

Photography 15

Visual Literacy

Instructor - Thom Halls – Office T401M

Visual Media Technology Department

Spring 2018 –Section number - 37093

Email - Thomas.Halls@fresnocitycollege.edu or info@thomhalls.com

Photo 442-8200 ext. 8718 - www.thomhalls.com

Course duration – January 8th to May 16th, 2018

Office Hours Tues & Thurs 2:30 to 3:30 pm – Fri 8:30 to 9:30 Virtual Online

COURSE DESCRIPTION

This course is designed for the student who already has basic experience in photography and some darkroom techniques. We study the nature and function of photography as language and personal development; its use in communication and expression, visual literacy, and the history of photography. How concept, design, and making of the photographic image are used in our culture, as we continue exploration of methods and processes involved in black and white photography. The teaching methods employ hands-on experience, information from text, lecture, and group learning to solve picture taking and laboratory problems. Sharing your work, opinions and class discussion, as well as camera and darkroom practice are required.

Expect to spend a minimum of 5 hours per week outside of class with your text and picture making in order to be successful. We will use both types of medium digital and traditional film during this course.

SUBJECTS WILL INCLUDE:

- A. Visual language of photography
- B. Varied approaches in choosing and handling subject matter
- C. History of photography
- D. Styles and lifestyles in photography
- E. Production of black and white photographs
- F. Presentation of prints
- G. Aesthetics and communication
- H. Exercises and activities:
 - 1. Concept and intuition
 - 2. Gestalt theory
 - 3. The direct approach
 - 4. The documentary approach
 - 5. The symbolic approach
 - 6. Digital printing exercise
 - 7. Portfolio production and presentation
 - 8. Field study.

STUDENT LEARNING OUTCOMES

1. Produce quality images using advanced camera controls, traditional darkroom techniques and digital processes.

TEXTS:

(Needed first week)

Perception and Imaging, Zakia, Focal Press (4th Edition)

MATERIALS NEEDED FOR THE COURSE:

When Needed

Textbooks	First week
Notebook for lectures, presentations and fieldwork	First week
Camera - Either a film 35mm camera or a digital DSLR, or advanced rangefinder style camera can be used for this class. All images will be in B&W.	
NO point and shoot cameras or phones!	First week
Four rolls of B&W film (4) – 24 exposure rolls – ISO is up to you	Third week
Flash drive, CD's or external hard drive for file storage	First week
Towel - bring one from home you can sacrifice	Seventh week
RC photo paper – glossy, pearl or satin finish; all paper must be 8x10 inches in size. Available in 25 and 100 sheet boxes. This paper will be needed for your portfolio.	Seventh week
Pictorico Image transfer transparency film	Tenth week
Dry mounting tissue (optional)	Seventh week
Dodging and burning tools – red or black poster board for burning/dodging	Seventh week
12 x 15 Manila envelopes - At least two for Project Assignments. (If working traditionally) Printed images will ONLY be accepted in this way	First week
Portfolio case - suggestions will be made.	Seventh week
Some of these supplies may be purchased as Horn Photo, Allards or other art stores.	

Students who have a verified need for an academic accommodation for materials in alternate media (i.e. Braille, large print, electronic text, etc), as per the Americans With Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact your instructor as soon as possible. Students with disabilities who qualify for academic accommodations must provide a letter from the DSP&S and discuss specific needs with the professor, preferably during the first two weeks of class. DSP&S determines accommodations based on appropriate documentation of disabilities.

ATTENDANCE POLICY:

Missing three class meetings before the drop deadline or two lectures in a row will result in your being dropped from the class.

Partial attendance, either arriving late or leaving early without prior authorization will not be allowed.

Attendance is taken at the beginning of each lecture. If you are late, it is **YOUR** responsibility to get on the roll. You will be responsible for all materials given out, lecture information presented or demonstrations given for all class periods you are absent.

GRADING POLICY:

Each project will have a point value assigned to it and graded on how well you meet the project goals. If there are insufficiencies in technical quality, presentation, effort, communication or ability to follow the

assignment directions, there will be a subtraction of points. Your progress is evaluated during each lab period and you are encouraged to discuss your grade.

I will maintain regular offices hours as posted. On Friday's from 8:30 a.m. to 9:30 a.m. I will have a virtual office hour where I will respond directly to email. I will not be in my school office at this time. Use Thom.Halls@fresnocitycollege.edu for communication. I will be at my computer ready to respond to any and All questions and will answer questions in the order received.

Each project will have an assigned due date. **LATE PROJECTS will not be accepted.** If you have not finished a project, you are STRONGLY urged to meet the deadline. After the project is graded and the in class critique given, you may complete your work to improve your grade. Failure to turn in any progress on the assignment will result in an "F". The critique on this class is the most important learning experience and to reap the rewards of this time, you must have your projects finished.

