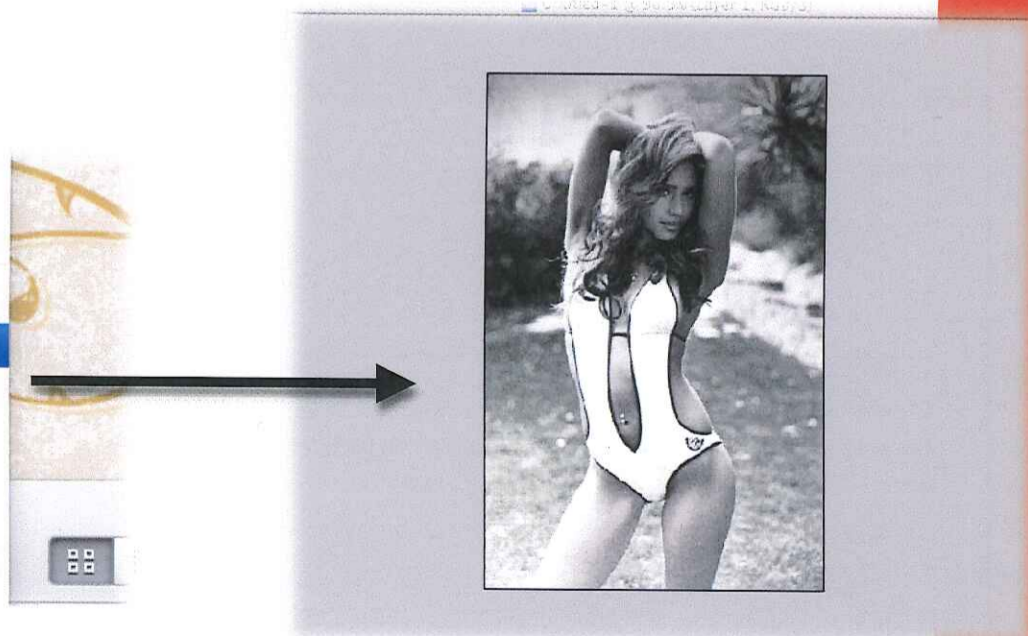
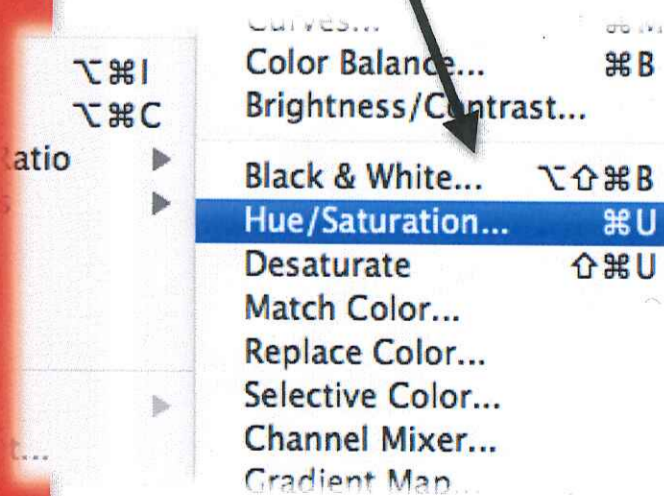


Process of Experimentation

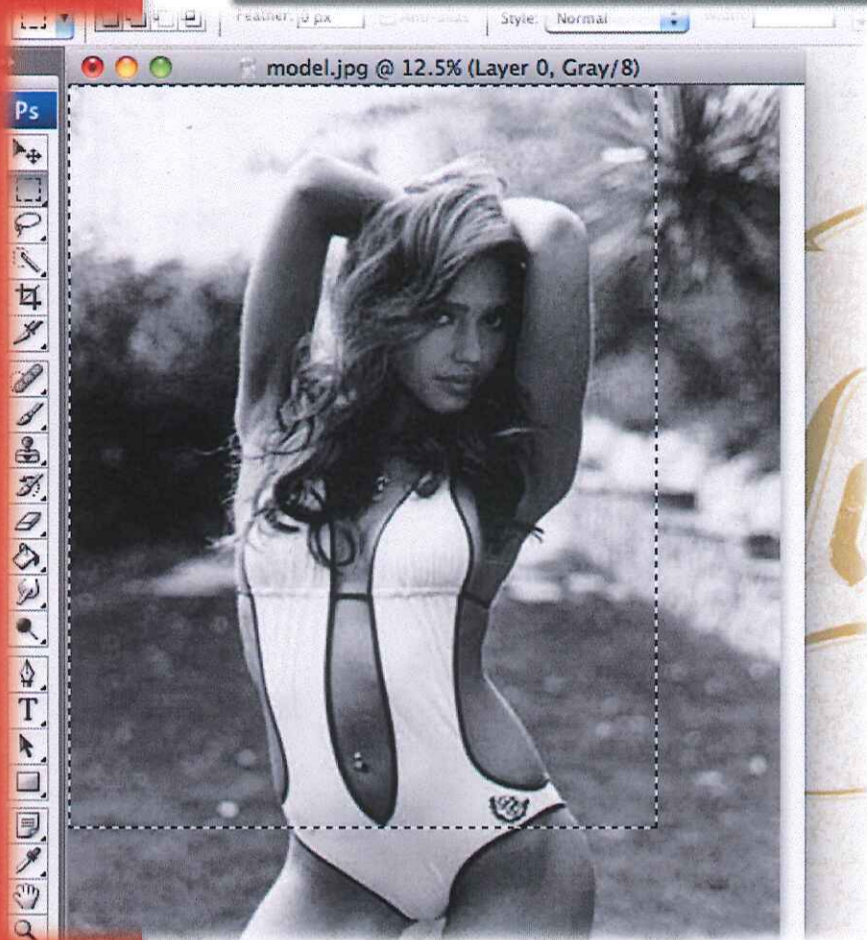
Step 1: After searching Google images for a generic sexualised, commercial image of a woman, I eventually chose this photograph of Jessica Alba. It contains potential to create every element Kruger has in her work (confronting, relevant imagery that complements text well).



