

**The Art Institute of California - San Francisco**  
**Course Syllabus**

**Course Number:** GD3383-A

**Course Title:** Photography II

**Section:** A

**Class Meetings:** Tuesday 8-12, 1170 Market, Room 310

**Session/Year:** Summer, 2012

**Instructor Name:** Marty Chappell

**Email Address:** [mchappell@aii.edu](mailto:mchappell@aii.edu) -or- [marty@martychappell.com](mailto:marty@martychappell.com)

**Instructor Availability Outside of Class:** office hour, Friday 12-1, room 204, 10 U.N. Bldg.

**Photography II**

**Course Description:**

This course focuses on how the visual and verbal narrative inter relates through time and space. Principles of storytelling, narrative, structures, rhythm, audience and point of view will be developed.

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours
<b>Lab:</b>	22 Hours
<b>Credit Values:</b>	3 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.

**Course Competencies:**

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

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 tabletop 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.

Demonstrate a basic understanding of how to art direct a professional photography session.

**Course Prerequisite(s):** GD1125 Introduction to Photography

**Text(s):** None required, but please refer to the recommended books below:

- **LIFE Guide to Digital Photography: Everything You Need to Shoot Like the Pros** by Joe McNally. Publisher: LIFE (October, 2010). ISBN: 1603201270.
- **Scott Kelby's Digital Photography Boxed Set, Volumes 1, 2, and 3** by Scott Kelby. Publisher: Peachpit Press (October, 2009) ISBN: 0321678737.
- **The Photographer's Eye: Composition and Design for Better Digital Photos** by Michael Freeman. Focal Press, 2007. ISBN: 0240809343.
- **The Photo Idea Index** by Jim Krause. HOW, 2005. ISBN: 158180766X.
- **Composition Photo Workshop** by Blue Fier. Wiley, 2007. ISBN: 0470114363.

**Materials and Supplies:** Camera with manual settings, presentation supplies, storage disk

**Estimated Homework Hours:** 4 Hours

**Technology Needed:** Camera with manual settings, Computer, photo design software, Office software, printers, scanner

**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:**

Percentage of Total Grade:

<b>ASSIGNMENT #1: Color project.</b> Photos of one color only (shades & tints), as a design theme	<b>20%</b>
<b>ASSIGNMENT #2: Motion project.</b> Freezing & blurring movement— using natural light, flash, and long exposures in the dark (10% WEEK 4, AND 10% WEEK 5)	<b>20%</b>
<b>ASSIGNMENT #3: Product Photography.</b> Studio / tabletop photos of objects and food	<b>20%</b>
<b>ASSIGNMENT #4: Portrait project.</b> Lighting, people, and posing	<b>20%</b>
<b>ASSIGNMENT #5: 200 Yards.</b> Telling a story, with images gathered within a 200 yard radius	<b>20%</b>
	<b>100%</b>

**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.
- 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-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- 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 our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

**Academic Honesty Policy:**

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

## Weekly Course Outline

### 1 Photography and the Elements of Design, + intro to *Color project*

#### Lecture/Demo:

Introduction to course outline, proposed exercises, and discussion regarding “What is important in Photography?” Discussion regarding expectations (both instructor’s and students’) for the class.

**Topics:** Connecting photography to the core Elements & Principles of Design.

**Camera controls:** *review*

1. Aperture.
2. Shutter Speed.
3. ISO.

*Overview of ALL assignments, so students can be making photos ahead of time.*

**Lab:** **ASSIGNMENT #1: Color project (crop, format, shape).** Photos are based on only one color (shades /tints), as a design theme. Edit and sequence 6 photos in relation to one (or more) of the basic Elements of Design.

**COMPETENCIES:** Apply principles of composition and design. Explore sequence design.

**Homework:** Purchase your equipment, to compile a simple studio lighting kit:

(2) light hoods, (2) Daylight CFL bulbs (23/100 Watt minimum), (1) white background sweep, (1) roll of tape.

**ASSIGNMENT #1: Color project:** Bring all your photos next week to edit in class, and to practice uploading your images online for presentation. The finished presentation will feature 6 photos total.

