

VICO 2521 Introduction to Basic Photography

School of Visual Communication, Ohio University

Fall semester 2014 | Class # 11786, section 100 | Seigfred Hall 303 | TTh 10:30-11:50

Instructor William Schneider | william.schneider@ohio.edu | Office 301 Seigfred Hall
Office hours MW 10:00-11:15 & by appointment. If I'm not busy, drop-ins are welcome.

Objective

Designed for non-majors, this course will enable students to improve their photography skills in both technical and aesthetic modes. Students will learn digital work-flow methods that lead to better photographs, be introduced to the history of the medium and to influential practitioners, learn digital printing methods, and gain an understanding of visual literacy.

Grading

The final grade will be based upon:

8 photo assignments	100 points each	800 points total
Written mid-term	100 points	100 points
Written final exam	100 points	100 points
Research presentation	100 points	100 points
Class participation	100 points	100 points

The total for these planned tasks is: 1,200 points

Other factors may influence the grade such as cell phone usage during class, poor attendance, and other issues. Accumulated points will be converted to a percent of 1,200, then to a letter grade using the chart here: <http://www.ohio.edu/people/schneidw/images/grades.pdf>

Attendance: If someone is absent for more than THREE (3) unexcused absences, their letter grade will be reduced by 5% for each additional instance. Missing SIX (6) or more classes for any reason, excused or unexcused, will be grounds for an automatic failure.

Critiques: Your participation in critiques comprises the majority (80%) of your class participation points. It's important to be able to honestly comment on the work of others in the class for growth to happen. Critiques should be directed at the work itself, not the person, and identify both strengths and weaknesses. If only strengths are stated out of a desire to be liked among the class, you're not doing anyone favors. For the person whose work is being critiqued, keep in mind that both the pluses and minuses are being mentioned for your benefit. It's human nature to become defensive. Identifying weaknesses will reveal areas to practice. Honesty rules in this class, but state it kindly.

Re-shoots: You may re-shoot any ONE assignment between #1 and #7 this semester to achieve a better grade. The last assignment, #8, is not eligible. The re-shoot will be due on the last day of classes.

Email: Class announcements may reach you in two ways. They may be made in class, or correspondence may be sent to your Ohio University email account. Be sure the account is activated, check that announcements don't get automatically placed into a junk mail folder, and be sure to read your mail regularly. If I am ill and must cancel a class, I'll send an email.

File Storage: Picture files can be large, and the lab computers will be wiped clean periodically. Be sure to have either an external hard drive or large USB flash drives so you can transport your work. Having a backup of that portable drive is required in case the device fails. Please don't ignore this advice and arrive at class with excuses instead of work. I enjoy good stories, but your grade really depends upon the photographic-related work that you submit.

Card Reader: You will need a digital memory card reader appropriate for your camera. It should attach to the computer via a USB cable. The two most common memory card formats include Secure Digital (SD), and Compact Flash (CF). If you use cameras from our equipment check-out room, you will have to purchase your own memory cards in addition to the card reader for them.

Print Cards: Several photographic assignments require making quality photographic prints. There will be a cost for print cards to pay for expensive ink and paper in our lab's photo printers. At the current time, print cards cost \$15 each and are good for a number of prints. Printing at copy centers like Kinko's will not provide sufficient print quality to completely satisfy the assignments.

Cell Phones, Texting, and Web Surfing: I promise not to check my text messages, or to surf the web for Facebook updates, or look for sales bargains while in class. In return, I ask that you refrain also. Please turn off cell phones, and don't surf for things unrelated to class. If it occurs, it will be noted and reflected in your grade.

Plagiarism: It may be OK to borrow a general idea or an approach in your photography, but slavishly copying or submitting someone else's work as your own is considered plagiarism. In the real world, lawsuits result and money is forfeited. At the university level, plagiarism falls under the category of academic misconduct for which OU has a policy - <http://www.ohio.edu/communitystandards/academic/students.cfm>

If plagiarism occurs, the instructor will decide between giving an F grade for the project, or for the entire course, and/or may be referred to the Office of Community Standards and Student Responsibility - University Judiciaries. Possible additional sanctions are likely there. Academic sanctions may be appealed through the process included in the link above. Make all work your own work, and you'll be OK. If you have any questions about an assignment and the possibility of plagiarism, ask beforehand.

