

Photography 40

Professional Practices

Instructor - Thom Halls – Office T401M

Visual Media Technology Department

Spring 2018– Section number - 41216

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Photo 442-8200 ext. 8718 - www.thomhalls.com

Course duration – January 9th to May 17th, 2018

Office Hours Tues & Thurs 2:30 to 3:30 pm – Fri 8:30 to 9:30 Virtual Online

Course Description:

Photography 40 is a 3-unit course consisting of 5 hours of lecture and lab. Outside homework, time is decided by the student's desire to have a successful portfolio by the end of the semester. The amount time necessary will vary from student to student.

Prerequisite for the course is Photography 5 though it is advisable to have taken Photo 12, 15 or equivalent.

The course designed as a follow up to Photo 30, Editorial Photography, but the material pertains to all areas of photography and the visual arts. The main goal of the course is to give the student organizational skills and insights in preparing work for publication or presentation in a job interview situation.

Topics will include theories and practice of picture selection within a visual environment like corporate publications, newspapers, magazines and websites where visual communication enhances the written word. Topics will include advanced theory in communication with emphasis on visual language, organization and design as well as market targeting, portfolio presentation and strategies for success in an evolving, competitive environment.

Portfolio preparation and research on previously shot negatives from the student's own archive is encouraged. Development of non-photographic portfolios such as illustrative graphics work can also be accommodated.

Subject areas may include:

1. Picture Editing/Marketing overview
 - a. Using images to make a statement.
 - b. History of the media, and the visual marketplace.
 - c. Format and form – the art of expression for the photographer/artist.
 - d. The visual feeding frenzy – chain of command and how to understand it.
2. Tools communication/ design elements and the computer
 - a. Prints, negatives, web photographs, digital printing concepts, quality.
 - b. Knowing what is in demand and how to find it. Alternative approaches.
 - c. Know what's on the street.
 - d. The principles of the sizing wheel, computer-sizing, principles of design.
 - e. The increasing importance of video presentation.
3. Printing for impact
 - a. Tonal ranges and filtration techniques for impact, both traditional and digital.

- b. Attention to detail whether fine art or reportage photography.
- c. Alternative methods for presentation.
- 4. The approach to visual communication through the picture editor.
 - a. Using pictures as the building blocks for a statement.
 - b. Territory – designers, editors and art directors building relationships.
 - c. Listening – the main ingredient to success
 - d. Research – understand your subjects.
 - e. Staying objective in the midst of a story.
- 5. Ethics in the visual language
 - a. The editor as the gatekeeper of information.
 - b. Understanding all the arguments on a topic before you make a decision.
 - c. Understanding how the boss thinks. Know what they want before you shoot.
- 6. Anatomy of marketing
 - a. How do you design for success?
 - b. Selling yourself, your story and your pictures, anywhere.
 - c. How to determine the best approach for the best market response.
 - d. Details – make sure you understand all the elements.
 - e. Captions – how important?
- 7. Markets – where do you find them?
 - a. How to reach them – Picture agencies, galleries, websites
 - b. Where to find them
 - c. Building a relationship with a gallery, a newspaper, a picture agency, etc.
 - d. Always being a professional.
- 8. Legal questions
 - a. What are the rights of the photographer, publisher, model, private citizen?
 - b. Privacy – recent Supreme Court rulings
 - c. Copyright – how to get it, does it hold up.
 - d. Contracts – read the small print.

STUDENT LEARNING OUTCOMES

1. Produce quality presentations using a collaborative "team approach" in the publishing process.

SUPPLIES NECESSARY FOR THE CLASS:

Notebook for lectures, presentations and fieldwork.	First week
Digital cameras (DSLR) or film cameras may be used in this class	
Flash drive or portable hard drive for building a digital portfolio.	Fourth week
Portfolio case(s) for presentation	Fifth week
Over mating your final prints if you choose to do that	Eighth week
Portfolio case of some type for presentation	Fourteenth week

Textbook – Daily reading from trade periodicals or websites, such as Photo District News, Editorial Photographer, American Photographer, Shutter Magazine, or any other timely articles relating to picture editing or marketing.