### 2 Color project, + intro to Motion project

#### Lecture/Demo:

**Topics:** Recording the passage of time with a camera; freezing and blurring motion.

**Lab:** **ASSIGNMENT #1: Color project.**

**ASSIGNMENT #2: Motion project.** Freezing & blurring movement—using natural light, flash, and long exposures in the dark.

**COMPETENCIES:** Demonstrate photography in various lighting conditions: daylight, dark with flash, indoor photo lights, backlighting, night-exposure.

**Homework:** work on completing **ASSIGNMENT #1: Color project.** Upload 6 photos for presentation.

**REMINDER:** For the Motion project you’ll need a camera with a flash to complete the assignment. The camera controls should also have the following options: slow-sync flash (sometimes called “night shot”), front & rear curtain flash (also called “1<sup>st</sup> & 2<sup>nd</sup> curtain”). You will also need a tripod for long exposures, or a steady surface to place your camera on.

### 3 Color project DUE, + Motion project

**Lecture/Demo:** **ASSIGNMENT #1 DUE: Color project.** 6 photos sequenced & uploaded for presentation.

**Topics:** **Critique of Color project.** Continuation of techniques for capturing Motion. Night photography using long exposure times, focusing in the dark, using a tripod, using a remote control, using the camera’s self-timer, working with Manual mode (M). Painting with light using flashlights, time lapse photography using spinning/blinking lights, cigarette lighters, etc.

**Lab:** **ASSIGNMENT #2: Motion project.** Practice various camera settings and techniques to record motion.

**Homework:** work on Motion project components (see **ASSIGNMENT #2** handout)

**4 photos total:**

1. **Panning** example (*due week 4*)
2. **Blurred Motion** example (*due week 4*)
3. **Long Exposure** example (*due week 5*)
4. **Long Exposure with Flash** (Slow-Sync flash)  
– **front curtain** (1<sup>st</sup> curtain) **flash** –or–  
– **rear curtain** (2<sup>nd</sup> curtain) **flash** (*due week 5*)

\*\*\*\*\* Panning and Blurred Motion photos are due next week (one of each). \*\*\*\*\*

#### 4 Motion project, continued...

**DUE: Motion techniques — 1. Panning -&- 2. Blurred Motion.**

**Lecture/Demo: ASSIGNMENT #2 (PART 1) DUE: Motion project.** Continuation of techniques for capturing Motion (low-light situations).

**Topics:** Various methods of using flash for creative effects: ‘normal’, slow-sync, front & rear curtain, exposure compensation (+ and -) .

**Lab: ASSIGNMENT #2: Motion project.** Practice various camera settings and techniques to record motion in low-light situations.

**Homework:** Complete the Motion project components (3. Long Exposure -&- 4. Long Exposure with Flash — see ASSIGNMENT #2 handout) and upload images.

#### 5 Motion project DUE, + intro to Product photography

**DUE: Motion techniques — 3. Long Exposure -&- 4. Long Exposure with Flash.**

**Lecture/Demo: ASSIGNMENT #2 (PART 2) DUE: Motion project.** Photos sequenced & uploaded for presentation.

**Topics: Critique of Motion project.**

Product photography: studio lighting and background considerations for shooting objects or food on a tabletop. How to use your lighting kit for tabletop product photos.

**Lab: ASSIGNMENT #3: Product Photography** (Objects and Food).

**COMPETENCIES:** Use tabletop photography. Demonstrate the ability to conceive and stage a photographic composition, working with actors/models as well as inanimate objects.

**Homework:** work on ASSIGNMENT #3: Product Photography. Gather props or products to practice tabletop photography in class next week.

**REMINDER:** Next week we’ll be shooting tabletop photos. Bring a couple food items, and any props you’d like to experiment with (plates, glassware, napkin, cloth, utensils, candle, garnish, sauce, etc.).

#### 6 Product photography, continued...

**Lecture/Demo:** Photographing objects and food in the studio.

**Topics:** key & fill lighting, light positioning, diffusion, white balance, food styling, depth-of-field, seamless background(s), macro photography, reflections, props.

