

CMM 307 - Communications Photography
Office Hrs: M,W: 12:15-12:45; T,Th: 10:15 - 11:15
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Instructor: David Moore
Office: Art Studios-basement Reilly

COURSE DESCRIPTION:

Communications Photography is an introductory level course in photography as a communications medium. The course includes lectures, demonstrations, visual presentations, and group critiques. Material covered includes: the digital camera and its components, digital printing techniques, studio lighting, and electronic flash. Assignments will be geared towards developing students' awareness of photography as a medium of mass communication.

STUDENT LEARNING OBJECTIVES:

Students will:

- become thoroughly acquainted with digital camera controls, both on compact and SLR cameras
- become aware of the visual elements needed to create a successful photographic image, i.e., composition, lighting, framing, and viewpoint
- become skilled at employing image-editing techniques in Adobe Photoshop
- develop a vocabulary for supportive photographic criticism
- understand the legal and ethical issues involved with photographing people
- gain an understanding and appreciation of various commercial photography disciplines
- become skilled at the use of studio photography equipment and techniques

COURSE REQUIREMENTS:

1. Attendance is required;

Excused absences are for serious personal illness or a death in the family only, both of which have to be documented

Unexcused absences will affect your final grade as follows:

- two or fewer absences: no effect on final grade
- 3 absences: 5 points off
- 4 absences: one full letter grade off
- 5 absences: two full letter grades off
- 6 absences: F for the course

2. Class participation is considered an important part of the course and is strongly encouraged
Use of cell phones in class is strictly forbidden.

3. Shooting assignments are usually due every two weeks.

- failure to complete an assignment on time will result in a lowering of the grade for that assignment; specifically, one letter grade per week;

- Assignments not completed at the beginning of class cannot be accepted
- Any assignment handed in more than 3 weeks late will receive a 0.

- Incomplete assignments, (i.e., insufficient prints or contact prints), cannot be accepted.

- Assignments are graded based on technical execution, fulfillment of the specific assignment, and creativity of approach

- Note: if Dolphy Day happens to land on an assignment due date, the assignment is still due on that date

- **Note:** if you are absent the day an assignment is given and want to see the demo visuals for that assignment, you can log on and locate your **Shared Redwood folder;** **then go to Course Info > Moore folder > CMM 307 > Assg 1 (or any other assgmt)**

4. Resubmit policy: If you want to improve your grade on a given assignment:

- you may re-shoot and/or re-print that assignment (in part or in full) and resubmit it at any time up to the last day of class.

- late assignments cannot be resubmitted
- you can resubmit a maximum of 2 assignments
- the highest grade possible on a resubmit is an A-

- please hand in all the old prints, the contact prints, and new prints when resubmitting
- label which prints are resubmits, with an 'R' on the back

5. A quiz, midterm, and final exam will be given. There will be no make up tests, except for legitimate excused absences.

6. Reading assignments: periodic reading assignments will be E-mailed to you during the semester; you are required to do these readings in preparation for the next class lecture.

GRADING:

Class participation	15%
Shooting assignments	60%
Quiz	5%
Midterm exam	10%
Final exam	10%

ACADEMIC STANDARDS:

Students are expected to observe at all time the highest ethical standards as members of the academic community. Any form of dishonesty makes a student liable to sever sanctions, including expulsion from the College. In cases where a student is accused of a violation of ethical standards in academic matters, the professor, in consultation with the appropriate academic dean, shall determine the penalty up to failure in the course. Further sanctions, such as suspension or dismissal from the college, shall be determined by the appropriate academic dean. For more information please see the Student Handbook.

SPECIAL CHALLENGES:

In coordination with the Academic Support Center (ASC), reasonable accommodations are provided for qualified students with disabilities. Please register with the ASC Office for disability verification and determination of reasonable accommodations. You can either stop by the ASC (Library, 1st floor) or call (445-4118-voice or 445-4104-TDD) to make an appointment with the ASC staff. Please meet with me to review your accommodation form and discuss your needs as warranted.

OBSERVANCE OF RELIGIOUS HOLIDAYS:

As provided in New York State Education Law Section 224-a, any student who is unable to participate in any examination, study or class work requirements on a particular day because of his or her religious beliefs is eligible for an equivalent opportunity to make up any missed examination, study, or class work requirements, without penalties. Students who require such an opportunity must contact their instructor (for examination, study or class work requirements) at least two weeks in advance. A full copy of the College's policy on the observance of religious holidays can be found at the dean's office.

