

South University
College of Creative Art & Design
The Art Institute of Raleigh-Durham

Course Title: Studio Photography
Course Number: PHOA202 / PH210
Class Meetings: Wednesdays, 1 pm – 5 pm, Fowler 205 (Lighting Studio)
Session/Year: Summer 2013
Instructor Name: Andrew Ross
Email Address: aiiandrewross@gmail.com (preferred) or awross@aii.edu
Phone:

Instructor Availability Outside of Class: Wed. 12 - 1 pm, Fri. 12 - 2 pm, or by appointment

Course Description: Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving.

Course Prerequisite(s): *Lighting and View Camera Theory or
Permission by Academic Department Director*

Course Co-requisite(s): *None*

Instructional Contact Hours/Credits:

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3.0 Credits

Quarter Credit Hour Definition: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Learning Objectives:

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

Identify, select, and apply photographic tools

- Explore and test a variety of lighting instruments
- Examine the effects of light on subject texture and shape

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- Determine visual effectiveness

Characterize the impact of creative concepts on image effectiveness

- Research and discover contemporary trends in lighting
- Discuss lighting choices

Illustrate products and concepts

- Use systematic, critical, and creative processes to identify problems, analyze alternate solutions, and make decisions
- Employ a variety of backgrounds to reinforce concepts
- Work effectively in groups and teams

Explain studio production workflows

- Recognize the proper setup, logistics, organization, safety, and care of lights and related equipment
- Manage image files
- Apply metadata to files
- Determine proper image resolution and output requirements

Instructional Materials and Reference(s):

Text(s): Child, John, (2008). **Studio Photography**, (4th Edition). Focal Press. ISBN: 978-0240520964

Materials: SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader

Technology Needed:

Adobe PhotoShop CS6 and Adobe Bridge CS6.

Instructional Methods:

This course will be delivered as a combination of in class lectures and laboratory experiences.

Assessment Criteria and Methods of Evaluating Students:

This class will have both Homework Assignments and Creative Projects. Each project/assignment will vary as far as requirements. Each Assignment and Project will be given with a typed handout explaining the guidelines for that particular assignment/project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the handout. The grading rubric for each project/assignment will also be explained on the handout. **READ THE ASSIGNMENT/PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.**

If the project/assignment is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your assignment. Be *sure* that all required files are contained in a

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folder with YOUR NAME and ASSIGNMENT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

Student Evaluation / Grading Policies:

Methods of Assessment		Grading Scale	
Creative Projects (2) <i>(each project is worth 15%)</i>	30%	94 – 100	A
Homework Assignments (3) <i>(each assignment is worth 5%)</i>	15%	90 – 93	A-
Quizzes/Homework	10%	87 – 89	B+
Professionalism/Participation	10%	83 – 86	B
Final Project	35%	80 – 82	B-
Total	100%	77 – 79	C+
		73 – 76	C
		70 – 72	C-
		67 – 69	D+
		60 – 66	D
		59 and lower	F

Classroom Policy:

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement are considered to be a part of this syllabus.

BRING YOUR CAMERA TO EVERY CLASS SESSION. If you do not bring your camera to class, you will not be able to participate in the class activity and I will deduct attendance minutes for that day.

Student Art Work:

The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. The school further considers resubmission of a work produced for one course in a subsequent course or the submission of work done partially or entirely by another to be academic dishonesty. It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.

Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.

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Disabilities Services:

The Art Institute of Raleigh Durham, A Campus of South University provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Raleigh Durham, A Campus of South University.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinators at 1-855-855-0567, dss@aii.edu, of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact David Lee, Director of Student Affairs at 919-317-3097 or dmlee@aii.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

A student who accumulates ten (10) cumulative hours of absenteeism (or 23% of class meeting hours) in a scheduled course during any academic quarter will receive a grade "F" for that course. Effective April 1, 2007, students will no longer be withdrawn from a class for ten (10) consecutive hours absent.

The Registrar will automatically terminate from school any student who fails to attend all classes on his/her schedule for two (2) consecutive weeks of the quarter.

Student Conduct Policy:

For full student conduct policy, please refer to the student handbook.

Studio Photography: Summer 2013

Prof. Ross

Weekly Schedule

- Week 1 July 10**
Introduction and overview of course, objectives and syllabus
Review of studio strobe controls and setup
Demo of lighting setups for portraiture in the studio
Homework: Homework Assignment 1 (due Week 2) – headshot
- Week 2 July 17**
Homework Assignment 1 DUE
Lighting two-dimensional artwork, unframed/framed, with/without glass
Shooting with soft-boxes, make-shift soft-boxes
Demo: why TTL meters do not work in the studio, camera flash vs. studio strobe
Homework: Homework Assignment 2 (due Week 3) – photos of artwork
Homework: start Project 1 (due Week 4) – commercial portrait
- Week 3 July 24**
Homework Assignment 2 DUE
Lighting for shape – box, cylinder
Family of angles and reflection, exposure options
Techniques for photographing commercial products
Work in groups using D1 lights to practice photographing commercial products
Take-home Quiz
Homework: complete Project 1 (due Week 4)
- Week 4 July 31**
Project 1 DUE, critique
How to photograph glass and shiny objects
Photographing white on white, black on black
Homework: Homework Assignment 3 (due Week 5) – shape-defining lighting
Homework: bring commercial products to class Week 5
- Week 5 August 7**
Homework Assignment 3 DUE
Demo product photography using multiple light sources, gobos, and simple light modifiers
Producing imagery for reproduction in catalogs and newspapers
Group activity – photograph student products
Homework: start Project 2 (due Week 7) – photographs of commercial products
- Week 6 August 14**
Quiz on reading and class material
Demo location portraiture, location object photography
Individual student meetings, midterm grades
Homework: complete Project 2 (due Week 7)

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Weekly Schedule

- Week 7 August 21**
Project 2 DUE, critique
Review Camera Raw and Photoshop
Demo TBD
Final Project options – Commercial studio body of work (portraits, product photography, artwork documentation)
Homework: Final Project outline
- Week 8 August 28**
Present Final Project outlines
Studio/lab time to practice needed techniques
Homework: take initial photos for final project, setup shots, and lighting diagrams for Week 9 progress check
- Week 9 September 4**
Final Project progress check 1 – review your initial photos and lighting diagrams
Studio/lab time (outside of class if necessary, with prior approval)
Homework: take more photos for final project, setup shots, and lighting diagrams for Week 10 progress check
- Week 10 September 11**
Final Project progress check 2, edits, final choices
Studio/lab time (outside of class if necessary, with prior approval)
- Week 11 September 18**
Final projects DUE
Presentation and critique of final projects