**Lab:** Work on ASSIGNMENT #3: Product Photography.

**Homework:** complete ASSIGNMENT #3: Product Photography. Upload images for presentation.

#### 7 Product Photography DUE, + intro to Portrait project

**Lecture/Demo: ASSIGNMENT #3 DUE: Product Photography** images uploaded for presentation.

**Topics:** Critique of Product/Food photos.

Portraiture: studio lighting, posing, strobe vs. hot lights, bounced light, reflectors, umbrellas, soft boxes, snoots. Emotional content of photos considered (beyond merely creating a likeness of someone).

**Lab: ASSIGNMENT #4: Portrait project**

**COMPETENCIES:** Demonstrate the ability to conceive and stage a photographic composition, working with actors/models as well as inanimate objects. Demonstrate a basic understanding of how to art direct a professional photography session. Use portrait photography.

**Homework:** work on ASSIGNMENT #4: Portrait project. Gather any costume or prop items to use in class next week for our studio shoot.

**REMINDER:** Next week we’ll be shooting studio portraits in class. We need 4 or 5 people willing to model. Appear however you want, but decide if you want any special make-up, hairstyle, props, clothing, jewelry, etc. ahead of time.

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**8 Portrait project**

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**Lecture/Demo:** ASSIGNMENT #4: Portrait project

**Topics:** Portraiture: Communicating with your subject/model, studio lighting, posing, strobe (flash) vs. hot lights, bounced light, reflectors, umbrellas, soft boxes, snoots. Emotional content of photos considered (beyond merely creating a likeness of someone).

**Lab:** ASSIGNMENT #4: Portrait project

**Homework:** complete ASSIGNMENT #4: Portrait project, and upload images for presentation.

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**9 Portrait project DUE, + intro to 200 Yards project**

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**Lecture/Demo:** ASSIGNMENT #4 DUE: Portrait project images uploaded for presentation.

**Topics:** Critique of Portraits.

*200 Yards:* storytelling, street photography, sequencing, exploring the neighborhood.

**Lab:** ASSIGNMENT #5: 200 Yards

**COMPETENCIES:** Develop an understanding of storytelling, narrative structures, rhythm, audience, and point of view through photography.

**Homework:** Scout locations for interesting perspectives and stories within the 200-yard radius.

**REMINDER:** Next week we'll be shooting outdoors in the neighborhood. Dress warm, and be ready for wild (or cold...or wet) weather.

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**10 200 Yards project**

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**Lecture/Demo:** ASSIGNMENT #5: 200 Yards

**Topics:** Sequencing your photos to tell a story

**Lab:** ASSIGNMENT #5: 200 Yards. Get out and look for photos that tell a story of the neighborhood within the specified 200 yard radius.

**Homework:** work on finalizing ASSIGNMENT #5: 200 Yards, and upload images for presentation.

**REMINDER:** ASSIGNMENT #5: 200 Yards – due at the beginning of class next week.

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**11 200 Yards project DUE**

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**Lecture/Demo:** ASSIGNMENT #5 DUE: 200 Yards

**Topics:** Critique of *200 Yards* photo sequences.

**Lab:** Presentation of ASSIGNMENT #5: 200 Yards at beginning of class.

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*Schedule subject to change based on class need.  
Please contact the instructor and other classmates when absent to confirm assignments.*

## **Class Rules & Requirements: (read the fine print...)**

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 20% of your grade (1 pt. x 20 hrs.). Perfect attendance earns 2 extra percentage points.**

By school policy, there are no excused absences.

### **My Attendance Guidelines:**

8 hrs or less of missed class time, and you get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some **examples:**

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).

- All assignments should be finished on time in order to progress smoothly. *Assignments turned in late will be lowered one whole grade (10 points) for each class meeting day they are late.*

**Assignments more than one week late will not be accepted.**

- There will be a critique of assignments at the beginning of many class sessions. You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not.

**If you are late for class, your assignment will not be included in the critique—as if it were not submitted on time.** This will lower your grade by 10%—the same as being a week late.

- Projects will only be accepted for grading after they are finalized and presented during class.
- Any project can be reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date.
- Finished work must demonstrate an understanding of the techniques covered in this class and specified in the assignment. **All photos must be shot during the time the assignments are in-progress; no old photos can be used to fulfill a current assignment (photos cannot pre-date the current quarter).**
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use class time for Photography II projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.

**Plagiarism statement:** Plagiarism can be defined as presenting someone else's work as your own.

Students found plagiarizing will fail the assignment and may fail the course.