

The Art Institute of California - San Francisco

Course Syllabus

Course Number: GD1125

Course Title: Introduction to Photography

Class Meetings: Thursday 1-5, 1145 Market, Room 904

Session/Year: Winter 2008

Instructor Name: Nina Bellisio

Email Address: nbellisio@aia.edu

Phone: (website) <http://classes.ninabellisio.com> (blog)

<http://designscout.blogspot.com>

Instructor Availability Outside of Class: Monday, 12-1 (402)

Introduction to Photography

Course Description:

Photography is a fundamental component of graphic design. This course will introduce the elements of photography and explore its impact and various applications as a vehicle to convey a visual message. Students will learn the operation of cameras, such as: 35 millimeter and digital, and the principles of composition, lighting and depth of field. The student will be introduced to the concepts of portraiture, narrative and documentary issues.

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3 Credits

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Demonstrate an understanding of planning the photographic composition.
- Compare film and digital cameras.
- Demonstrate an understanding of photographs as a message making and design element.
- Demonstrate an understanding of the basic elements of photography do's and don'ts such as: red eye, shadow casting, hot spots.
- Develop an understanding of storytelling, narrative structures, rhythm, audience, and point of view through photography.
- Apply principles of composition and design.
- Explore sequence design.
- Use table-top photography.
- Use portrait photography.
- Demonstrate photography in various lighting conditions: daylight, dark with flash, indoor photo lights, backlighting, night-exposure.
- Demonstrate the ability to conceive and stage a photographic composition, working with actors/models as well as inanimate objects.

Course Prerequisite(s): None

Text(s): Digital Photography Pocket Guide, By Derrick Story, publisher: O'Reilly ; 2nd Edition (November 2003), ISBN: 0-596-00627-6 (suggested)

Materials and Supplies: Student must be able to use a camera each week; printing will be required each week, typically costing \$5/week. Mounting materials for final portfolio.

Estimated Homework Hours: six hours

Technology Needed: access to a camera, preferably a digital SLR

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation:

Homework (worksheets, readings, photos)	30%	
Midterm, Final and Portfolio		40%
Attendance and Participation	30%	

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- **ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.**

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Disability Policy Statement:

“It is not our policy to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact Suzanne Raffeld Disabilities Services Coordinator at: 415-276-1060 or see him/her at: room 609.”

Suggested Course Outline

- Week 1:** **Lecture:** intro to digital photography, using your camera and iphoto
Lab: formal qualities.
Homework: use the camera to crop out letters or new, unseen shapes, worksheet, reading: Diane Arbus
- Week 2:** **Lecture:** camera and film formats, digital vs. traditional photography, Photoshop basics
Lab: shooting portraits
Homework: portraits involving shadow, worksheet and reading: Robert Frank
- Week 3:** **Lecture:** adjusting aperture, shutter speed, ISO, using a tripod
Lab: using manual camera adjustments to alter the composition, street photography
Homework: shooting at night, reading and worksheet: Edward Weston
- Week 4:** **Lecture:** viewing the environment as a photographer
Lab: working on midterm presentations
Homework: photos in the style of your course of study.
- Week 5:** **Lecture:** MIDTERM Presentations: history of an artist/ movement with original photos in their style
Lab: Midterm presentations.
Homework: Begin shooting for final portfolio.
- Week 6:** **Lecture: photographing flowers**
Lab: trip to Botanical Garden
Homework: contact sheets towards final portfolio
- Week 7:** **Lecture:** basic lighting techniques.
Lab: shooting a still life
Homework: direct vs diffused light, worksheet & reading: William Eggleston
- Week 8:** **Lecture: intro to color photography, color temperature**
Lab: color in the environment
Homework: color palettes, worksheet and reading: Duane Michels
- Week 9:** **Lecture: narrative and serial photography, choosing lenses**
Lab: creating a narrative sequence
Homework: shooting a topical series
- Week 10:** **Lecture:** creating a portfolio, review for final
Lab: editing, mounting, and preparing portfolio work
Homework: Final portfolio.
- Week 11:** **Lecture: Presentations of final portfolios**
Lab: Final quiz.
Homework: none