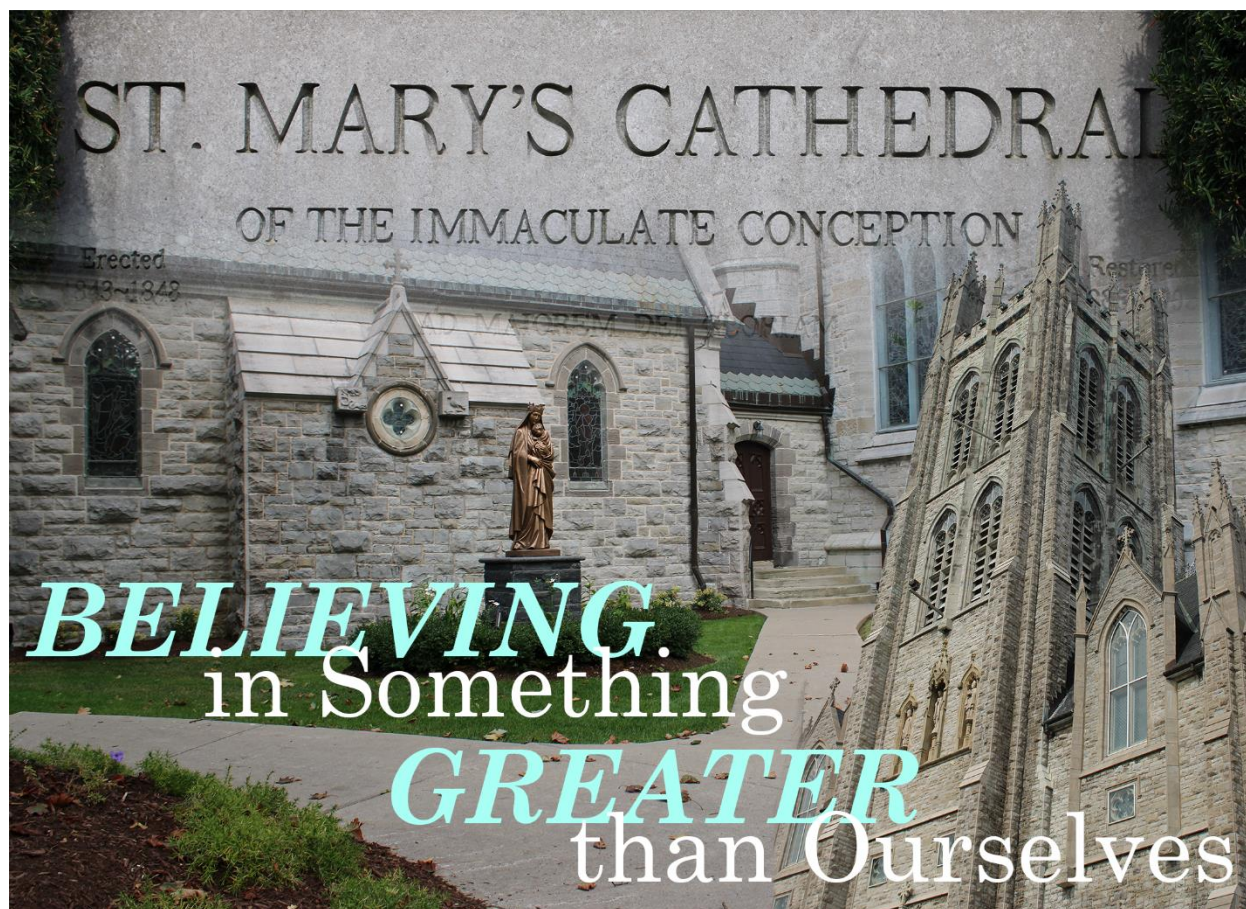# Media Arts Fundamentals
MDIA 1006
Case Study
Becky Stanton

Introduction

This photo montage was created during my first semester of the Media Art Fundamentals program at St. Lawrence College. For the assignment, we were instructed to select something that we could take multiple photos from multiple perspectives. Where we would then go through and select a minimum of 3 images to transform into a photo montage. So for my project, I wanted to create a piece of art that was able to show the beauty of a historical structure. This is why I went with St. Mary's Cathedral in Downtown Kingston, which was built through the years of 1842-1848. Built in a gothic style, the cathedral held many different interesting details, both large and small. And while it has had to go through some major restorations over its 176 years, you can see how much work was put into keeping the church's original integrity.

