

onefourfour

ultimate photography

June 2009 Issue

Is reality real?

an insight into digital manipulation

Photoshop

blamed and flamed

FAKE

250

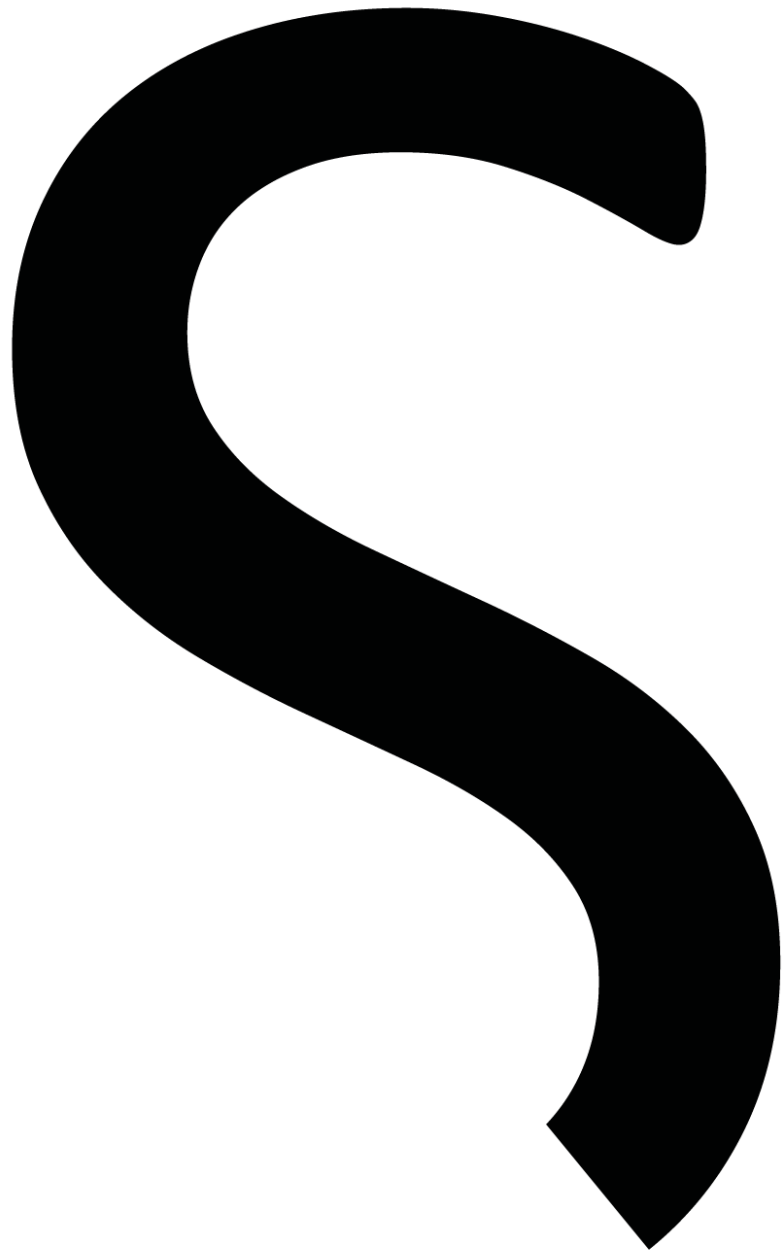
Pro Merge Tips



artist spotlight

Stephen Holdaway





stecman@gmail.com

Is reality real?

An investigation by Dr. John Roflbunger Article by George Fizwinger

Ps

Over the past decade, advances in technology have pushed the boundaries of what we know as reality to the limit. From his extensive research, Dr. John Roflbunger has concluded that, if there are no limits set upon digital manipulation, we as a people will cease to believe we exist. This is a reality.

As a young professional photographer, the now 53 year old Dr. Roflbunger witnessed firsthand the devastating effect of technology's weed-like growth upon the photographic arts. Roflbunger's research began in 1998 when he realised he had been unemployed for six years and should probably find a way to make money. Figuring that the best way to do so was to become a conspiracy theorist, Roflbunger began conducting biased tests, misquoting renowned scientists, and putting "Dr" in front of his name. He is now one of the most trusted researchers on the planet.

"On my first day working with a computer in 1992, I was electrocuted forty eight times," Roflbunger explains as he links digital manipulation to terrorism in a scientific publication entitled, 'Why I Hate Photoshop'. Roflbunger believes he is leading the planet to a better, more livable future. In his recently completed research project, Roflbunger investigated the effects of terrorism on native plants in the southern hemisphere - the outcome being irrefutable evidence pointing towards a 2.3pc reduction in growth and slightly higher rate of bark shedding in years of extreme terrorism.

Dr. Roflbungers latest research looks into reasons why digital manipulation is a threat to the planet. Although experiments are still yet to be run, Roflbunger stated conclusively at a press conference in May that use of Photoshop is the primary cause of global warming. An exclusive Campbell Live interview in the same week revealed Roflbunger's incredible discovery of the words "Photoshop" and "global warming" in the same sentence.

