

W  
O  
O  
P  
E  
E  
T

D  
O  
T  
E  
E  
E  
O

# Introduction

This publication is about what a digital image actually is. Not what we see when we look at one, but what the file contains, how the file was made, and what was decided on our behalf in the process of making it.

The digital image has become the dominant unit of meaning in contemporary visual culture. It is everywhere, mundane enough that we look through it rather than at it, and shaped by decisions we never agreed to. A photograph from a phone has been processed by ten algorithms before it reaches the screen. Two thirds of every colour value in it was guessed by software. Compression has thrown away whatever wasn't predicted to matter. The image arrives looking neutral. It isn't.

What follows is one image taken apart and put back together one hundred times. The source is a single Canon RAW file containing twenty six million sensor readings, cropped to a region containing the iPad 3 marketing line "we believe that technology is at its very best when it is

invisible." The image was reduced to a spreadsheet of six hundred thousand pixel values and split into one hundred equal portions, each contributing six thousand pixels to the next. Each iteration is a step in the image's slow accumulation from scattered points into recognisable form. Each is also a real spreadsheet, accessible by QR code, holding the actual numerical data the rendering depends on. The intention is to place the backend and the frontend into the same publication, so the data and the picture can be read against each other. Rendering is normally invisible work. Here it is performed slowly, in public, by hand.