If you have a verified need for an academic accommodation for materials in alternate media (i.e. Braille, large print, electronic text, etc), per the Americans With Disabilities Act or Section 504 of the Rehabilitation Act, please contact your instructor as soon as possible.

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.

Attendance is taken at the beginning of each lecture. If you are late, it is **YOUR** responsibility to get on the roll.

You are responsible for all class notes and assignments given in your absences. Since lectures and certain announcements will not be repeated, it is advisable to confer with fellow classmates after a missed class.

GRADING POLICY:

Each project will have a point value assigned to it and graded on how well you meet the project assignment. Your progress is evaluated during each lab period and you are encouraged to discuss your grade.

Each project will have an assigned due date. **NO PROJECTS WILL BE ACCEPTED LATE.** It is imperative that you turn in assignments on the assigned due date. Deadlines are a real BUMMER!

THERE ARE NO REDO'S IN THIS CLASS!

There will be no quizzes in this class. There will be no tests in this class.

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.

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

Mid-term and final portfolios will be used instead of exams. These portfolios will not be accepted after the stated deadline. They cannot be made up.

Total semester grade will be computed from:

1. Projects	1 through 4- 100 pts each	400 points - 25% of grade
2. Mid-term portfolio		400 points - 20%
3. Final presentation portfolio		800 points - 40%
4. Lab/feedback sessions	(4, 50 points each)	200 points - 10%
	Total	1,800 points -100%

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

Failure to turn in your mid-term or final portfolio will result in your failing the class.

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.

Mid Term Portfolios (Due the 9th week) – Portfolios will take the form of print & digital formats in a combination of two mediums. Midterm portfolios will be considered the first pass at your final. All prints and digital files must be perfect and meet specified criteria that will be outlined later in the course. Any color printing will be digital and only a limited amount of printing may be done in our lab. (details on this will come later in the course).

Final Portfolios (Due the 17th week) – Portfolio must include work in print, video, Internet (blog) and digital forms. All prints, videos and digital files must be perfect and meet specified criteria that will be outlined later in the course. A marketing strategy, resume and timeline of opportunities must also be included in your final presentation.

Feedback sessions (4) are scheduled throughout the semester for one-on-one time with the instructor. You are expected to have work available to critique at these times and will be announced well in advance. These sessions will take place during the lab sessions. They are worth 50 points per session and cannot be made up.

All portfolios must be in a contained in a professional portfolio case. Loose-leaf portfolios will not be accepted. If using a print portfolio with pullout-mounted prints, the portfolio must be large enough to protect all prints. Prints can be any size, however should not exceed 16x20 nor be smaller than 8 x 10.

All projects (1 through 4) must be turned in for grading via the Internet through my website www.thomhalls.com. Please see the separate instructions at www.thomhalls.com/contact.html for further instructions on delivery of your assignments 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 last name and first initial 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 labeled individually - **In the image name please designate (a,b,c etc) – (Example JonesS_Prjct1_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 video files via email.
- 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.

Holiday's observed during the semester

Martin Luther King Day – Monday January 15th

President's day(s) – Friday, February 16th and Monday February 19th, 2018

Easter Break – Monday March 26th through March 30th, 2018

Date of the final exam will be Wednesday May 16th, 2018

The final drop deadline is – Friday March 9th, 2018

Specific requirements for both the midterm and the final portfolio will be given in the third week in a separate assignment.

No work will be accepted during finals week

Effort plays a major role in the success of this class. Photography is an exercise in living and it can be a lot of fun. However, you must participate fully in the experience. The goal is to allow you time to develop the type of portfolio you want employers, art directors, picture agencies, or anyone in a visual decision-making position to notice your work. You **MUST** be professional.

Be courteous in class. Talking out of turn, reading, writing or passing notes in class other than the lecture material may result in a loss of points.

Cell phones, tablets and pagers must be turned off before you enter class. Laptops are not permitted during lecture and texting or playing video games on your phone or an electronic device will be handled as a disruption to the class and dealt with accordingly. Basically turn off all electronic devices when you enter the class.

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 tests and 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.

All camera gear necessary for completing any assignment must be brought to each class session. If you do not have a camera, arrangements will be made for you to check one out prior to class.

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