

“In other words, freedom for a new media remixologist such as myself involves **‘the strategy of playing *against* the camera’** as photographic device.”

-Mark Amerika



Vilem Flusser

Philosophy of Photography

****MAIN IDEA:** Photographers don't have as much power as they think!

People may *think* they are using a camera to show the world what they see BUT the camera contains parameters that shape the experience and cultural context of the image...

For example- compare photography and painting 

Vilem Flusser

Philosophy of Photography

Photograph



The viewer sees only a viewpoint from the photographer of a scene—the information already exists

Painting



The viewer decodes what they see and what the artist intended—the image came from the painter's head

difference
in
stems

Mark Amerika

Applied Flusser

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***Basically* we have no artistic freedom when using a camera →
To get this freedom we must play *against* it!**

“one can show contempt for the camera”

“one can force the camera to create the unpredictable, the improbable, the informative”

“one can smuggle human intentions into its program”

“one can outwit the camera’s rigidity”

Playing against the camera

FAKING IT MANIPULATED PHOTOGRAPHY BEFORE PHOTOSHOP



Photo manipulation from the 1840s to the 1990s through manual techniques



Photoshop

a different type of freedom



Photoshop

combining images



The ability of the
selection tool and
copy/pasting

The
End