iteration 4

6,000 pixels





iteration 2

42,000 Pixels





iteration 3

48,000 pixels





iteration 4

24,000 pixels





iteration 5

60,000 pixels





iteration 6

66,000 pixels





iteration 7

42,000 Pixels





iteration 8

48,000 pixels





iteration 9

54,000 pixels





iteration 40

60,000 pixels





iteration 44

66,000 pixels





iteration 42

72,000 pixels





iteration 48

78,000 pixels





iteration 14

84,000 pixels





iteration 45

50,000 pixels





iteration 46

96,000 pixels





iteration 47

402.000 pixels





iteration 48

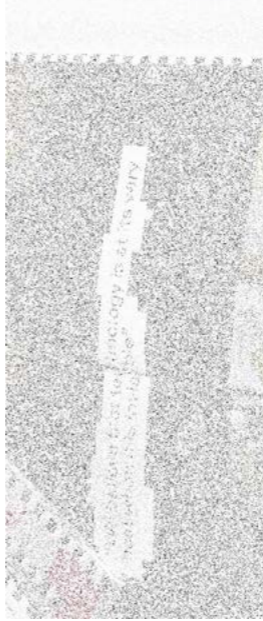
400.000 pixels





iteration 49

444,000 pixels





iteration 20

420,000 pixels





iteration 24

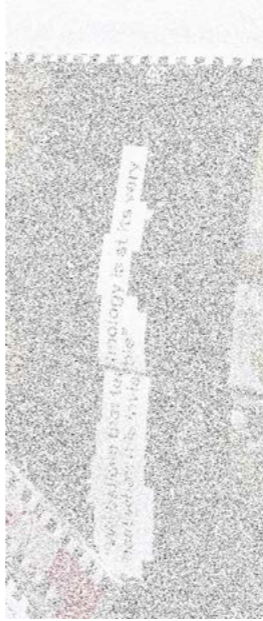
426.000 pixels





iteration 22

482.000 pixels





iteration 28

488.000 pixels





iteration 24