Piece Description

This piece consists of 3 photos I took of different parts of the cathedral. The first is of the statue to Mary they have in their gardens. The second is a close-up shot of the stone sign they have out front with the cathedral's name carved into it. The third is a photo of the church's bell tower, that I took at an angle to get an interesting view of the tower while looking up it.

I then used Adobe Photoshop to build the montage and add the wording "Believing in something greater than ourselves".

Strategic Brief

Client information
Media Arts Portfolio

Project title
St. Mary Cathedral: Photo Montage

Brief Prepared By/Date
By: Becky Stanton
Date: 16/02/2024

Target audience
Tourists

> Kingston sees many tourists during the summer months. Targeting them would bring more attention to the cathedral, and possibly bring it more visitors. This is good for the cathedral because the more visitors it gets, the more funds they receive, and the better they can maintain the building and its historical status in the community.

People looking for Venues

> St. Mary's Cathedral offers to host weddings and funerals. So, targeting those looking for somewhere to host their special event, benefits the cathedral. It once again draws attention and interest to it, as well as funding from the cost od hosting the event.

Catholics

> There are always people, both new and old to the area, that are looking for a place of worship. Which is why one of my target audiences are those who practice the Roman Catholic religion. This counts for not only those who are looking for permanent residence in the city. But also, the large number of students from around the world who have come to Kingston for their post-secondary educations.

Backstory

> The St. Mary's Cathedral has always been a fascinating structure. Having grown up in Kingston, I saw it regularly. While I have never had a religious connection to the building, its historic architecture has always been a rather fascinating concept.

So, when the assignment was given out and I was thinking about what I could do for it. I thought that capturing different angles and areas of the cathedral and its outdoor areas would give me some beautiful content.

Its location was also able to give me some interesting angles of the building. I had to work around the modern aspects of downtown to try and get as little of them as possible, as my sole focus was the cathedral. I also had to work around being in my wheelchair, and my limited mobility; having to improvise a little to get the best shots I could.

Though overall, it was a wonderful experience getting to get a good look at one of the oldest buildings in the city. Capturing the incredible architecture that went into its construction and upkeep.

Objective
To create a photo montage displaying a little bit St. Mary's Cathedral's beautiful architecture. Whether you follow the religion or not, you can still go and appreciate the way the cathedral was built.

Deliverables
- A collection of photos of all around the building and grounds
- 4"x6" montage
- Strategic Brief
- Rational

Rational
Process & Design Decisions
<u>Type</u>
Font: Century Schoolbook
Why?
The font matched well with the writing that is on the stone sign bearing the cathedrals name. It aided in making the whole piece look more cohesive.

<u>Colour</u>
The colours used were the ones I found did not get lost in the background.

<u>Tools</u>
Program: Adobe Photoshop
On layer masks I used the gradient tool to fade the courtyard and sign photos together. Which I then followed up by using the paintbrush tool to "cut" the cathedral out of its photo by switching the foreground and background colours. Doing this help create a single seamless image out of 3 photos.

Outcome
The outcome of this was a montage that I feel reflects the beauty, history, and religious significant of the cathedral.

Skills
- Photography
- Photoshop
- Type
- Organization
- Creative

Conclusion
Overall, completing this piece allowed me to learn and hone skills that will be useful in the future. I plan on going through graphic design, and having previous experiences like this one will benefit me. It will put my knowledge base at a higher level than those who did not take the Media Arts Program, and had to complete this assignment. It also allowed me to explore what kind of art I do and do not like to create.
And knowing your art style(s) is important because you know what you are comfortable with doing and what you need to work on. Which, in the end, will help to lead you to the right types of demographics, communities, and companies that will bring you business.