Any project can be redone to improve the grade but they must have been completed by the original due date. A **REDO** must be labeled as such and turned in with the original graded project. If you intend to **REDO** a project, you must inform the instructor. Failure to turn in the **REDO** will result in your original grade standing.

GRADING

You are encouraged to discuss your work and its grade at any time.

You can compute your grade by point total at any time during the course. Students are to retain all work where points are earned until the student is satisfied with the final letter grade for the course. Final Letter grades will be assigned based on the following scale by the accumulations of points.

You can compute your grade by point total at any time during the course:

90 + = **A** 80% + = **B** 70% + = **C** 60% + = **D** Below 59% = **F**

Mid-term and final exam will cover lecture notes and assigned text materials.

Total semester grade will be computed from:

1. Projects	1 through 5 (200 pts each)	1,000 points - 36% of grade
2. Portfolio (Final)		800 points 29%
3. Field Assignments	1 through 4 (100 pts each)	400 points 15%
4. Lab Evaluations (5)	250 points	250 points 9%
5. Mid-term exam	200 points	200 points 7%
Total		2650 points - 100%

Credit/No, Credit Assignment must be at least 70% correctly complete for credit.

Midterm and the Final exam cannot be made up.

Failure to do the lab projects or the final portfolio will result in your not passing the course.

LAB EVALUATIONS

Lab Evaluations are an important part of the Photo 15 learning process. For each project, you will need to download a **Lab Evaluation Form**. This form is to be brought to the instructor during your lab time with your work in progress for a discussion. Each Lab Evaluation Form will be worth 50 points and must be signed off by the instructor twice (2) for full credit (once for in file after capture (negative) and once after the

file has been worked (printed) either in a traditional lab or on the computer). Progress must be shown each time you approach your instructor. Failure to do this step will result in a significant loss of points.

PROJECT REQUIREMENTS

All projects must be completed by you and be original pieces of artwork, photographs or web products. All projects must meet professional standards.

All projects must be turned in for grading via the Internet through my website www.thomhalls.com. Please see the separate instructions at www.thomhalls.com/contact.html for further instructions on delivery and setting up your computer. This is very important!

- You must submit all materials under the same naming convention each time an assignment is due – this will go for your Project work (**i.e. Student Sam Jones, must label his work Jones_S_Prjct1**). There are to be **NO** periods, commas, /, -, spaces or any other character of any kind in file names. Just and letters for the name and underscores (_)
- All image files for projects must be labeled appropriately. Images must have first initial and last name on them. (i.e. Jones _S) and all your assignments must be placed in your folder labeled correctly (**i.e. Jones_S_prjt1,2,3 etc**).
- If you are turning in multiple images for an assignment then the individual files must be labeled individually - **In the image name please designate (a,b,c, etc) – (Example Jones S_ A.jpeg). Make sure you do not erase the file extension JPEG from the file name. Very Important!!!!**
- Feedback from me on your projects will be delivered in short evaluations given back in class.

Failure to label your files correctly or place them in the correct folders, will result in a loss of points for the first project, and then possible rejection of subsequent projects with no points awarded at all.

No work will be accepted during finals week. Any **REDO's** must be turned in two weeks prior TO THE LAST LAB SESSION!

Final portfolios must be in a contained portfolio case, clearly marked with name, class and project.

- Holiday's observed during the semester
 - Martin Luther King Day** – Monday January 15th
 - President's day(s)** – Friday, February 16th and Monday February 19th, 2018
 - Easter Break** – Monday March 26th through March 30th, 2018

Date of the final exam will be Wednesday May 16th, 2018
The final drop deadline is – Friday March 9th, 2018

FINAL THOUGHTS

Effort plays a major role in the success of this class. Photography is fun and can be an incredible learning experience. However, you must participate fully. You must read the texts, take notes on lectures, on demonstrations and in the field when you are doing an assignment. I encourage you to seek feedback and ask questions on any topic.

Be courteous in class. Talking out of turn, reading, writing or passing notes in class other than the lecture material is not acceptable.

Cell phones, tablets and pagers must be turned off before you enter class. Laptops are not permitted to be used in class during lecture time. Playing video games on your phone or other digital device while in class will be considered a disruption and handled accordingly.

Incompletes are given only in extreme hardship cases due to circumstances beyond the control of the student. Not completing or passing the course is not a hardship. If you must drop the class, it is **YOUR** responsibility to do so before the drop deadline. If you fail to do so, the grade you earn will appear on your record.

Keep all your projects returned to you in the event there is a conflict in the grading process or a loss of records so you can document your grade. If you are called upon to produce the work and are unable to do so, you will receive no credit.

Camera equipment provided by the school is limited so check out's and returns are very important. It is vital that you return equipment promptly when your assignment is complete.

Failure to comply with the above guidelines may result in your being dropped from the class.