Book & Readings: The required book is Photography, by Barbara London, John Upton, & Jim Stone, 11th edition. The 9th and 10th editions will suffice, although the page numbers will differ. Assigned readings will be material considered for the mid-term and final exams even though some of it may not be discussed in class.

Camera: While it is not necessary to own a camera for this class, you will find it very beneficial. VisCom has some photo equipment for checkout for limited periods of time for

those enrolled in the class. To use this facility, you will need to either purchase insurance or demonstrate that you are covered on a homeowner's policy. If an insurance claim is rejected for lost or damaged equipment, you are ultimately responsible for repair or replacement costs. If you own your own camera, it should be capable of taking pictures in camera RAW format in addition to JPGs, and you should have manual overrides for exposure controls.

Server Address for Submissions: When an assignment requests submissions of files to the VisCom server, the address is `afp://photoserver.viscom.ohiou.edu` (Macintosh computers only). For the login, use `vico_2521_ws`, and the password is `ws367q`.

Special Needs: Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services.

Proposed VICO 2521 calendar and assignment due dates

Dates	Week	Tuesday	Thursday	Readings due by week's end
Aug 26, 28	1	Introduction & syllabus, camera types - full frame, u4/3, SLR, mirrorless	Camera controls and handling, Equivalent exposures	By end of week: Chapter 1 - Getting Started, Chapter 2 - Camera, Chapter 12 - Seeing Photos, P. 124 Image Editing Workflow
Sept 2, 4	2	Presentations & Schedule; Creative devices; Discuss assignment #1 (Exposure, Wild Card)	Bridge/Photoshop workflow, metadata & captions, organizing, edits	Your camera's manual about exposure controls, Chapter 4 - Exposure
Sept 9, 11	3	Depth of Field, Lab day to edit, bring Assign # 1 images	Assignment # 1 (Exposure, Wild Card) due, Class critique	Chapter 3 - Lens
Sept 16, 18	4	Color corrections in Photoshop, layers, B&W, discuss Assignment # 2 (DOF)	Depth of Field; Point of View	Chapter 5 - Light and Color, Chapter 6 - Entering the Digital Darkroom,
Sept 23, 25	5	Assignment # 2 (DOF) Due, class critique	Presentations 1&2; Discuss Assign #3 (Shutter speeds), Adv. camera controls, exposure lock, +/- settings, WB, toning	Chapter 10 - Lighting
Sept 30, Oct 2	6	Presentations 3&4; Discuss Assign. #4 (Light), examples, Camera RAW, versus JPEG, file formats	Assignment # 3 (Shutter speeds) due, Peer editing session	Chapter 13 - History of Photography, read through Early Portraits
Oct 7, 9	7	Presentation 5&6; Artificial lighting	Portrait examples; How to print (bring a good file to class)	
Oct 14, 16	8	Scripps Day activities	Assignment # 4 (Light) Due, class critique	
Oct 21, 23	9	Presentations 7&8; Mid-term review, discuss Assignment # 5 (Strangers)	Mid-Term Exam	Chapter 13 - History of Photography second half after Early Portraits, Ethics Pg. 153
Oct 28, 30	10	Presentations 9&10; Review test, Discuss Assign. 6 (Environmental Portrait); open lab	Assignment # 5 (Strangers) due, class critique	Pages 34 (James Natchway), 64 (Mary Ellen Mark), 104 (Walter loos)
Nov 4, 6	11	Presentations 11&12; Critique continued if needed; Still life and general news slideshows	Presentations 13&14; Lightroom intro	
Nov 11, 13	12	Veteran's Day - no classes	Assignment # 6 (Env. Portrait) due, class critique	
Nov 18, 20	13	Presentations 15&16; Medium/large format cameras; Discuss upcoming Assignment # 7 (PJ/Com)	Presentations 17&18; Picture series examples; Assignment #8 (List) preview	
Nov 25, 27	14	Assignment 7 (PJ/Com photo) due, Class critique	Thanksgiving - no classes	
Dec 2, 4	15	Presentations 19&20; Final exam review, survey	Assignment # 8 (List) due, class critique	
Dec 9	Finals Week	Final exam 10:10 am		