

# Photography 15

## Visual Literacy

Instructor - Thom Halls – Office T401M

Visual Media Technology Department

**Fall 2018 –Section number - 42174**

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Photo 442-8200 ext. 8718 - [www.thomhalls.com](http://www.thomhalls.com) or [www.fresnocitycollege.edu](http://www.fresnocitycollege.edu)

Course duration – August 14<sup>th</sup> to December 12<sup>th</sup>, 2108 – Room T403

Office Hours - Monday & Wednesday 11am to 1 pm - Fri 8:30 to 9:30 am (Virtual Online)

### **COURSE DESCRIPTION**

This course is designed for the student who already has basic experience in photography and some darkroom techniques. We study the nature and function of photography as language and personal development; its use in communication and expression, visual literacy, and the history of photography. How concept, design, and making of the photographic image are used in our culture, as we continue exploration of methods and processes involved in black and white photography. The teaching methods employ hands-on experience, information from text, lecture, and group learning to solve picture taking and laboratory problems. Sharing your work, opinions and class discussion, as well as camera and darkroom practice are required.

Expect to spend a minimum of 5 hours per week outside of class with your text and picture making in order to be successful. This is non-lab course.

### **SUBJECTS WILL INCLUDE:**

- A. Visual language of photography
- B. Varied approaches in choosing and handling subject matter
- C. History of photography
- D. Styles and lifestyles in photography
- E. Production of black and white photographs
- F. Presentation of prints
- G. Aesthetics and communication
- H. Exercises and activities:
  - 1. Concept and intuition
  - 2. Gestalt theory
  - 3. The direct approach
  - 4. The documentary approach
  - 5. The symbolic approach
  - 6. Digital printing exercise
  - 7. Portfolio production and presentation
  - 8. Field study.

## **STUDENT LEARNING OUTCOMES**

1. Produce quality images using advanced camera controls, traditional darkroom techniques and digital processes.

### **Specific Instructional Objectives: Upon successful completion, the student will be able to:**

1. Explain the historical and contemporary influences of photography on our multicultural society.
2. Apply the technical skills and problem solving involved in producing quality photographs and the production and presentation of a portfolio.
3. Describe the lifestyle and requirements of working in the field of photography.
4. Verbalize, and create a variety of visual concepts.
5. Produce different styles of images within the broad field of photography.
6. Demonstrate an understanding of the ethical and legal aspects of photography.

## **TEXTS:**

(Needed first week)

Perception and Imaging, Zakia, Focal Press (5th Edition)

## **MATERIALS NEEDED FOR THE COURSE:**

### **When Needed**

Textbooks

First week

Notebook for lectures, presentations and fieldwork

First week

**Camera** - Either a film 35mm camera or a digital DSLR, or advanced rangefinder style camera can be used for this class. All images will be in B&W.

**NO point and shoot cameras or phones!**

First week

Flash drive, CD's or external hard drive for file storage

First week

Students who have a verified need for an academic accommodation for materials in alternate media (i.e. Braille, large print, electronic text, etc), as per the Americans With Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact your instructor as soon as possible. Students with disabilities who qualify for academic accommodations must provide a letter from the DSP&S and discuss specific needs with the professor, preferably during the first two weeks of class. DSP&S determines accommodations based on appropriate documentation of disabilities.

## **ATTENDANCE POLICY:**

Missing three class meetings before the drop deadline or two lectures in a row will result in your being dropped from the class.

Partial attendance, either arriving late or leaving early without prior authorization will not be allowed.

Students will be dropped from class if they fail to attend the first class session of the semester. There are no institutionally approved excused absences for any reason. Only your instructor may excuse an absence. Absences caused by personal engagements, transportation delays and business affairs will not be excused, nor will absences from class to complete registration or add/drop activities.

The faculty places strong emphasis on attendance in all classes. Students are expected to be in the classroom at the time the class begins. Instructors are required to take attendance at each class session and unless there are extenuating circumstances, the student who is absent for two successive weeks of instruction may be dropped from class if absences are within the 50 percent drop deadline (50 percent of the class term).

Lack of regular attendance after the 50 percent drop deadline may result in an unsatisfactory grade. Once dropped, should a student believe there is just cause for reinstatement, the student may petition through the office of Admissions and Records. Reinstatement is at the discretion of the faculty member.

Attendance is taken at the beginning of each lecture. If you are late, it is **YOUR** responsibility to get on the roll. You will be responsible for all materials given out, lecture information presented or demonstrations given for all class periods you are absent.

### **GRADING POLICY:**

Each project will have a point value assigned to it and graded on how well you meet the project goals. If there are insufficiencies in technical quality, presentation, effort, communication or ability to follow the assignment directions, there will be a subtraction of points. Your progress is evaluated during each lab period and you are encouraged to discuss your grade.

I will maintain regular offices hours as posted. On Friday's from 8:30 a.m. to 9:30 a.m. I will have a virtual office hour where I will respond directly to email. I will not be in my school office at this time. Use [Thom.Halls@fresnocitycollege.edu](mailto:Thom.Halls@fresnocitycollege.edu) for communication. I will be at my computer ready to respond to any and All questions and will answer questions in the order received.

Each project will have an assigned due date. **LATE PROJECTS will not be accepted.** If you have not finished a project, you are STRONGLY urged to meet the deadline. After the project is graded and the in class critique given, you may complete your work to improve your grade. Failure to turn in any progress on the assignment will result in an "F". The critique on this class is the most important learning experience and to reap the rewards of this time, you must have your projects finished.

Extra credit may be given at the discretion of the instructor.

