

Media Photography II

Journalism 430

Fall 2012 MW 10:20am-12:30pm

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Online at desire2learn (www.uwosh.edu/d2l) and <http://uwomediaphoto2.blogspot.com/>

Description: Introductory digital color photography for journalistic publications and online media. Picture editing, picture story planning and execution. Emphasis on selection, composition, and content suitable for publication.

You must have received a C or better in Media Photography I to take Media Photography II, as well as meeting all other requirements listed in the university bulletin.

Objectives: You will gain practice working in color, learn basic artificial lighting, and get comfortable shooting with a digital SLR in the studio. A goal is to help you find which area of photography interests you most and to help you improve in that area.

Grades:

Studio Still Life (Makeup possible)	10
Studio Portrait	10
HDRI	10
Criticism Essay	10
Multimedia or For-Portfolio Pics/Election	15
Portfolio/Self-Branding	30
Attendance and Participation	15
 Total	 100

Gear: You need access to a camera with manual controls. You also need access to a tripod. If you have thought of buying a tripod and a flash, now is the time.

Texts: *Criticizing Photographs*, 5th Edition 2011, by Terry Barrett, required.
Videojournalism, 1st Edition 2012, by Ken Kobre, recommended for those selecting the multimedia assignment.

Things costing money: The 4x5 optional assignment will require you to spend at least \$5 for each sheet of film and processing for each image. You will need CDs/DVDs, and maybe a flash drive.

Academic Honesty: All your work must be of your own original creation. It is your responsibility to read and understand university policies on academic honesty.

Attendance/Participation: Attendance will be taken and participation is expected. Part of participation is to enter the Photographer's Forum College Photography Contest. Forms will be provided. Give me a copy of completed form and photos.

You are expected to be here for digital imaging sessions and other in-class activities. During digital imaging times you are expected to be working on your photos for at least one hour, or to have one-on-one evaluations.

Using computers, cell phones and similar devices during lectures (unless otherwise specified as allowed) is prohibited. Use of such devices leads to deduction in participation points.

Submitting photos: Unless otherwise noted, please submit your sleeved negatives, index prints, and prints. You will submit these in a clean, large envelope or expandable folder. High-resolution photos submitted for a grade are to be put in the D2L Dropbox. If you shoot with a digital camera, turn in unused images on a CD or DVD. Photos should be 300 resolution. Do not give me the low-resolution (72) jpps unless stated under the assignment requirements.

Late assignments are deducted 10 pts for each class day missed. This starts with the day it is due, whether it is during class or before it. All assignments are due at the beginning of class on the day they are due--unless otherwise stated!

Instructions can vary for special projects. Burn all Soundslides or Flash folders/files for me.

Here is a generic list of things to do:

- 1) Submit hi-res prints in b&W or color (because of our bad color printer, I will place no emphasis on the print color for grading)
- 2) DVD-R or CD-R containing: all pics, your edited pics for a grade, digital contact sheets, and the Soundslides or Flash project folder (Film users should submit disk of edited pics and project folder, and film with index prints)
- 3) Upload hi-res pics to D2L
- 4) Upload project folder to server (you can delete sub-folder "Raw" first)
- 5) Embed project in our blog AND the class blog

Assignments and Grading:

The Studio Still Life and Studio Portrait assignments all require presentations in color. Black and white versions can be used for portfolios.

All assignments except for the portfolio require original photos—you may not use images previously made. Your portfolio can include any photos you have ever taken.

Studio: Still Life and Portrait, and Thanksgiving

Before you do this assignment, you will practice in small groups to learn the equipment. We will take portraits of each other as practice. You will use the studio during your free time. The department supplies all required equipment, but you can use your own DSLR as desired. Please remember that studio equipment is expensive and it is easy to break.

For your actual graded assignments, you will produce one still life shot and one portrait of a person as a subject.

Your still life subject will be announced. Please clean up your area when done.

The other studio picture is a portrait of someone in the studio. You determine what and how to show your subject—it is a lighting exercise. You may have to bring your own backdrop (sheet, blanket, etc).

Please remember to remove the battery from the camera when you are done shooting or it can die forever!

For insurance and legal reasons, no animals or open bottles of alcohol are allowed in the studio. For inspiration you can go to Corbis.com or Getty.com to get ideas for studio shots, as long as you post a copy of the photo(s) that inspired you.

Make digital contact sheets with images 3x4 up to 5 x 6. Only basic Photoshop techniques (sharpening, toning, color balance, etc) may be used on this assignment. The point is for you to learn how to make adjustments while shooting. No layering or dropping out of elements.

You have one additional assignment, which is Thanksgiving. You have to include something edible in shot. The rest is up to you. If you score higher on this assignment, it will replace your first studio assignment grade. However, any late penalties for the original studio assignment apply to this assignment. For example, if you were deducted 10 points for lateness on the original still life assignment, you will be late on this one. If you don't do this assignment, the original assignment will be lowered by 20 points.

You may alter your studio photos for your portfolios.

