**Fresno City College Applied** **Technology Division**

# Photography 47

Book/Video Publishing
Instructor - Thom Halls
Office T-400 M – Fall 2017 – Section number 67600
Email – Thomas.Halls@fresnocitycollege.edu - ph. 446-8200 ext 8717
www.thomhalls.com
Duration of the course August 15th through December 14th, 2017
Office Hours Tues & Thurs 12:30 to 1:30 pm – Fri 8:30 to 9:30 Virtual Online

**Course Description:**

Photography 47 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 project by the end of the semester. The amount time necessary will vary from student to student.
Prerequisite for the course is Photography 5. Advisory Photo15 and 30

The course designed to acquaint students with the changing world of publishing both from a printed and video standpoint. While digital publishing continues to evolve, the populist press has transformed book publishing to a new art form. The advent of digital video publishing is allowing many photographers to publish and develop elaborate, well-designed videos on a variety of topics. This class will direct you in ways to not only communicate, but also reach new audiences with your projects. Best practices in publishing both types of media will be explored.

Students will select a subject of their choosing, with instructor approval, and pursue to illustrate that subject with images over the semester. The first project will be a traditional printed coffee table stylebook, layout and designed by the student. The final will be the same story told in a video format that will include still video, live video and audio recordings.

Course areas may include:

1. Subject and topic selection
    a) Storyboarding and organizing data.
    b) Determining access to subjects. Am I being realistic?
    c) Story proposals and writing tips.
    d) Generating ideas for both book and video audiences
    e) Dealing with change as your project progresses.

2. Photographing a long-term project.
    a) Realistically looking at your subject and period.
    b) Access and Approach, how to maximize your time.
    c) Do it right on location, and not in Photoshop. (on location technical expertise)
    d) Keeping a log of your ideas, progress and brainstorms. (daybooks)

3. Editing, design and layout for book/video publishing
    a) Utilizing basic design ideas

b) Picking the images that make an impact.
c) Production and deadlines

4. File management
   a) Organizing your data for clarity.
   b) Approach to both types of media, how they differ.
   c) Working on one media while planning the other.
   d) Safety for preserving your files and designs. (archiving)

5. Staying connected to your project
   a) Tips for dealing with long term work. How to keep the spark alive.
   b) Working with an editor to determine direction.
   c) Critique and the value of weekly assessment.
   d) Making sure, you images are keeping you excited.

6. Editing for video and finding the flow
   a) Pacing and how to manage the flow of information
   b) Linear vs., Vertical thinking and creativity.
   c) Vital transitions and how to keep the story alive.
   d) When to use and when not to use movement in still images.
   e) Sound, the importance of clarity and making contact with words.
   f) Editing narration for impact.

**Student Learning Outcomes**

1. Demonstrate ability to take a subject from concept to publication in a specific timeframe.

2. Discern the quality and value of information collected using digital technologies and recognize bias and intent of the associated sources.

**SUPPLIES NECESSARY FOR THE CLASS:**

| | |
|---|---|
| Notebook for lectures, presentations and fieldwork. | First week |
| #2 pencils | First week |
| Editing software for still and video images and sound | First week |
| Digital Camera with video Capability - Quality digital cameras with video capability can be checked out on a limited basis from the department) | |
| Digital sound recording device | Third week |
| A standalone hard drive for files - preferable 500 gig or more | Third week |

**Textbook** – Daily looking for both book and video examples of quality work from photographers over the Internet will be shown and discussed at length during class time. Examples will be dissected and critiqued as to their success with their audience. Students are expected to bring these examples to every class period.

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 quality 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.

I will maintain regular offices hours as posted. **On Friday's from 8:30 am 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 for communication. I will be at my computer ready to respond to any and all questions. I will answer questions in the order received.

**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 ACCEPTTED 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.
The grade in this class is based solely on your two presentations.
.

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

Total semester grade will be tabulated from:

1. 4 Project critique points (250 pts. each – every four weeks) 1,000 points – 34% of grade
2. EBook project 400 points – 14% of grade
3. Video project 800 points – 27% of grade
4. Weekly Lab consultations (25 points each week) 450 points – 15% of grade
5. Final presentation of both 200 points – 7% of grade
6. Participation Bonus 100 points – 3% of grade

total 2,950 points –100%

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 videos. All projects must meet professional standards. No outside labs, websites or technical expertise will be permitted. All assembly of your projects must be handled by you; however, collaboration with other Students as far as critique and technical help is encouraged.

**SUBMITTING YOUR WORK** –

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. (instructions on this procedure will be given the first week)

- Folders with your images must be labeled appropriately which must include your last name and first initial. (i.e. Thalls). **Example-thalls_photo47_prjt 1,2,3 etc. This naming convention must be followed each time!** – You will have a folder with your name on it on the server when you begin your upload. There will be no need for you to make a folder. Make sure your file names **DO NOT** contain no -, ., -,(,) @, $, #, * or any other symbol.

If you are turning in multiple images they must labeled individually as **- Pjct (1,2,3 etc.) your name (i.e.Thalls) and the image name (a,b,c etc) - Example Prjt1_Thalls_A.**

**Book Project** (Due the 18th week) –

All books must be published on my approved list. All projects will be coffee table style 13 x 11 inch books. Students are expected to produce a professional book (minimum 40 pages) with appropriate layout and design as their project warrants in consultation with the instructor. Books must have significant design, storytelling visuals and supporting written information as warranted. Be of a stylized presentation and complexity to warrant a semester grade. (No portfolio stylebooks will be permitted). Book must include written text to help tell the story, however this does not have to be all original work.

**Video Project** (Due the 17th week) –

Videos must be submitted in the WMV or QuickTime format and be no shorter than 6 minutes or longer than 10 minutes in length. Videos are to cover the same topic as the book, but with still images, live video, live audio, and voiceovers combined to tell the a different aspect of the same topic (story). New photographs can be used in the video that are not in the book and more photographs can be taken for this project. (Students will have access to DSLR's capable of recording HD quality video, along with sound equipment, microphones, and portable lighting). Students are expected to complete a professional video with appropriate material, designed for a specific audience as their project warrants.
Specific requirements for both the book and the video will be given in the third week.

No work will be accepted during finals week.

Holiday's observed during the semester

**Labor Day** – Monday, September 4th

**Veteran's Day** – Friday, November 10th

**Thanksgiving** – Thursday and Friday November 23rd and 24th

Final drop date – October 13th, 2017
Final for this course will be given – Tuesday, December 12th, 2017

**Final Thoughts**

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 and tablets 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.

Misuse of any of the equipment in the department will not be tolerated. This goes for the computers in the output room as well. That room is not a place for you to check Face book or play video games. It is to be considered like any other lab and used for specifically that purpose and nothing else.

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.