

Media Photography II

Journalism 430

Fall 2013 MW 10:20am-12:30pm

Dr. Tim Gleason

Office Location: Sage Hall 3485

E-mail: gleason@uwosh.edu

Phone: 424-7298

Office Hours: MW 2pm-3pm; TR 8am-9am, 1pm-2pm

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 in the studio, and improve creative thinking. You will also learn software to enable you to complete new projects. 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	10
Studio Portrait	10
HDRI	10
Multimedia Essentials	05
Multimedia Extensive	20
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: *Videojournalism*, 1st Edition 2012, by Ken Kobre, is required for the multimedia assignments. The text is to serve as your reference while working on your multimedia assignments, but there are also guides I am providing that I compiled for class.

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 (even poorly printed is fine for me).

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. Getting feedback is one of the most important aspects of learning photography and multimedia.

The use of 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/projects: Photographs and videos are graded online. You will post images to the class blog. Be prepared to get an invitation to join the class blog. Multimedia projects are to be posted to YouTube and embedded in the class blog. Your portfolio can be linked from the class blog. Grades will be posted in the grading area of D2L. It is assumed the lab and critique day feedback is sufficient. If you want more feedback, I am happy to meet with you one-on-one in my office.

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.

Assignments and Grading:

The Studio Still Life and Studio Portrait assignments are 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

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. Many students prefer to use their own cameras but a sync adapter is usually required for these cameras. 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 excessive layering (none beyond a simple adjustment layer for toning) or dropping out of elements. However, you may alter your studio photos for your portfolios.

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 the sunrise, midday, and sunset on the class blog.

Multimedia: Essentials and Extensive

You will make two multimedia assignments this semester. The Essentials is a team-based learning opportunity, and the Extensive is your own project.

The Essentials assignment is a group assignment. This assignment was created upon recommendation of a previous class. These students recommended an assignment that prepares them for the bigger assignment. You may include still photos in these projects. It will be graded pass/fail. You, as a group, are required to make a video package that contains a minimum of:

- A story (a narrative flow)
- One wide shot
- One medium shot
- One close shot
- Use of a tripod on at least one of these shots
- Audio (interview, narration and/or ambient)
- One minute in length or slightly longer
- Made with iMovie or Final Cut Pro
- Posted on YouTube
- Linked to class blog

The Extensive assignment uses the skills and technology from the Essentials assignment. You must choose a serious topic that is part of a national awareness month topic in the USA. You must have footage during that the awareness month, and you may add footage before and after that month. I require an awareness month topic instead of week or day topics to give you more time. Here are some links to find them:

<http://www.nutrition411.com/component/k2/item/28813-monthly-health-observances-for-2013-january-june-what-to-write-talk-or-blog-about>

http://www.evms.edu/media/evms_public/departments/library/Monthly_Healthcare_Observances_2013_Calendar.pdf

This video package contains a minimum of:

- A story (a narrative flow)
- One wide shot
- One medium shot
- One close shot
- Use of a tripod on at least one of these shots
- Audio (interview, narration and/or ambient)
- Two minutes in length or longer
- Made with Final Cut Pro
- Posted on YouTube
- Linked to class blog

Grades for the Extensive assignment will take into account the difficulty of the assignment and the integration of more challenging elements, such as interview clips. Meeting the minimum requirements does not mean you will receive an 'A' for the assignment. Quality does matter. Projects of higher quality will receive higher grades than projects of lower quality. Use the minimum requirements as a starting point.

Final Project

Make a portfolio of 10-20 photographs and at least one video of at least one minute. 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. You may include your Instagram feed, as well as other social media outlets.

Do not use your group video for the project. Your video must be your own product.

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

About 75%-80% of this project grade is about your images (and video, if you have one), and the rest is the overall package.

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

Week 1

(9/4) Introduction; review basics and color imaging; given first assignment; schedule lighting sessions; visit studio for quick tour

Week 2

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

(9/11) 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;** Practice editing RAW format pics in lab when you are not in studio

Week 3

(9/16) HDRI testing, **bring a camera and tripod--we need one tripod per team of 2-3 people; edit images and post sample shots on blog;** possible chance to revisit studio; studio time start this week

(9/18) Introduction to multimedia; read Kobre chapters 1-4 for today; during lab time teams go and shoot video, so bring tripods and any other necessary gear

Week 4

(9/23) Lab time for HDRI and Multimedia Essentials

(9/25) **HDRI critique starts at 11:00;** you may use 10:20-11 as lab or come at 11, not after 11

Week 5

(9/30) Using gear for multimedia, covering Kobre 5-8; lab time for more team shooting

(10/2) Teams edit Essentials video in lab

Week 6

(10/7) Editing time for still life and multimedia

(10/9) **Critique of Studio Still Life Assignment**

Week 7

(10/14) Multimedia stories with Kobre 10-13; **Critique Multimedia Essentials**

(10/16) Multimedia miscellaneous with Kobre 14-16; submit a one-page proposal (ungraded) with topic, contacts, overview of story

Week 8

(10/21) History of photography part I; lab for portraits

(10/23) History of photography part II; **Critique portraits**

Week 9

(10/28) History of photography: Street photography I; remaining time for first hour of Ron Gallela video

(10/30) History of photography: Street photography II; remaining time for first hour of Bill Cunningham video

Week 10

(11/4) **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**

(11/6) Internship coordinator Barb Benish to prepare for mock interviews

Week 11

(11/11) **Critique Shoot-out**; Portfolio examples and requirements; remake a pro's portfolio lab activity

(11/13) TBD

Week 12

(11/18) TBD

(11/20) TBD

Week 13

(11/25) Multimedia lab time

(11/27) Thanksgiving Vacation

Week 14

(12/2) **Critique Multimedia Extensive**

(12/4) Portfolio development time

Week 15

(12/9) **Portfolio Critique I (there will be random draw for day, but you may trade days)**

(12/11) **Portfolio Critique II**