

Course Title: View Camera Theory
Course Number: PHOA122 A
Session/Year: Summer 2014
Class Meetings: Thursdays, 8 am – 12 noon, Fowler 205 (Photo Studio)
Instructor Name: Andrew Ross
Email Address: aiiandrewross@gmail.com (preferred) or awross@aii.edu
Phone: 919-886-7537 (text messages only)
Instructor Availability Outside of Class: Thurs. 12 - 1 pm & 5 - 6 pm, or by appointment

Course Description: Students will learn the operational principles, concepts and theories related to the view camera. In this course, students will explore the technical and visual context for view camera related equipment, consider the potential within their own work and examine the history of images produced with the view camera or associated tools.

Course Prerequisite(s): *PHOA113 Lighting*

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:

Demonstrate proficiency with major professional capture formats

- Utilize large-format related equipment
- Explore the use of industry-standard equipment specific to major areas of professional photography
- Select proper resolution

Develop a personal vision and style

- Analyze photographs to determine positive and negative attributes

Instructional Materials and Reference(s):

Text(s): None required. Readings will be provided as PDFs and/or printouts.

Suggested texts: Photoshop Manual.

Photography with Large Format Cameras, Kodak.

View Camera Techniques, by Leslie Stroebel, Focal Press.

The Focal Encyclopedia of Photography, by Leslie Stroebel, Focal Press.

A User's Guide to the View Camera, by Jim Stone, Pearson Publishing.

Materials: SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader, Photographic paper for printing, SD to CF card adapter.

Technology Needed: Adobe Photoshop CC and Adobe Bridge CC.

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 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.

Late Work Policy:

The order and pacing of the assignments/projects for this course have been designed to help you learn through a good flow of the material, with each week building on the previous work. As such, students are expected to complete work by the due dates assigned! **Late Homework Assignments will not be accepted.** These assignments are due at the required date – failure to turn in a Homework Assignment on its due date will result in a score of zero for that assignment. **Late Projects will be penalized heavily**, as follows: 10% deduction for not turning in the project at the beginning of the class period when it is due (so as to participate in critique), followed by accumulating 10% deductions for each week late thereafter, starting with the day after the project is due. So a project that is turned in one week late will receive a 20% deduction!

Student Evaluation / Grading Policies:

Methods of Assessment		Grading Scale	
Projects (2) <i>(each project is worth 12.5%)</i>	25%	93 – 100	A
Homework Assignments (3) <i>(each assignment is worth 5%)</i>	15%	90 – 92	A-
Paper/Presentation	10%	87 – 89	B+
Quizzes/Readings	15%	83 – 86	B
Professionalism/Participation	10%	80 – 82	B-
Final Project	25%	77 – 79	C+
Total	100%	73 – 76	C
		70 – 72	C-
		67 – 69	D+
		60 – 66	D
		59 and below	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 work produced for one course in another 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.

Students with Disabilities:

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:

Students are expected to attend all scheduled classes, laboratory, and examination periods each week. Students, whether present or absent from class, are responsible for knowing all that is announced, discussed, and/or lectured upon in class or laboratory. In addition, students are responsible for submitting on time all assignments and examinations as required in class. Although some absences are unavoidable because of illness or emergency, due to the nature of the program, *there are no excused absences.*

- The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.
- Students should be prepared to start the session on the first day of classes and to add/drop courses early in the first week of the session to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.
- Continuing students who do not attend **any** classes through close of business Wednesday of week two may be withdrawn from school. They must contact the campus registrar to indicate their intent to return.

eCompanion and Student Portal:

Student emails: Faculty communication via eCompanion is delivered to your student (stu.aii.edu) email account. It is your responsibility to check this email on a regular basis or forward your school email to your preferred email account.

Checking of grades: Midterm and Final grades can be accessed via your student portal. We highly encourage you to be accountable for your grades and check them at each of these evaluation points. Weekly assignment, quiz, and project grades are available via your eCompanion class.

Student Conduct Policy:

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

View Camera Theory: Summer 2014

Weekly Schedule

Week 1 July 17

Introduction and overview of course, objectives and syllabus
Presentation on The Camera Obscura, camera/shutter types, and pinhole photography
In-class project: making pinhole caps for digital cameras, taking pinhole photos
In-class project: making Exposure Calculators
Presentation on Photographic Composition
Homework: complete Homework Assignment 1, Shooting for Composition (due Week 2)
Homework: read Photography Lesson – The Camera
Homework: read Composition Concepts
Homework: reading comprehension questions

Week 2 July 24

DUE: Homework Assignment 1, class discussion
View camera nomenclature, tilt/shift explanation
Uses and reasons for large format cameras
Presentation on Lens Shift
Demo on controls of a Tilt/Shift lens
HABS
Homework: complete Homework Assignment 2, Shifting the Lens (due Week 3)
Homework: read The Pencil of Nature
Homework: read Tilt-Shift Explained
Homework: read Canon Tilt Shift Concepts
Homework: reading on HABS

Week 3 July 31

DUE: Homework Assignment 2, class discussion
Quiz on readings and class material
The Scheimpflug Principle
Presentation on Lens Tilt
Front vs. back tilt; plane of focus using tilt
Working with the PhaseOne camera and back (in the studio)
Homework: start on Project 1, Architecture/Historic Buildings (due Week 5)
Homework: The Camera: Chapter 4, Large Format Cameras
Homework: The Camera: Chapter 10, View Camera Adjustments
Homework: reading comprehension questions

Week 4 August 7

View (Studio) camera set-up and teardown
3D cube; sphere; flat object
Front standard tilt, plane of focus, horizontal subject
Library resources
Homework: paper/presentation on a large-format photographer (due Week 9/10)
Homework: complete Project 1 (due Week 5)
Homework: reading TBD

View Camera Theory: Summer 2014

Weekly Schedule

Week 5 August 14

DUE: Project 1, critique

Final Project options

Studio time with the PhaseOne back on the large-format camera

Class split between using studio camera and researching (library) for paper

Homework: complete Homework Assignment 3, Lens Tilts (due Week 6)

Homework: Final Project outline (due week 6)

Homework: start Project 2 (due week 7)

Week 6 August 21

DUE: Homework Assignment 3, class discussion

DUE: Final Project outline

Individual student meetings, midterm grades

Class discussion of final projects

Quiz review

Homework: complete Project 2 (due week 7)

Homework: work on paper (due week 9)

Week 7 August 28

DUE: Project 2, critique

Quiz on readings and class material

Studio/lab time to narrow focus of Final Project and practice needed techniques

Homework: work on paper (due week 9)

Homework: Final Project progress check (Week 8)

Week 8 September 4

DUE: Final Project progress check

Studio/lab time to narrow focus of Final Project and practice needed techniques

Homework: work on paper (due week 9)

Week 9 September 11

DUE: Paper on a large-format photographer

Homework: put together presentation (due week 10)

Week 10 September 18

DUE: In-class Presentation on a large-format photographer

Final Project progress check

Studio/lab time

Week 11 September 25

DUE: Final Project

Presentation and critique of final projects