REQUIRED SUPPLIES:

1. digital camera: any digital camera other than a cell phone camera

- if you have a smart-phone camera and want to use it for some of the class, please see me

- you will have the opportunity to sign out a school digital SLR later in the semester
- camera repairs: Best Buy does camera repairs, including ones not purchased there

2. USB flash drive – to transport image files to and from the school computers

3. inkjet photo paper: you will receive a 50 sheet box of Epson Ultra Premium photo paper - luster surface cost: \$30.

- you are free to go out and buy your own but it should be Epson inkjet *premium* photo paper
 - other brand papers may give a color cast to your prints
- this is your only expense beyond your lab fee

- your lab fee pays for ink (which is very expensive)

- Note: I may buy back paper at the end of the semester, if you have a surplus, assuming paper is in good condition

4. matboard - you *may* be required to mat your final assignment
- mat board will be supplied by the department

CLASS SCHEDULE:

Week one:

W 1/21 Introduction: course requirements, syllabus
Lecture: camera types, overview of camera controls
Bring cameras to class on Thurs. and until further notice

Homework: look over your camera; familiarize with basic controls

Week two:

M 1/26 Assg. 1 given: *Viewpoint and Framing* - due 2/4
Lecture: camera controls
see students with camera issues

W 1/28 Discuss progress on Assg. 1
Intro to digital lab
Demo: uploading files into Photoshop
Basic editing in Photoshop: tonal adjustments, cropping, basic selections
Announce supervised digital lab schedule

Week three:

M 2/2 Set supervised lab schedule
Lab demo: contact printing in Photoshop
Students try basic editing, contact printing, downsampling

W 2/4 **Assg 1 due** – group critique

Week four:

M 2/9 Assg 2 given: *Photo Essay* – due 2/23
Lecture: review camera types; camera care, flash modes

W 2/11 Discuss progress on Assg 2: ideas for essays
Lecture: review flash modes; exposure controls; color theory
students try cropping/resizing, selections, in Photoshop
students bring image files next class for enlargements

Week five:

M 2/16 Lecture: pre-programmed shooting modes; light meters
Students try printing
Demo: use of print trimmer

W 2/18 Assg 3 given: *Motion* – due 3/4
Demo: use of digital SLR's
Review for quiz on 2/25

Week 6:

M 2/23 **Assg. 2 due:** group critique

W 2/25 Critique remainder of photo essays
Quiz given
Lecture: lenses

Week 7:

M 3/2 Quizzes returned and reviewed
Lecture: communications media; intro to image resolution

W 3/4 **Assg 3 due:** group critique

3/7 - 3/15 SPRING BREAK

Week 8:

M 3/16 Assg 4 given: *Depth of Field/Chance Encounters* - due 3/30
Lecture: complete image resolution

W 3/18 Review Assg 4
Lecture-demo: legal and ethical issues in photojournalism
Review for midterm exam

Week 9:

M 3/23 Discuss Assg 4 progress
Complete lecture: legal and ethical issues
Midterm Exam

W 3/25 Exams returned and reviewed
Assg. 5 given: *Studio portraiture* - due 4/13
Lecture-demo: studio lighting

Week 10:

M 3/30 **Assg. 4 due** - group critique

W 4/1 Continue demo: studio lighting
Class shoot: studio portraits

4/2 - 4/5 EASTER WEEKEND

Week 11:

M 4/6 Class shoot: studio portraits (cancel this class)

W 4/8 Class shoot: studio portraits

Week 12:

M 4/13 **Assg. 5 due** - group critique

W 4/15 Assg 6 given - due 4/29
DVD and class discussion

Week 13:

M 4/20 Assign in-class lab work for Weds
6 students bring files for large prints
Lecture: printers, inks, and papers
Demo: editing commercial work
Teacher evaluations given

W 4/22 Lecture: review communications media
Demo: my commercial work

Week 14:

M 4/27 Gallery visit
 In-class lab work on Assg 6
 6 students do large prints

W 4/29 **Assg 6 due** – group critique
 All signed out equipment due

Week 15:

M 5/4 Review for final exam

Exam week:

Resubmits, Assg. 6 returned