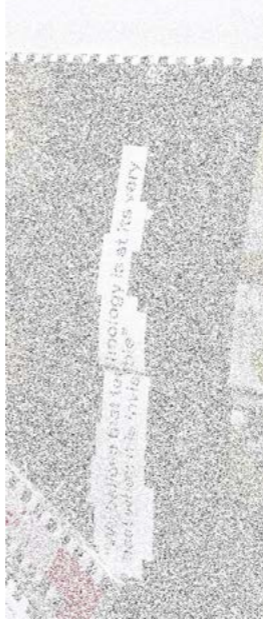
444.000 pixels





iteration 25

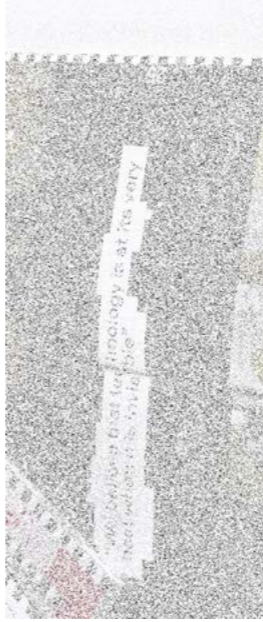
450,000 pixels





iteration 26

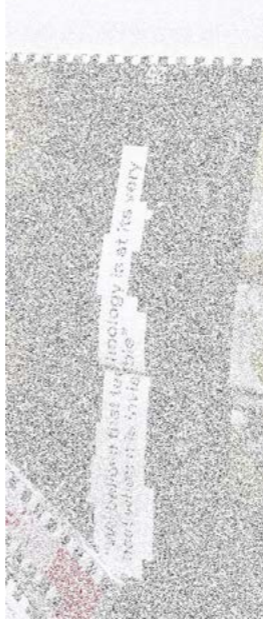
456.000 pixels





iteration 27

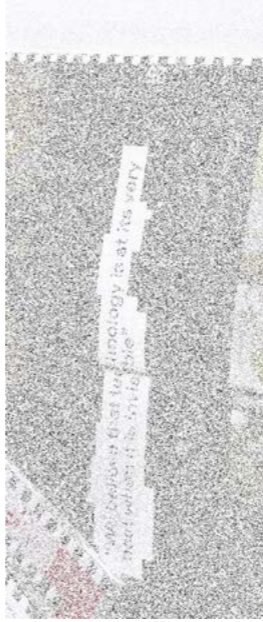
462.000 pixels





iteration 28

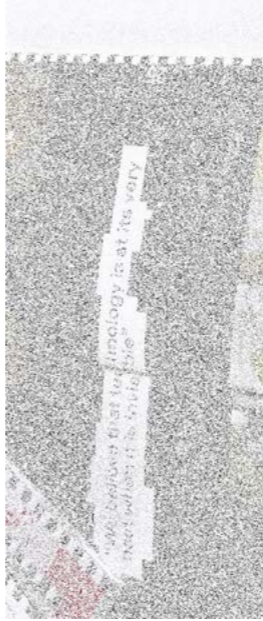
468.000 pixels





iteration 29

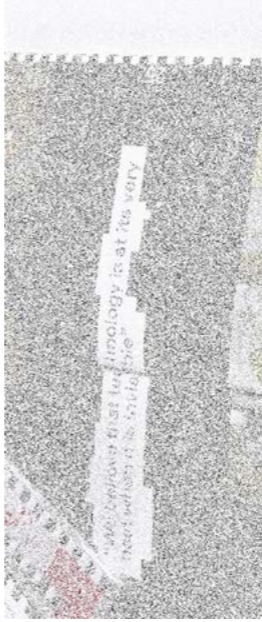
474,000 pixels





iteration 50

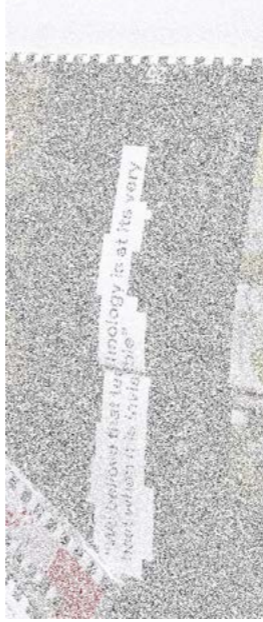
480,000 pixels





iteration 34

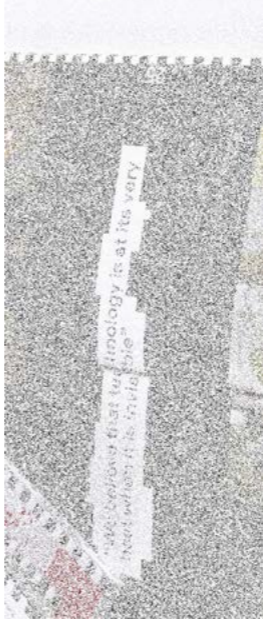
486.000 pixels





iteration 32

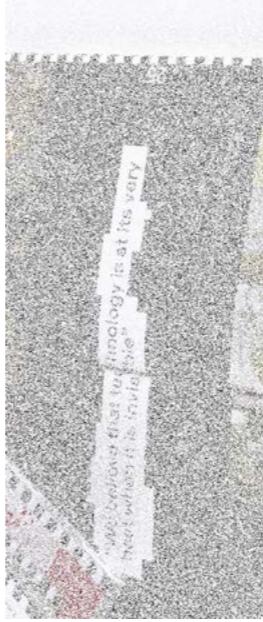
492,000 pixels





iteration 88

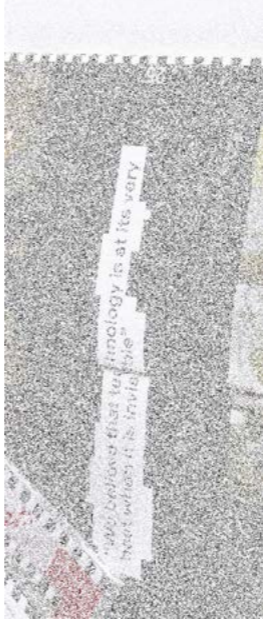
498.000 pixels





iteration 34

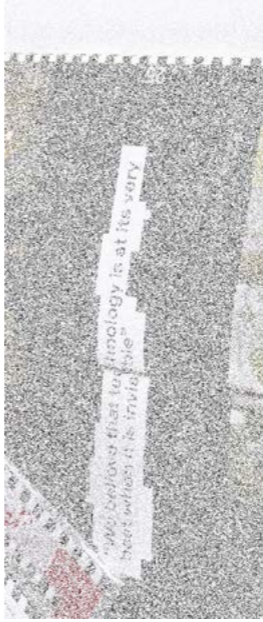
204.000 pixels





iteration 88

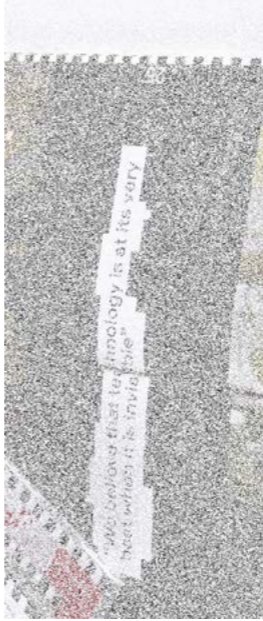
