

## About this class

My vision of this class is: students advancing their photographic skills through projects geared towards portfolio production—always with a clear connection to the core Elements & Principles of Design. Each week will feature a new assignment focusing on specific topics in the realm of photography. The overall concept is to practice & refine your vision and technique to produce more professional photos—for use in your design projects—and in learning to see the world as a photographer. Some weeks we'll be “on assignment”, shooting locations outside in San Francisco, and other weeks we'll be concentrating on studio photography indoors.

***A perspective:*** students enter this class with various degrees of skill as photographers, and most of you are eager to learn more advanced techniques—to move your photography skills to a higher level of inventiveness and professionalism. As a class we will definitely focus on improving your skill as a photographer, in terms of both studio and location assignments. Gaining skill and competence means devoting yourself to ongoing practice with your vision, your equipment, your critique of self and others, and your spirit of participation to bring something to the group every week.

## Basic areas of study will include:

- Refining your vision as a photographer
- Composition, and learning to see within the frame
- Awareness of light: studio and natural sources
- Camera controls & settings
- Portraiture, tabletop, night/flash, sequencing
- Storytelling, narrative structures, rhythm, audience, and point of view
- Camera effects (panning, depth-of-field, long exposure, slow-sync flash, macro)

Each week, photos demonstrating specific formal and conceptual characteristics will be produced, uploaded online, and critiqued. This critiquing and discussion process will evolve our understanding of both the formal elements of structure, and the conceptual elements of narrative.

## Elements of Design

- Line
- Shape
- Value
- Color
- Texture
- Format
- Perspective
- Motion

## Principles of Design

- Balance (symmetry & asymmetry)
- Composition (cropping, left/right, thirds,)
- Focal Point (emphasis)
- Rhythm (pattern)
- Unity (visual or conceptual harmony)
- Scale & Proportion

## **CLASS PROJECTS:**

1. Color project (crop, format, shape)  
*All photos are based on only one color (shades & tints), as a design theme. Choose a color, and find it.*
2. Motion project (panning, freezing, slow-sync, front & rear curtain flash)  
*Freezing and blurring moving objects, and night photography using flash and/or long-exposure*
3. Product photos (tabletop: bottles, boxes, food)  
*Photographing studio objects using one light, tripod, and a background sweep*
4. Portrait (model, lighting soft/dramatic, art directing, key & fill lighting)  
*One or two person portraits, indoors or outside. Art direction planning for shot(s)*
5. 200 yards project (storytelling):  
<http://200yards.com>  
*All photos are made within a 200-yard radius of one location*  
*Street Photography, architecture, people, signage, depth-of-field, foreground-background, texture, perspective, environmental portraits, etc.*

COME PREPARED TO BE “ON ASSIGNMENT” EVERY WEEK.

### **Bring:**

- your camera (or borrow one that will perform for weekly assignments)
- extra batteries
- memory card(s)
- your simple lighting kit (light hoods/CFL bulbs/background sweep/tape)
- syllabus (so you know what the weekly assignment is)
- notebook
- camera user guide (manual), printed and/or PDF format
- USB cable (for downloading your images)
- tripod (as necessary)
- map/directions (provided in class)
- warm clothing...we'll be shooting outdoors during many classes
- snacks (mmmmm...)

During this quarter have your camera with you always, wherever you go.  
You're going to see a lot of life during the next three months (...three days, ...three years).

Document your life...create a visual response to whatever's happening around you—  
good or bad, exciting or boring, domestic or exotic.

Photograph each other taking photographs :-)