

# Famous Photographer

This is a regularly occurring homework assignment. Approximately every other week, this type of assignment will be due, generally on a Friday. Pay attention to the following guidelines:

1. For each version, you will be directed to locate a published photographer whose last name begins with a particular letter. Sometimes, you will have a choice of two different letters. The sample that follows on the next pages was from a choice of “U” or “V”.
2. Enter your name, date, and period in the upper right corner of the document.
3. Write one to two paragraphs about the photographer: tell me a bit about the person, and the type of work they do most often. **DO NOT** copy and paste from other sources.
4. Locate three examples of their work. For each image, describe the image and why it was shot or is worth the attention, and why you like or dislike the particular image.
5. Spelling and grammar do count toward your grade.
6. Make sure that you have embedded the images, and not links to the images.

## *Famous Photographer U*

**Brian Ulrich's** original birthplace is in Northport, New York. Born 1971, he is an American photographer who later in his life lives in Richmond, Virginia. Ulrich specialized within the area of portraying the contemporary consumer culture. His goal in responding to the national concerns for the American shopping economy, he thus born his project of documenting the culture of American consumer. Named *Copia*, the project is consisted of shoppers and displays of goods photography. Ulrich's main focus of photograph are range from a typical, household retail store to dark-cornered, thrift market.



Picture# 1

The main subject of this photograph is the flawless lines of typical retail store cashier. Ulrich beautifully convey the simple message of the American consumer culture within a one single piece, presenting by the countless number of cashier from 10 and up. I'm fond of this image because it suggests many insight message of how even ten cashier is apparently not enough per store.

Picture# 2

This image is a very deliberate portrayal of the American marketing industry and its influence on children toy. The picture is filled to the brim by Disney famous character, namely from Winne the Pooh series with Mickey Mouse decorating the background. I like this picture because not do it summed up the marketing, but also the marketer's goal-- which is the young toddler standing in the midst of plush animals.



Picture#3

I like this photo because it have one simple message, the innumerable amount of shopping cart. Or perhaps simply put, the culture of American consumer. Without the cart, a person wouldn't be able to complete their task of consuming the product. This picture is significant because of it have the shopping cart as a subject-- or more precisely, shopping carts.