240,000 pixels





iteration 36

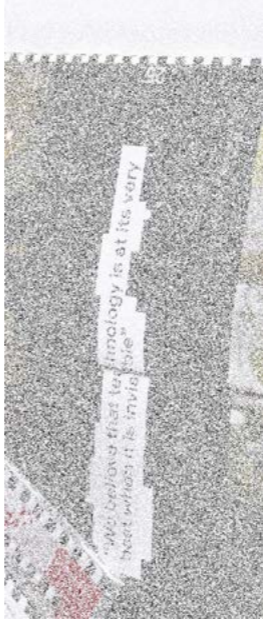
246,000 pixels





iteration 87

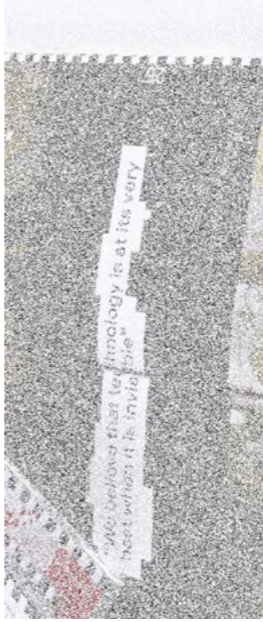
222,000 pixels





iteration 88

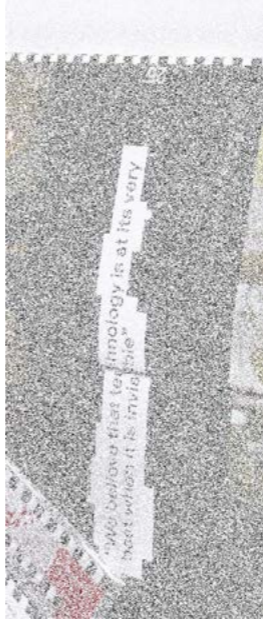
228.000 pixels





iteration 88

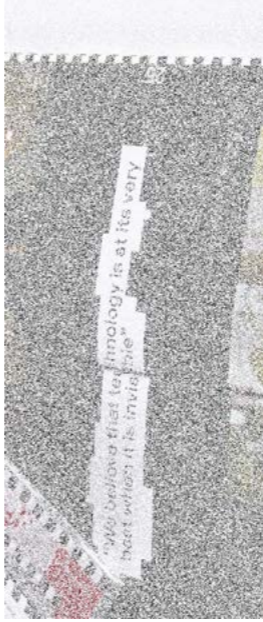
284,000 pixels





iteration 40

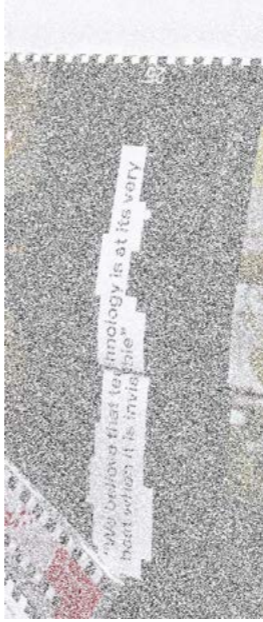
240.000 pixels





iteration 41

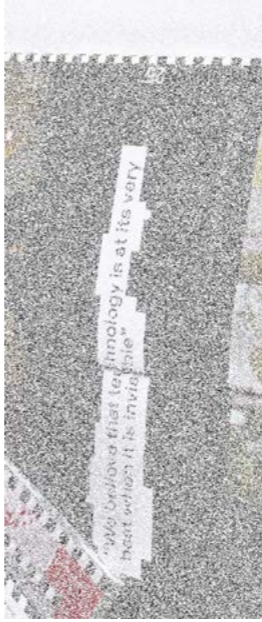
246.000 pixels





iteration 42

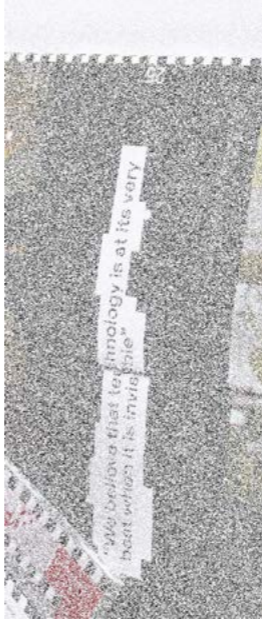
252.000 pixels





iteration 48

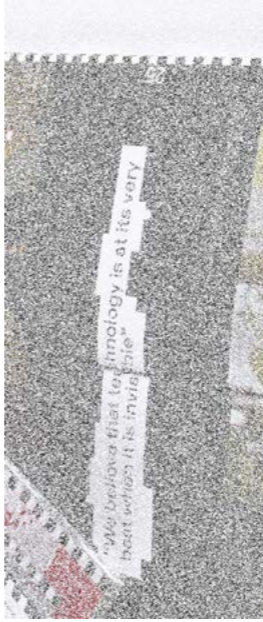
258.000 pixels





iteration 44

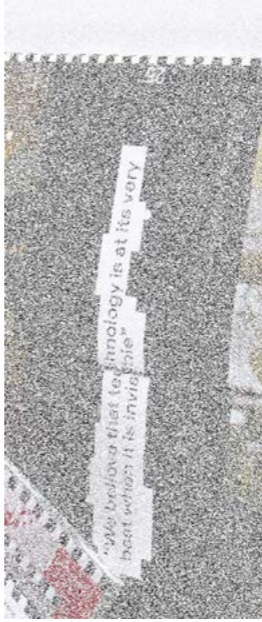
264,000 pixels





iteration 45

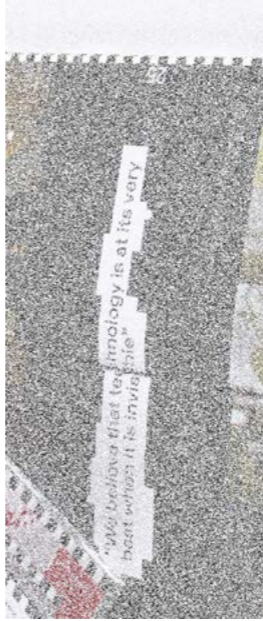
270.000 pixels





iteration 46

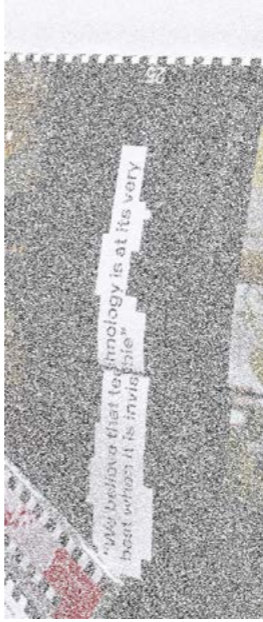
276,000 pixels





