

**Photography 2**  
**Essay Brief: Due (see syllabus)**

**Project Concept**

Write a concept for your individual project within Urban Landscape.

A concept is essential for you to explain your project, not only what you are doing, but why your project is important.

Your concept will be presented in four sections:

**Research Question** (Describe what you are doing and what you are hoping to understand, learn about or expose.).

**Aim of the Research** (What do you hope to accomplish? Do you want to change public perception? ).

**Artist and Researchers** (Who else are doing something similar and what have you learned from them? How did their projects or research inform your project and research?).

**Methodology and Impact** (How did you go about answering your initial questions and what impact will your project have on your audience? Think about public opinion or government stances. How do you hope your project will be received?).