### **GRAPHIC STANDARDS:**

All of Visual Media is a form of communication and certain boundaries must be respected in the Fresno City College class environment. The following types of imagery is deemed not acceptable

1. Nudity of any kind.
2. Photographs depicting a crime whether real or faked. This includes (but is not limited to) drug use, violence, cruelty to animals, etc.
3. Photographs that could be considered demeaning or embarrassing to any individual person or group of people.
4. The instructor, at their sole discretion, reserves the right to reject any photography that is deemed inappropriate. The best policy is to make sure your images are "G" rated. If you have any doubts about what you want to submit for an assignment, it is best to seek approval from the instructor first.

### **GRADING**

You are encouraged to discuss your work and its grade at any time.

You can compute your grade by point total at any time during the course. Students are to retain all work where points are earned until the student is satisfied with the final letter grade for the course. Final Letter grades will be assigned based on the following scale by the accumulations of points.

You can compute your grade by point total at any time during the course:

90 + = **A**   80% + = **B**   70% + = **C**   60% + = **D**   Below 59% = **F**

Mid-term and final exam will cover lecture notes and assigned text materials.

Total semester grade will be computed from:

1. Projects	1 through 5 (200 pts each)	1,000 points	- 38% of grade
2. Portfolio with written report		800 points	31%
3. Weekly field assignments (16 weeks)	(25 pts each)	400 points	15%
4. Mid-term exam	200 points	200 points	8%
5. Final exam		200 points	8%
Total		2600 points	- 100%

Credit/No, Credit Assignment must be at least 70% correctly complete for credit.

**Midterm and the Final exam cannot be made up. Midterm will be given in the 9<sup>th</sup> week and the final in the 18<sup>th</sup> week of the course**

### USE OF YOUR PHOTOGRAPHS

Occasionally we post student work on our website or other social media like Facebook, Instagram etc. To do this you must agree to the following statement. If for any reason you cannot agree, then you must specify to the instructor in writing you do **NOT** want your work considered for online publishing. Otherwise by continuing without written exception you are agreeing to the following statement:

### **PERMISSION TO USE PHOTOGRAPHS**

I authorize the Fresno City College Photography Department to display photographs made by me and of me for educational and promotion purposes in any type of media including electronic media, Internet blogs, social media or websites.

The photographs may not be used for profit without my express permission. I understand I will not be paid or rewarded for my authorization and I retain copyright of my own photographic images.

I also verify I hold appropriate model releases for any image I have created which shows an identifiable person or persons and hold Fresno City College harmless in any claims.

### PROJECT REQUIREMENTS

All projects must be completed by you and be original pieces of artwork, photographs or web products. All projects must meet professional standards.

All projects must be turned in for grading via the Internet through my website [www.thomhalls.com](http://www.thomhalls.com). Please see the separate instructions at [www.thomhalls.com/contact.html](http://www.thomhalls.com/contact.html) for further instructions on delivery and setting up your computer. This is very important!

- You must submit all materials under the same naming convention each time an assignment is due – this will go for your Project work (**i.e. Student Sam Jones, must label his work Jones\_S\_Prjct1**). There are to be **NO** periods, commas, /, -, spaces or any other character of any kind in file names. Just and letters for the name and underscores ( \_ )

- All image files for projects must be labeled appropriately. Images must have first initial and last name on them. (i.e. Jones \_S) and all your assignments must be placed in your folder labeled correctly (**i.e. Jones \_S \_prjt1,2,3 etc).**
- If you are turning in multiple images for an assignment then the individual files must be labeled individually - **In the image name please designate (a,b,c, etc) – (Example Jones S \_ A.jpeg). Make sure you do not erase the file extension JPEG from the file name. Very Important!!!!**
- Feedback from me on your projects will be delivered in short evaluations given back in class.

Failure to label your files correctly or place them in the correct folders, will result in a loss of points for the first project, and then possible rejection of subsequent projects with no points awarded at all.

No work will be accepted during finals week.

Final portfolios must be clearly marked with name, class and project.  
Extra Credit may be assigned at the discretion of the instructor.

- Holiday's observed during the semester
  - Labor Day** – Monday 9/3/2018
  - Veterans Day** – Monday November 12, 2018
  - Thanksgiving** – Thursday and Friday 22<sup>nd</sup> & 23<sup>rd</sup>/2018

**Date of the final exam will be Tuesday, December 11<sup>th</sup>, 2018**  
**The final drop deadline is – Friday, October 12<sup>th</sup>, 2018**

## **FINAL THOUGHTS**

Effort plays a major role in the success of this class. Photography is fun and can be an incredible learning experience. However, you must participate fully. You must read the texts, take notes on lectures, on demonstrations and in the field when you are doing an assignment. I encourage you to seek feedback and ask questions on any topic.

Be courteous in class. Talking out of turn, reading, writing or passing notes in class other than the lecture material is not acceptable.

Cell phones, tablets and pagers must be turned off before you enter class. Laptops are not permitted to be used in class during lecture time. Playing video games on your phone or other digital device while in class will be considered a disruption and handled accordingly.

Incompletes are given only in extreme hardship cases due to circumstances beyond the control of the student. Not completing or passing the course is not a hardship. If you must drop the class, it is **YOUR** responsibility to do so before the drop deadline. If you fail to do so, the grade you earn will appear on your record.

Keep all your projects returned to you in the event there is a conflict in the grading process or a loss of records so you can document your grade. If you are called upon to produce the work and are unable to do so, you will receive no credit.

Camera equipment provided by the school is limited so check out's and returns are very important. It is vital that you return equipment promptly when your assignment is complete.

Failure to comply with the above guidelines may result in your being dropped from the class.

Revised 7/3/2018