iteration 47

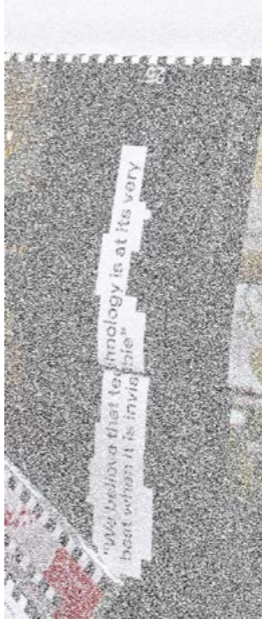
282,000 pixels





iteration 48

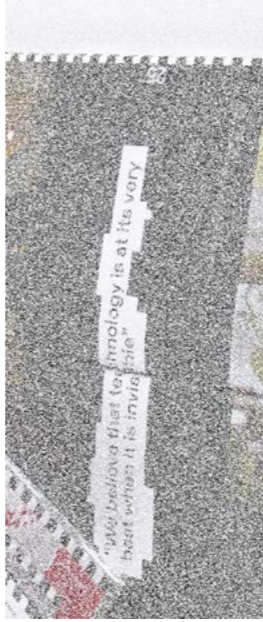
288.000 pixels





iteration 49

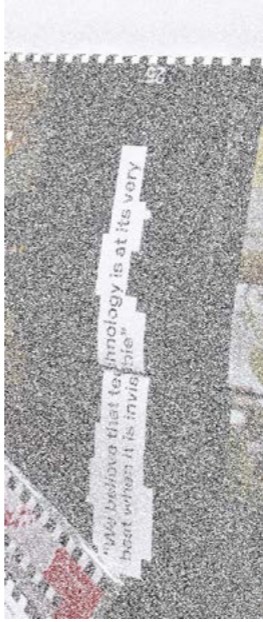
294,000 pixels





iteration so

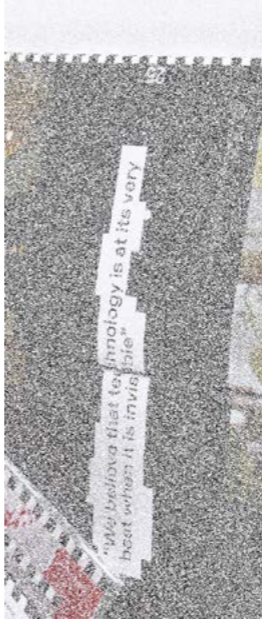
300,000 pixels





iteration 54

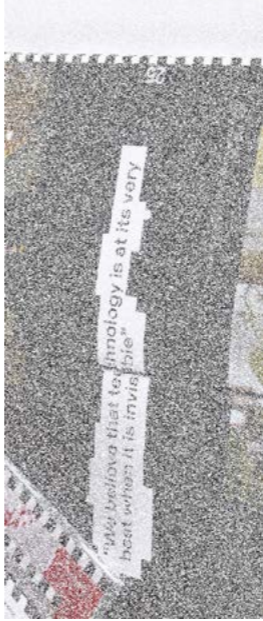
306,000 pixels





iteration 52

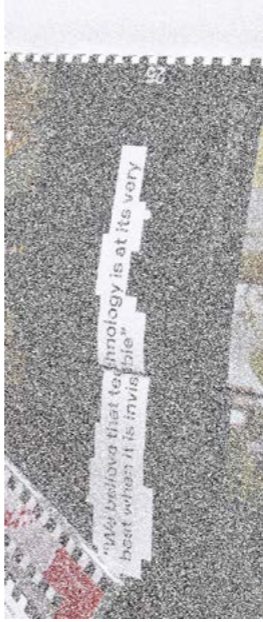
342,000 pixels





iteration 53

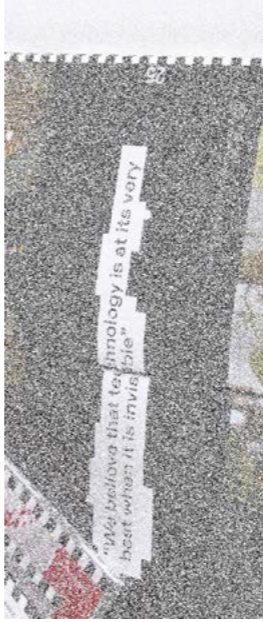
348,000 pixels





iteration 54

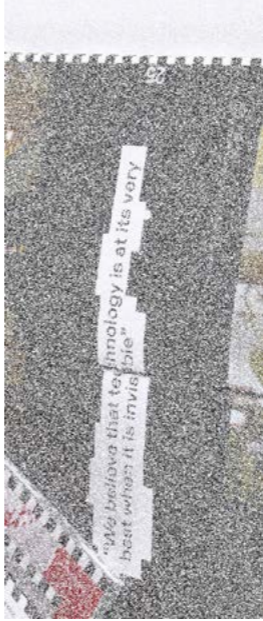
324,000 pixels





iteration 55

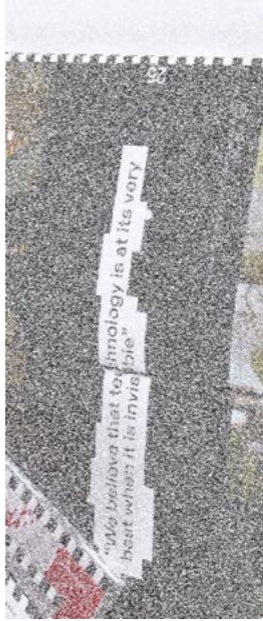
330,000 pixels





iteration 56

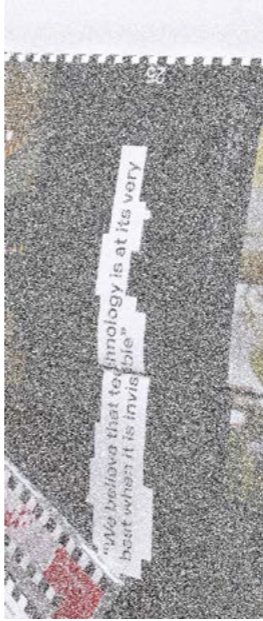
336,000 pixels





iteration 57

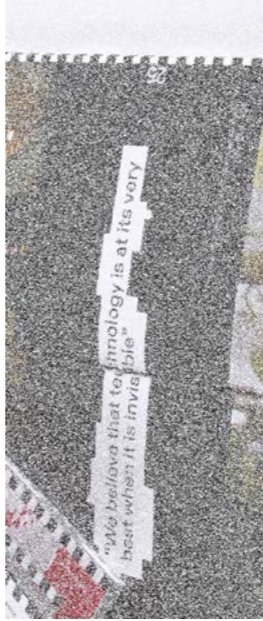
342.000 pixels





iteration 58

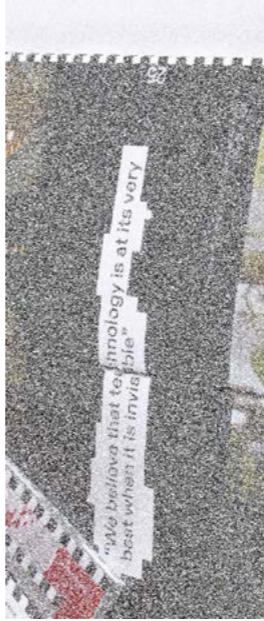
