

Unit 1.2: Methods of Cataloguing / written response

Metadata extracted: topic, words, characters,summary, paragraphs, lines, 5 most frequently used words.

References:

Miller, J. Abbott (1994): *'Pictures for rent'*. *Eye Magazine*, 14. Excerpt pp. 68-77

PICTURES FOR RENT

296 words
1939 characters

Photography in design is not usually considered the primary resource. The field of stock photography is not sufficiently appreciated, even though it cuts through the genres and expresses a way of corporate language. The source of such photos can be commissioned or sourced from stock libraries.

Paragraph 1
7 lines

Paragraph 2
9 lines



Paragraph 3
12 lines

photography (7), graphic (5),
design (4), stock (4), genres (2)

Rinse Of the Stereoscope

408 words
2553 characters

An Underwoods company from 1980 became one of the most prosperous stereoscope businesses. In 1920, Roberts published the first inventory catalogue of its holdings, which was distributed to prospective clients. It changed the way the industry operated by displaying pictures like products at a

department store.

Paragraph 1

8 lines

Paragraph 2

11 lines

Paragraph 3

13 lines



Paragraph 4

5 lines

Underwood (6), Roberts (4), market (3), photographs (3), stereoscope (3)

Serving The Mass Media

459 words

3038 Characters

In the 1920' photo agencies were on the rise. The first major one being Dephot. In 1936, Henry Luce founded Life, America's leading photojournalism magazine. In 1935 the government founded its stock agency, which works as a historical archive today.

Paragraph 1

12 Lines

Paragraph 2

21 Lines

Paragraph 3

11 lines

Agencies (5), photo (4),

publications (4), photographers (3), picture (3)

The Stock Market



626 words

4007 characters

In the mid-1970s, photo agencies split into advertising and documentary agencies. Photomicrography and photomultipliers have contributed to the stock market's rapid growth over the last 20 years, and a typical inter-

national agency now distributes 125 copies of a photo.

Paragraph 1

14 lines

Paragraph 2

7 lines

Paragraph 3



25 lines

Paragraph 4

11 lines

Stock (7), photographers (6), agencies (5), photographer (4), catalogues (4)

Non-Specific Stereotypes



133 Words
912 Characters

Stock photo agencies are based on the idea of giving photography a variety of possibilities to be used. Stock photo agencies

strive for clarity and legibility and provide a "visual dictionary of mass media" of different emotions and situations.

Paragraph 1
7 Lines



Paragraph 2
6 Lines

Stock (5), photography (2), agencies (2), mass (2), media (2)



Picture Literacy

480 Words
3186 Characters

Since photography, modern culture has been described



as a shift from print-based to picture-based literacy. Stock photography is helpful as an index of publicly directed speech. Photography can be commercial, artistic, or client-specific.

Paragraph 1
5 Lines



Paragraph 2
9 Lines

Paragraph 3
9 Lines

Paragraph 4
9 Lines



Paragraph 5
11 Lines

Paragraph 6
15 Lines

Stock (10), photography
(8), imagery (4), generic
(3), agencies (3)

Working in the Archives

841 Words
5406 Characters

Some artists and designers have shifted the literate use of stock photography and given it a new perspective. They use stock imagery in genuine, naïve, pragmatic, ironic, hilarious, political, and appropriationist ways. Historical and comparative study of stock photography may reveal the image's dominance over the World and our shift from "citizens" to "consumers."

Paragraph 1

17 Lines
Paragraph 2
13 Lines

Paragraph 3
8 Lines

Paragraph 4
12 Lines



Paragraph
10 Lines

Paragraph 6
10 Lines

Paragraph 7
8 Lines

Stock (14), imagery (10),
photography (6), work (6)

image (5)