Currently writing a report on his previous findings, Roflbunger has now claimed that Photoshop is destroying or minds. "I knew this guy who lived somewhere," Roflbunger explains to the public in a recent statement. "He was an ordinary, healthy man until one thing got to him: Digitally manipulated photographic email attachments. Two months ago he began to scrutinize every image he received, determined he would find those that were digitally manipulated and murder their senders. Last week I went to visit him and found that he had vanished. He was not in the wardrobe. I am certain he stopped believing he existed. Photoshop is undoubtedly the culprit."

Police began searching for the missing man the day after this statement was issued. Roflbunger has assured them that they will never find him - "Photoshop is the master of eye tricks and mind games."

Dr. Roflbunger believes the next step in the process of creating global awareness is legal action towards the Adobe Corporation. The case is scheduled for mid July. ●

"...Photoshop is the primary cause of global warming."



Artist Spotlight.

S t e p h e n H o l d a w a y

Stephen Holdaway of Blenheim, New Zealand has recently completed a project for university titled “Merge” in which he looked at technology’s integration into modern society and how corporate ownership of customers is constantly present. One Four Four Magazine gets an insider interview.

What was this project about?

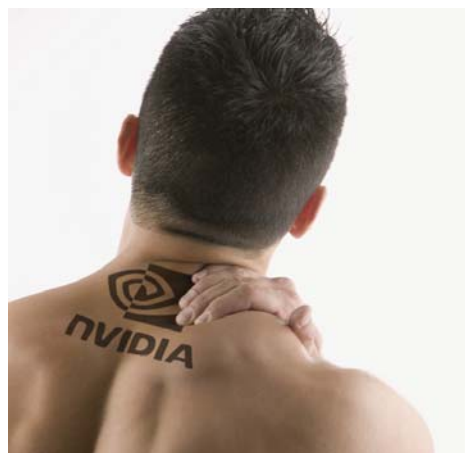
“The project was called ‘merge’ and it was all about manipulating images in ‘the digital darkroom’ - Photoshop. The idea was that images would be stitched together in order to create a set of at least four images that showed one main idea.

Did you know what the end result would be when you started this project?

“To be honest, what I first pictured was nothing like what I’ve ended up with. My first thoughts involved a nuclear explosion in the background with a disfigured man (because of the explosion) holding a poster with the words ‘don’t worry’ and a radiation symbol. After I came up with the integration idea, it sort of started evolving I guess. I would sit down to draw one quick sketch of a shot, and I’d end up with a page full or two of drawings and notes.”

Were there any problems you had in creating this set of images?

“It took me a bit to get used to putting tattoos on people and making it look real - I’d never done it before. I solved that issue pretty quickly by looking through a bunch of tutorials on the internet and combining them with my own knowledge of Photoshop.”



Tattooed:

This was the first Photoshop Tattoo Stephen applied. The image does not belong to him.

What was the idea behind the barcodes?

“I wanted something that gave an idea while linking all of my images together. The barcodes are all different, are in different places, and have a company name on them that corresponds to whatever else is happening in the picture. Some of the barcodes took a lot of work to get in the right place and balance with the rest of the image. I’m pretty sure I got it right.”

Would you change the set if you had more time?

“If I spent any more time in front of a computer than I have done in the last week, I would probably get some sort of disease and die a slow, painful death. Infinity would probably be a justifiable answer to that question - I am a raging perfectionist and EVERYTHING has to be perfect. In saying that though, there are a few little bits and pieces I would tweak to death in the Nvidia/Gman image.”