348.000 pixels





iteration 59

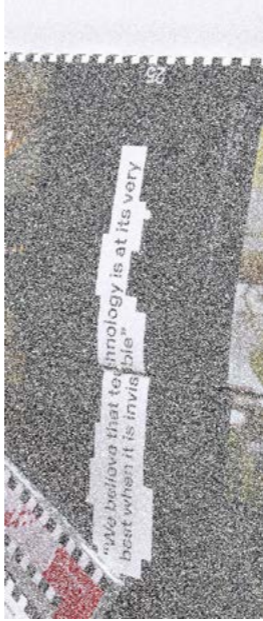
354.000 pixels





iteration 60

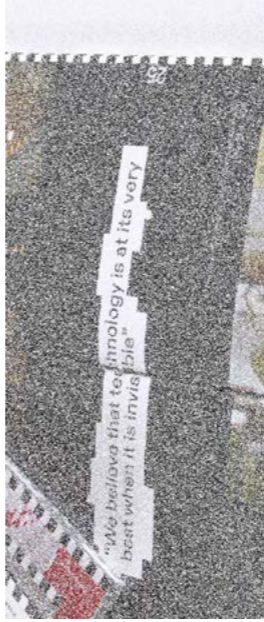
360,000 pixels





iteration 64

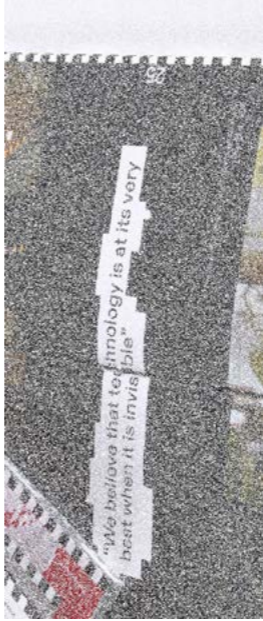
333.000 pixels





iteration 62

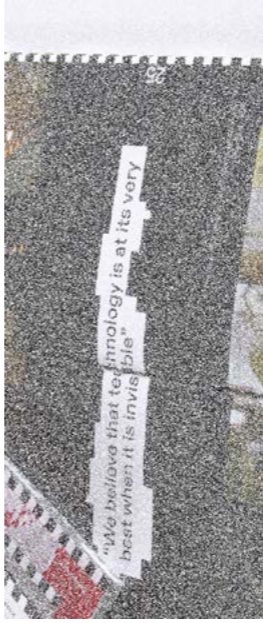
672,000 pixels





iteration 68

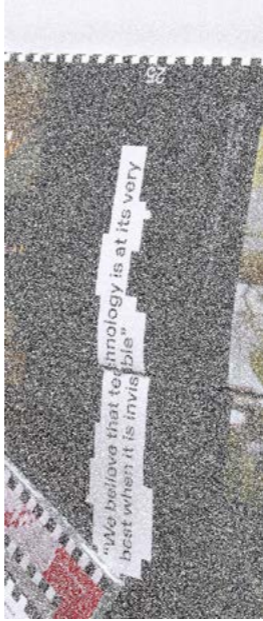
678.000 pixels





iteration 64

384,000 pixels





iteration 65

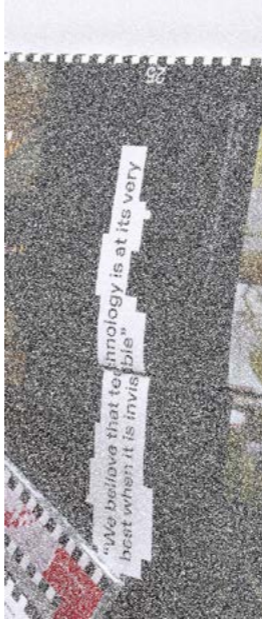
330,000 pixels





iteration 66

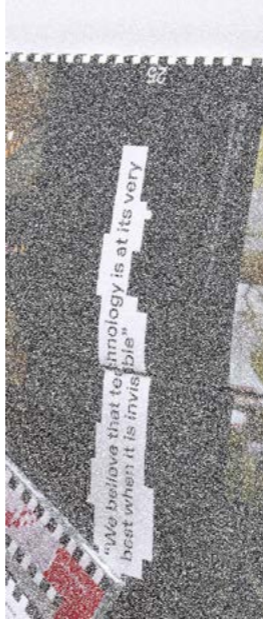
336,000 pixels





iteration 67

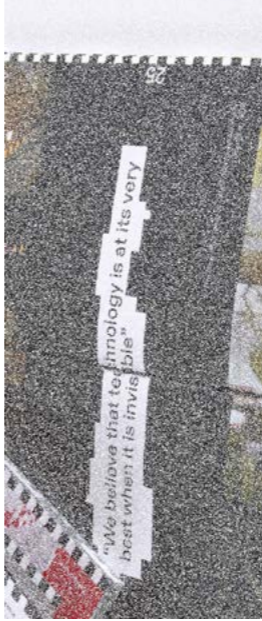
402.000 pixels





iteration 68

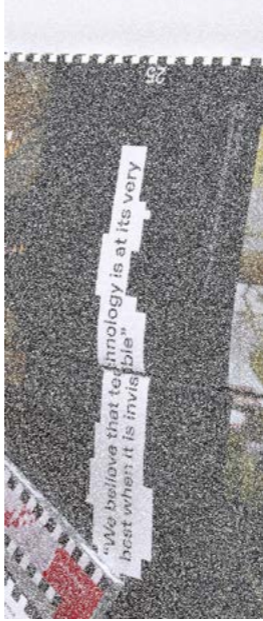
400.000 pixels





iteration 69

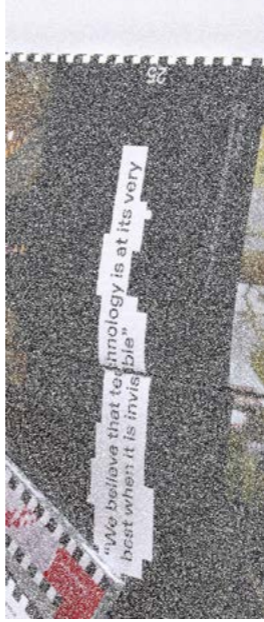
414,000 pixels





iteration 70

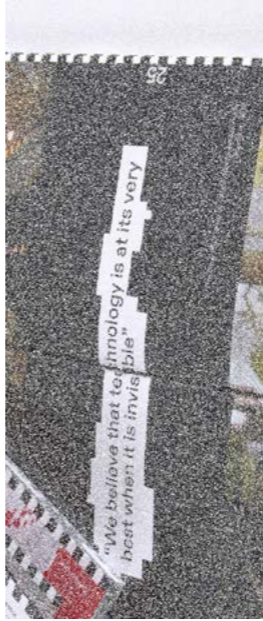
