The Art Institute of California - San Francisco
Course Syllabus

Course Number: GD1125
Course Title: Introduction to Photography

Class Meetings: Thursday 8-12
Session/Year: Spring 2007
Instructor Name: Nina Bellisio
Email Address: nbellisio@aii.edu
Phone: (website) http://classes.ninabellisio.com
Instructor Availability Outside of Class: Thursday, 12-1 (900, 1145 Market)

**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,
(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):

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>100-93</td>
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<td>A-</td>
<td>92-90</td>
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<td>B+</td>
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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 re closable 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 the camera, photo and photo-collage in art history  
**Lab:** formal qualities.  
**Homework:** use the camera to crop out letters or new, unseen shapes, worksheet: still life

Week 2:  
**Lecture:** camera and film formats, digital vs. traditional photography, Photoshop basics  
**Lab:** shooting portraits  
**Homework:** portraits involving shadow, worksheet: landscape

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 with a tripod, worksheet: portrait

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:** basic lighting techniques.  
**Lab:** shooting a still life  
**Homework:** direct and diffused still lifes, worksheet: fashion

Week 7:  
**Lecture:** intro to color photography, color temperature  
**Lab:** color in the environment  
**Homework:** color palettes, worksheet: photo journalism

Week 8:  
**Lecture:** narrative and serial photography, choosing lenses  
**Lab:** creating a narrative sequence.  
**Homework:** shooting a topical series worksheet: commercial

Week 9:  
**Lecture:** creating a portfolio, review for final  
**Lab:** editing, mounting, and preparing portfolio work  
**Homework:** Final portfolio.

Week 10:  
**Lecture:** Presentations of final portfolios.
Lab: Final quiz.
Homework: research botanical/ floral photography.

Week 11: Lecture: Class trip: San Francisco Botanical Gardens
Lab: none
Homework: none