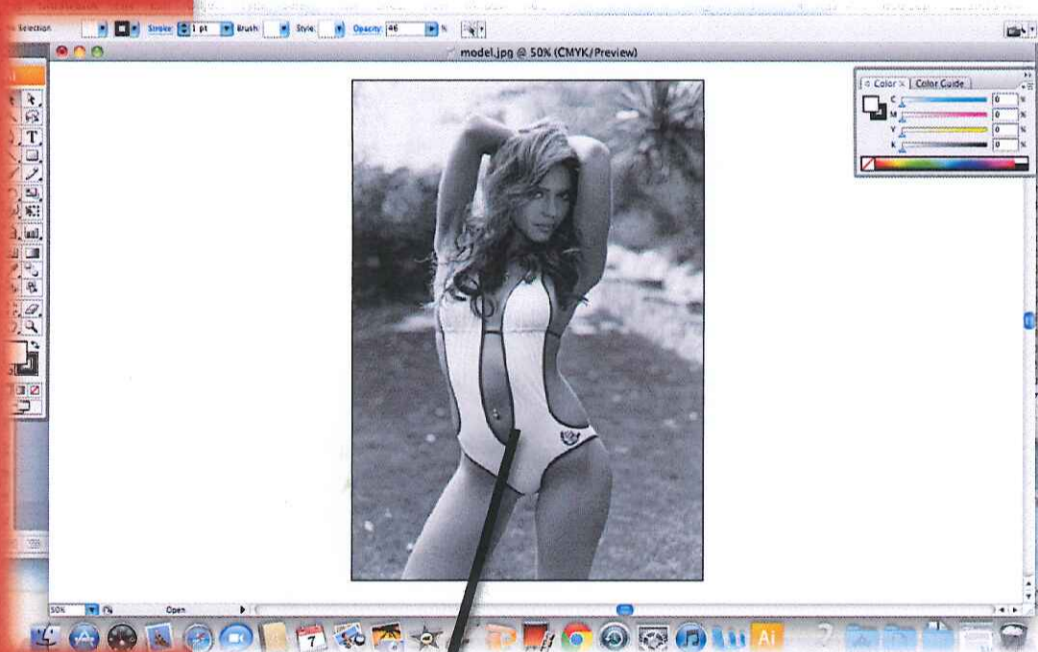
Step 2: I needed to convert this colour file into black-and-white. In Photoshop CS3, I selected Hue/Saturation and lowered Saturation to -100.