420.000 pixels





iteration 74

425.000 pixels





iteration 72

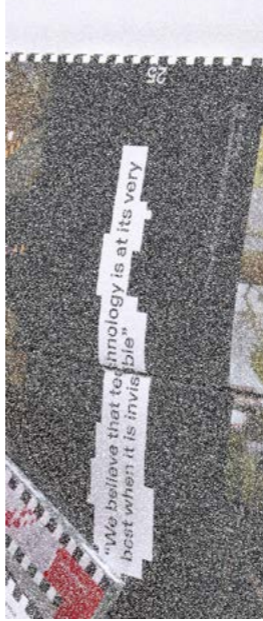
482.000 pixels





iteration 78

488.000 pixels





iteration 74

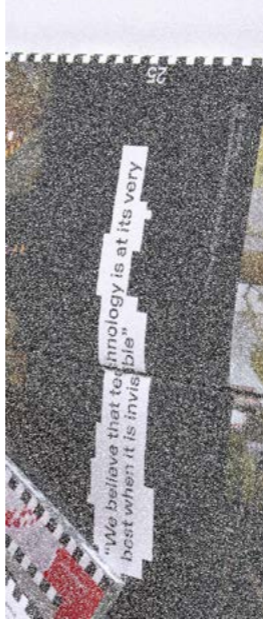
444.000 pixels





iteration 75

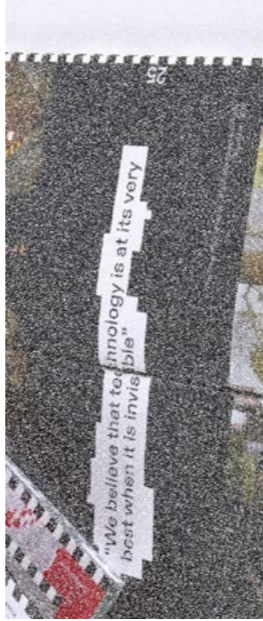
450.000 pixels





iteration 76

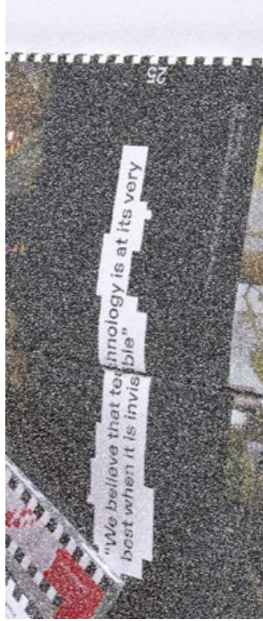
456.000 pixels





iteration 77

462.000 pixels





iteration 78

468.000 pixels





iteration 79

474.000 pixels





iteration 50

480.000 pixels





iteration 84

486.000 pixels





iteration 82

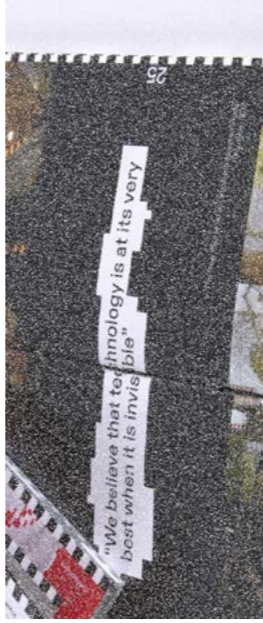
492.000 pixels





iteration 88

498.000 pixels





iteration s4

504,000 pixels





iteration 88

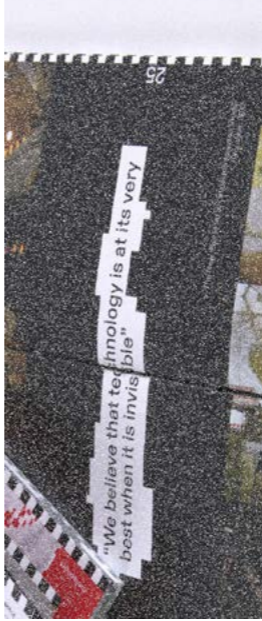
540,000 pixels





iteration 88

545.000 pixels





iteration 87