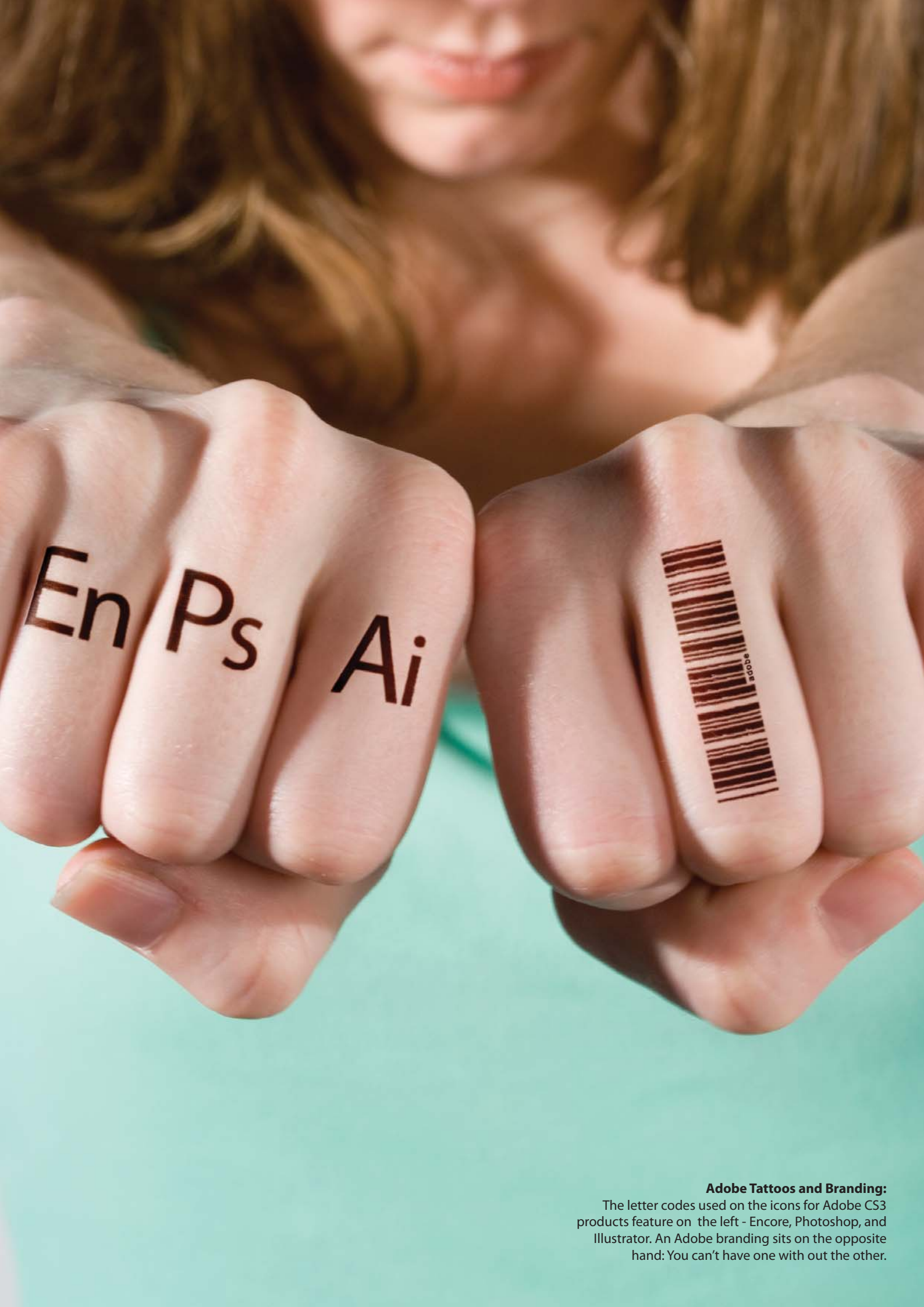
Any advice for anyone doing this project in the future?

“Yes - Take your time and have lots of it. This stuff does not happen overnight.”

Artist:

Stephen stands in an awkward pose as he hates having his photo taken. He actually took this photo himself. It was the only one he could supply.





Adobe Tattoos and Branding:

The letter codes used on the icons for Adobe CS3 products feature on the left - Encore, Photoshop, and Illustrator. An Adobe branding sits on the opposite hand: You can't have one without the other.

3D Manipulation with Branding:

A 3D sphere is manipulated/studied by a user. This image references ease of use in relation to integration of technology. The wireframe over half the sphere shows that the object is being edited in 3D. The sphere and wireframe were rendered out of a 3D application with lights set up similar to those in this photograph.



Nokia User and Branding:

The corporations hand holds the users device. The hand [corporation] and the device become integrated into the users life.







Windows User with Microsoft Branding:
The Microsoft Windows symbol/logo in the eye of the user symbolises thinking about the product or a reflection of the product being used.

“..There were quite a few that ended up in the bin over the period of this project. Here are the ones that didn't make it..”



[ABOVE] Gman + Model + Barcode:

I wanted to have an image that was half game character, half real person. It didn't work too well because a) I was crossing a man with a woman, and b) there was never enough room for a barcode! This was in my final lot of images as a definite right up until the end when I saw all of my images side by side and thought: No way.

[LEFT] Model + Alyx Vance:

This one was discarded at quite an early stage - it was a bit of a test anyway. The same idea as above.

[BELOW] Breen, Kliner and Alyx:

Similar style to LEFT, just with more editing and time. This one was going to make finals but decided to pull it out because it didn't fit.



You too will fall in love
with the new office.



[TOP RIGHT] Office 2007:

This one was pre-barcode idea. It was the second image I manipulated by putting tattoos onto - I had refined my technique a bit by this time. The text was not going to be in the image if it got into my final list. Image was discarded due to the difference when compared to my other shots - this image gives a third or fourth person view whereas my other images are first person.

[TOP LEFT] Autodesk Maya full back tattoo:

An early idea - was originally a test but ended up with several revisions of varying quality. This image was discarded because it was hard to read for anyone who could not recognise the Maya logo/symbol.

[LEFT] First Nvidia Idea:

The second revision of an Nvidia tattoo on the lower back. This image was discarded when the barcode idea came into play.



Created by Stephen Holdaway

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stecman@gmail.com