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.
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.
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.
what are I AM every MAN'S FANTASY YOU?