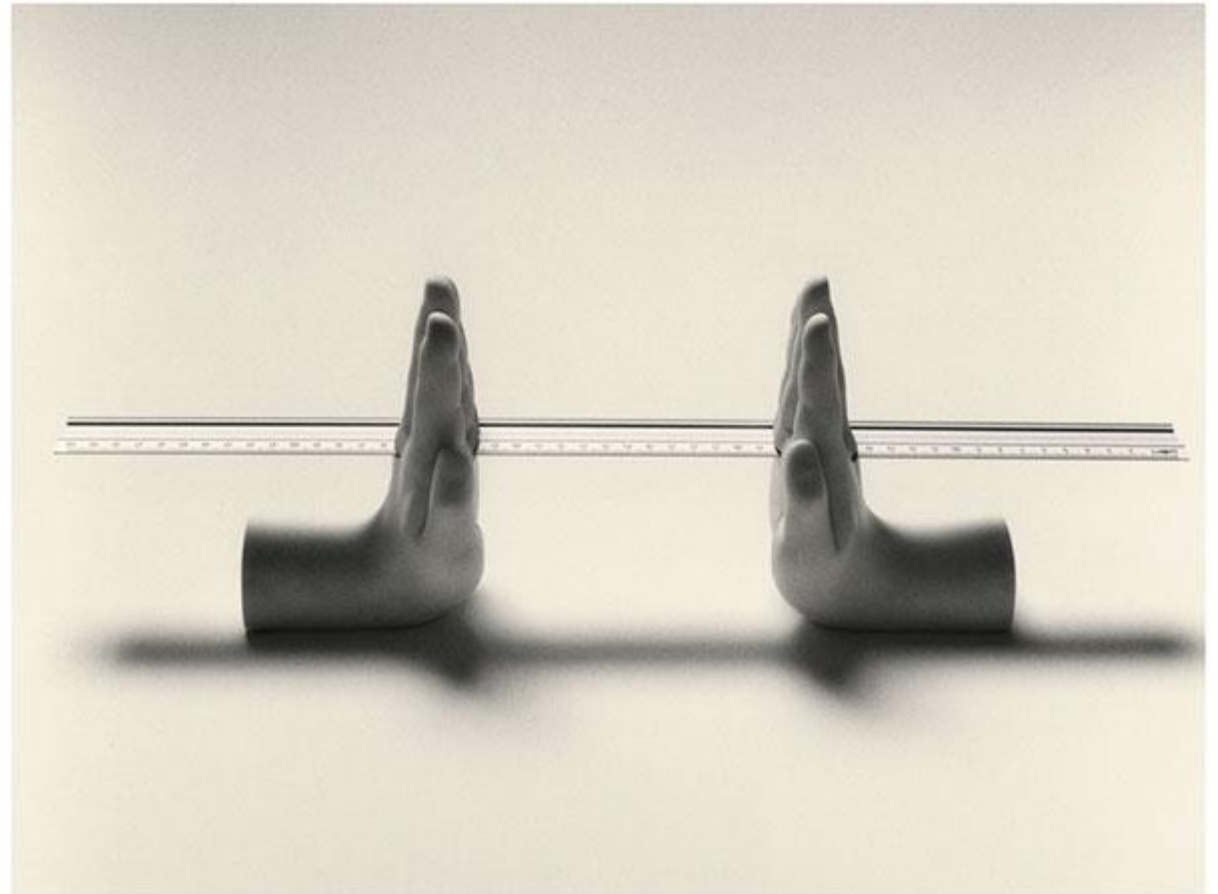


Sum of the 2 REALITY: Yin and yang

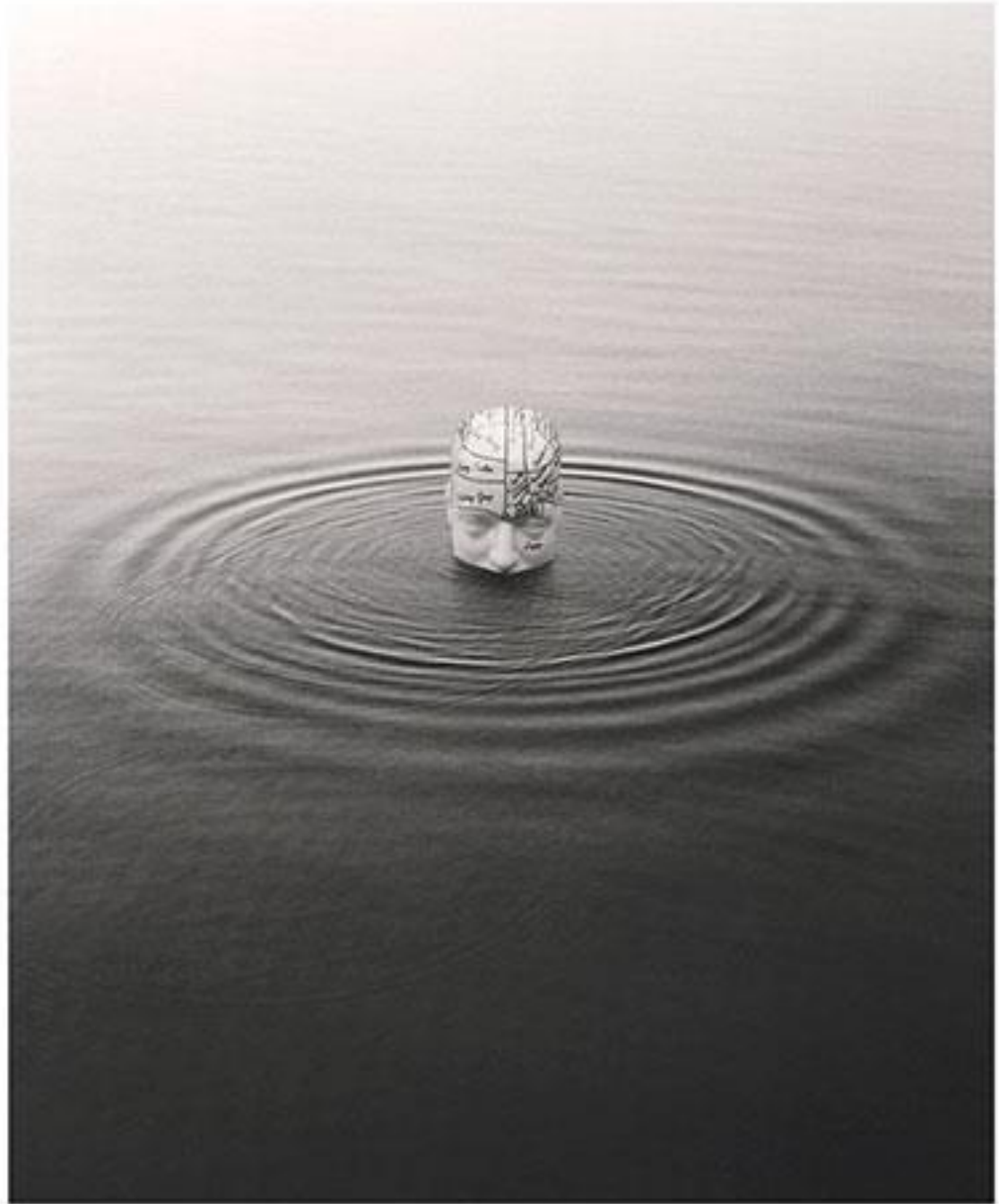
STEP 3: Identification of technical characteristics

(A) Photo taken in:

- **Black and White**
- **Grayscale**
- **Monochrome**



(B) NATURAL LIGHT Photography



(C) NO POST - PRODUCTION



(C) ANALOG PHOTOGRAPHY



(D) OBJECT = SINGLE PROTAGONIST



Phase: CREATION

**Following the style
of Chema Madoz**

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graph TD; A[Following the style of Chema Madoz] --> B[Making your own photographic work inspired by the visual artist]; B --> C[Generate the image with the same technical procedures]; C --> D[Upload the file in JPEG or PDF format]; E[Number of photographs: 1] --> C;
```

**Making your own photographic
work inspired by the visual artist**

**Generate the image with the same
technical procedures**

Number of photographs: 1

**Upload the file in JPEG or
PDF format**