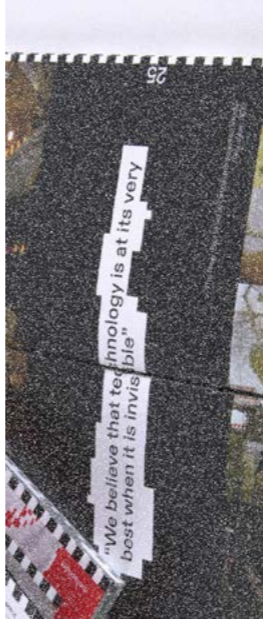
522,000 pixels





iteration 88

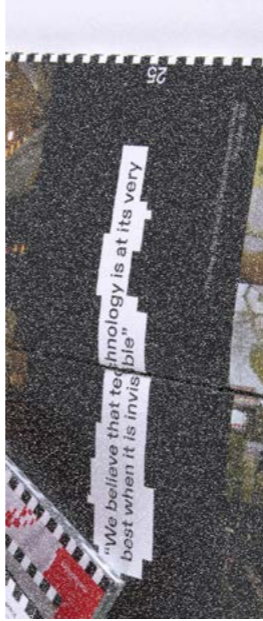
528.000 pixels





iteration 88

584,000 pixels





iteration 90

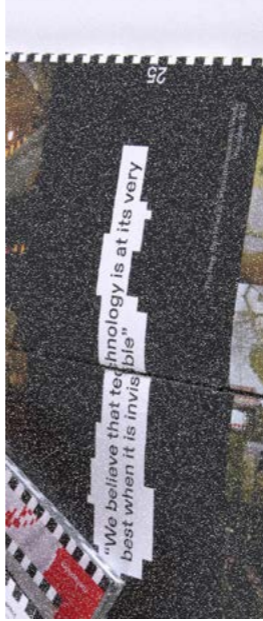
540,000 pixels





iteration 34

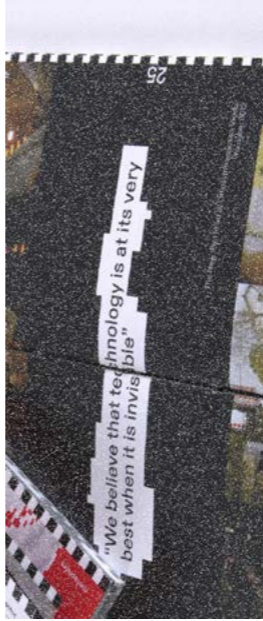
546.000 pixels





iteration 92

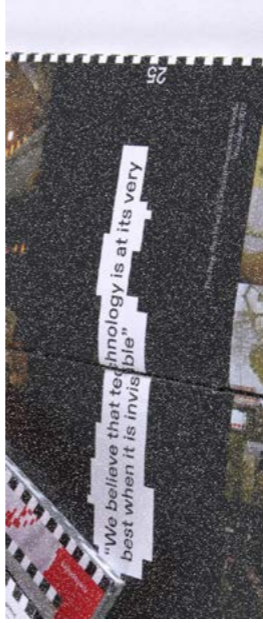
552,000 pixels





iteration 88

558.000 pixels





iteration 34

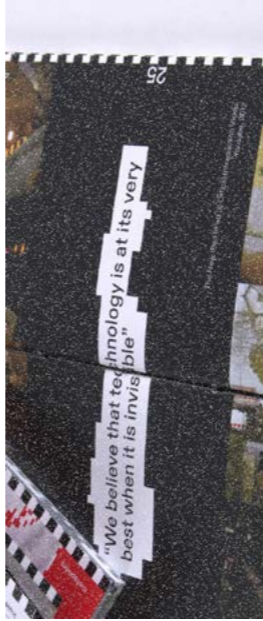
564,000 pixels





iteration 95

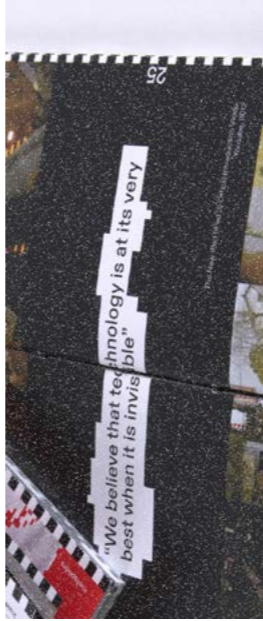
570,000 pixels





iteration 96

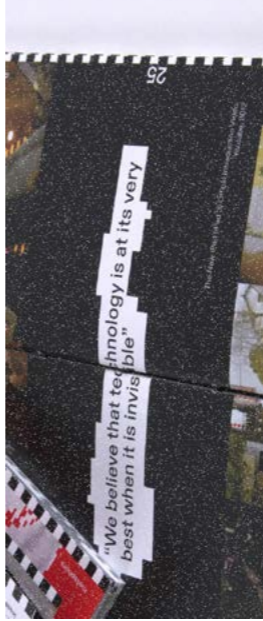
576,000 pixels





iteration 97

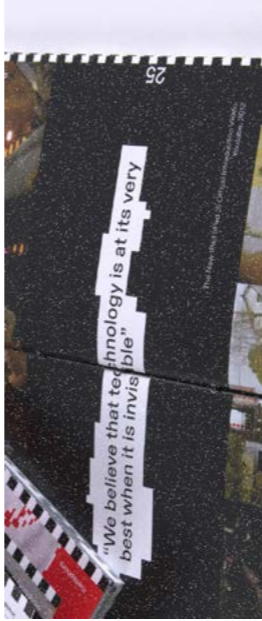
582.000 pixels





iteration 88

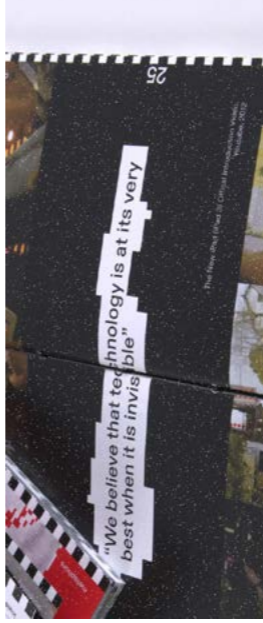
588.000 pixels





iteration 99

594.000 pixels





iteration 100

600,000 pixels