Photo Criticism

Write a concise review of the Ansel Adams exhibit as if you were writing for a publication dealing with Wisconsin arts and culture. Imagine that your editor has given you 1,000 words to write on the exhibition. Your audience is college educated but not educated in art. Assume the readers are familiar with Adams. However, they are not experts in Adams. Write in Associated Press style. Even though you will be visiting the

exhibition near the end of the showing and the critique is due after it, pretend as if you were writing at the very beginning of it.

For my reference only, provide a sheet listing any books, magazine articles, etc. you read to learn more about Adams. Remember that the more you offer your critique—not someone else's—the better. This site may be helpful:

<http://www.pbs.org/wgbh/amex/ansel/filmmore/pt.html#>

HDRI

Make three photos of the same scene at different times of the day, although you can do it across multiple days. The three photos are one of sunrise, one around noon, and one at sunset. Use HDRI techniques and export them as JPGs and post all three together on the class blog.

Multimedia or For-Portfolio Pics

You have a choice between making a two-minute multimedia project or five new pictures for your portfolio.

The for-portfolio photos do not have to end up in your portfolio. They must have been shot this semester specifically to fit the theme of your portfolio.

For this semester, this assignment must be related to the elections in some form. So, your project must fit your portfolio and the election. The project content must have been made during this semester.

Final Project

Make a portfolio of 12-20 photographs. Your portfolio must consist of 15-20 color and/or black and white images, and it can include images from Photo I, Photo II and any other photos you have made. I recommend that you try to find other things to shoot during the semester to include in the portfolio. This portfolio can be paper-based or digital-based (Soundslides, Flash or HTML). You will look at various examples. Advertising images from your open or studio assignments may now be altered in ways not previously allowed.

If you choose the two-minute multimedia project made for this class, you may submit the video and a minimum of 10 photos.

This is the only assignment that allows you to use material made before this semester.

4x5 Assignment for Bonus Credit

Your optional assignment is to use the department's 4x5 view camera.

Students will shoot with 4-inch by 5-inch color transparency sheet film. The images will be previewed before shooting with a digital SLR. Turn in one 4x5 and a digital image scanned from our special flatbed scanner.

Your score out of 10 is added to your attendance/participation grade as bonus credit.

Tentative Schedule (Note: All lab times are for my feedback while you work)

Week 1

(9/5) Introduction; review basics and color imaging; given first assignment; schedule lighting sessions; visit studio for quick tour

Week 2

(9/10) **Bring your flash and camera, and manuals for both;** basic lighting concepts; lighting and studio videos; visit studio if needed

(9/12) 30-minute, hands-on lighting sessions; when not in lab **upload both a photo to class blog and a statement on your goals in photography;** also practice editing RAW format pics in lab

Week 3

(9/17) HDRI testing, **bring a camera and tripod--we need one tripod per team;** possible chance to revisit studio

(9/19) History of photography Part I; Ansel Adams video part I

Week 4

(9/24) History of photography Part II; Ansel Adams video part II

(9/26) History of photography Part III; **HDRI critique**

Week 5

(10/1) Lecture **Barrett chapters 1-2; Barrett 1-2 writing exercise**

(10/3) **Visit to the Paine at 11am with Laura Fiser, bring ~\$10 and both a pencil and paper/tablet for notes. NO PENS!**

Week 6

(10/8) Digital imaging time for still life

(10/10) **Critique of Studio Still Life Assignment**

Week 7

(10/15) Lecture on **Barrett 3-4, writing exercise**

(10/17) Lecture on **Barrett 5 and 6, writing exercise**

Week 8

(10/22) Lecture on **Barrett 7 and 8; discuss your anticipated essay topic**

(10/24) First hour open lab; **Critique of Studio Portraits**

Week 9

(10/29) History of photography: Street photography I; remaining time for first hour of Ron Gallela video

(10/31) History of photography: Street photography II; remaining time for first hour of Bill Cunningham video

Week 10

(11/5) **Required in-class writing lab** for photo criticism assignment

(11/7) **Shoot-out; please bring a digital camera; submit up to three pics per person; shoot only during class; pics to be posted as one posting by entire group by end of class! Minimum of one pic person, max of three per person; no car travel; best group gets extra credit**

Week 11

(11/12) Critique Shoot-out; Portfolio examples and requirements; remake a pro's portfolio lab activity; **Photo Criticism due at beginning of class**

(11/14) Digital lab time for Thanksgiving assignment

Week 12

(11/19) Guest photographer Josie Bennett of J.J. Keller to show her work and critique your **Thanksgiving assignment; all optional 4x5 projects due by now**

(11/21) Thanksgiving Vacation

Week 13

(11/26) Digital imaging time

(11/28) **Critique Multimedia/For-Portfolio Pics**

Week 14

(12/3) Local professional to discuss your portfolios

(12/5) Portfolio development time

Week 15

(12/10) **Portfolio Final Project due at END of class**

(12/12) Critique of portfolios