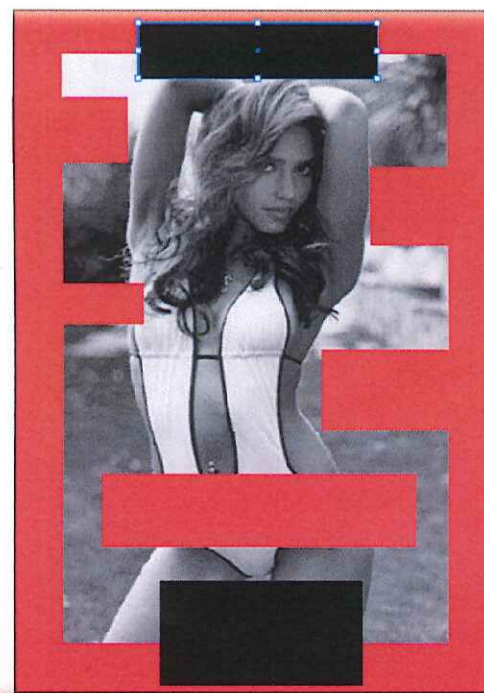
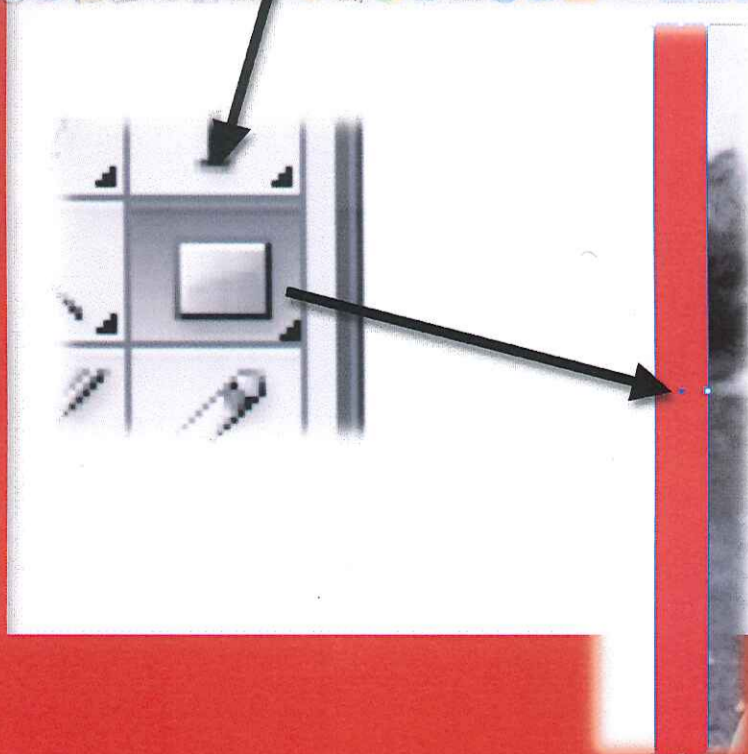
Process of Experimentation



Step 3: I required this image in A3, so it selected and used Transform Selection to enlarge it before saving it as a JPEG.



Step 4: Reopening the image in Illustrator CS3, I began using the Rectangle tool. In accordance with Kruger's work, these shapes are red, though two are black. I needed to emphasise the text within the two boxes for the purpose of my experimentation.



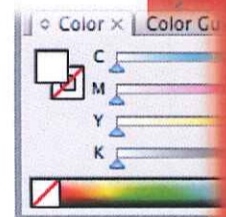
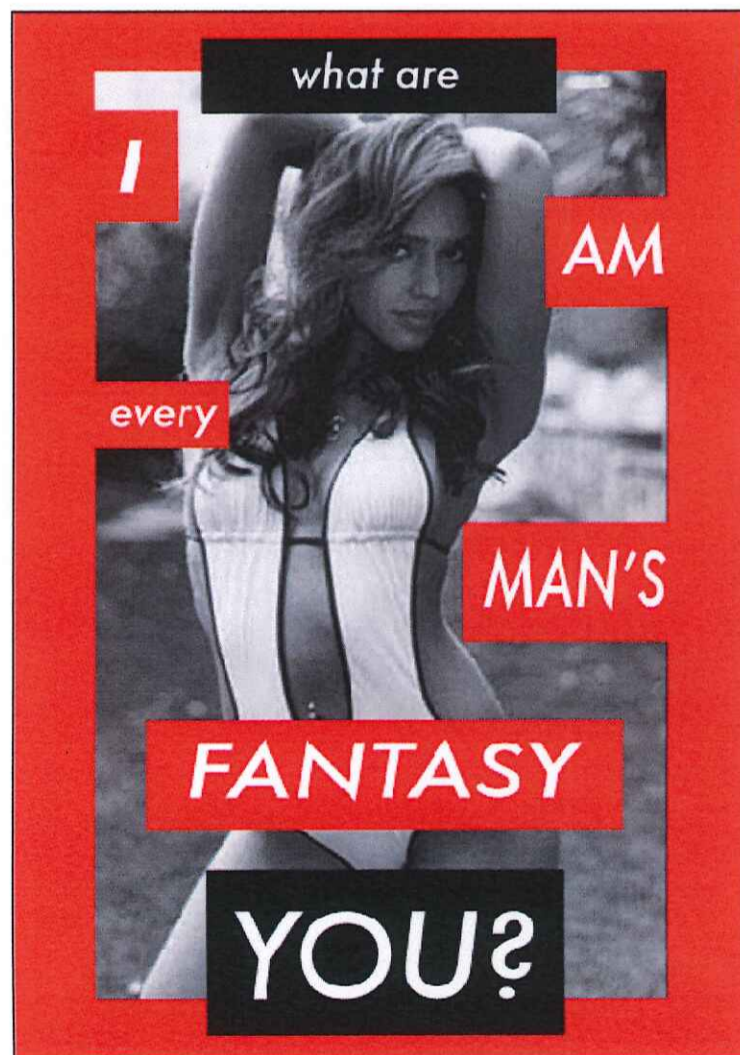
Process of Experimentation



Step 5: Selecting the Text tool, I then used 36 pt Medium Italic Futura font in each box I created in the previous step. I specifically used lower case words 'what for' and 'every' to draw attention from the other capitalised words, as they are words that hint at the falsehood of this phrase.



Character: Futura Medium Italic 36 pt



what are

I

AM

every

MAN'S

FANTASY

YOU?