

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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FLORENCE UNIVERSITY OF THE ARTS
COLLEGE OF FINE AND VISUAL ARTS
INTRODUCTION TO DIGITAL PHOTOGRAPHY
FA PH ID 180 - 201

Contact hours: 90

Summer 2009

Credit hours: 3

Day and Time: Tuesdays 9:00 a.m. to 11:30 a.m./ 12:00 p.m. to 2:30 p.m.

Aula: Media Lab 1– Via Magliabechi, 1

Professor: David Weiss

Teacher availability: contact at: davidandreweiss@mac.com

Available to see students individually after class by appointment

1- DESCRIPTION

This course will introduce students to digital photography with a particular focus on classic fine art photography. The course will explore the use of the computer, state of the art software, and how to correctly use the digital camera: technical, compositional & visual issues. Class assignments, group critiques, and individual assignments will push the individual students to further ones own personal creative process. The first part of the semester is fast paced and students will gain an in-depth understanding of how to use Photoshop as a digital darkroom so that the remainder of the semester may be dedicated to mastering photography as a creative visual tool to ultimately make a fine art digital print. Students will also be exposed to photography software scanning (pictures/transparency/negative), and how to make a fine art quality digital print. Elements of photo composition and design, practical photo history, and relationships with other art mediums will also be treated during the course.

Constant interaction with the instructor as well as with other class members will be necessary to create a positive and stimulating enviroment. The Digital Laboratory is equipped with the most updated Computers, Softwares & Pheripherals.

2- OBJECTIVE

To gain a visual and technical confidence in Digital Photography, with fine compositional and picture capturing skills.

3- REQUIREMENTS

- There are no mandatory prerequisites, even though a basic photographic experience will be helpful. The students are requested to show on time

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- A check test will be held the first day to verify the students photographic background.
- A questionnaire is distributed on the first day of class to inform the instructor about the general background and characteristics of the students. Students are not required to answer all questions.
- Lectures are held in English.
- For the material you will need to type and print, please check the school computer facilities.
- Students must be aware that many lessons will consist of outdoor walking, working in groups, carrying video, audio and photographic equipment.
- Individual study of notes, readings, handouts, fulfillment of assignments etc. at home is required after every lecture, at least on a weekly basis. Students will be asked to research, read and study. Materials are available at the School Library or as indicated in class, on-line. Please make sure you are familiar with it (know how it works, opening and closing times, facilities, etc.) from the very start of the course.
- No eating is allowed in class.
- No internet use is allowed in class. Students caught using the internet during class hours, including breaks and lunch will loose a full grade.
- A responsible and active class participation is expected at all times and activities
- At all times cell phones must be turned off (both during lectures and visits).
- Please consider strict guidelines regarding attendance and behaviour during scheduled visits/field trip (as described in pertinent paragraphs).
- Please also consider important notes on attendance, participation and assignments (as described in pertinent paragraphs).

4- METHOD

Method used will be experimental, through theoretical lectures, computer work, practical demonstrations, slide shows, visits to exhibitions (when available by the discretion of the instructor) collective critiques, magazine and books readings.

5- ATTENDANCE-PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to FUA's academic policies. This is reflected in the attendance policy. Class attendance is mandatory and counts towards the final grade.

Absence Policy

- Each absence from class will negatively impact your final grade. (Attendance and Participation)

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letter grade at the end of the term. (Example: 90/A- = B-)

- On the fourth (4th) absence the student may receive an Automatic Failure. (WF)

It is always the student's responsibility to know how many absences they have in a course.

Late Arrival and Early Departure

Students should consult their course syllabi for their instructor's policy on late arrival or early departure from class. Failure to comply with established policy may result in an **unexcused absence**.

Excused Absence

Students may request a one-time "Personal Day" to be excused from class for a medical or personal emergency one time during the semester / session.

The request must be made within 24 hours of the absence. Students must follow the instructions and regulations set forth in the FUA Academic Handbook. All questions regarding the "Personal Day" are handled by the front desk in Via Magliabechi 1.

Travel is NEVER an excuse for absence from class.

1. A 1/2 class absence is considered a total absence of one whole class.
2. Lack of punctuality will be penalized.
3. The following are NOT allowed in the studio: mp3, walkman or diskman, food and drinks; cellphones must be kept off.

6- EVALUATION – GRADING SYSTEM

Attendance and Participation: 10%

NOTE: The sum total of attendance and participation should not exceed 10%. That is why we have the attendance policy in place to automatically penalize the student who is habitually late.

Assignments: 24

Midterm Critique: 30

Final Critique: 36

FUA GRADING SCALE

100-93=A	92-90=A-	89-87=B+	86-83=B	82-80=B-
79-77=C+	76-73=C	72-70=C-	69-60= D	59-0=F

I= Incomplete W=Withdrawal

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7- EXAMS PAPERS ASSIGNMENT

1.Assignments: Each assignment counts for 4% for a total of 24% of your final grade. (Please note: Late papers or assignments will not be accepted.)

2.Mid-term Critique :It counts for a **30%** of the final course grade.

- It will take place on **Tuesday, March 17.**
- For no reason the date and time of the scheduled exam can be changed

3.The Final Critique: it counts for a **36%** of the final course grade.

- It will take place on **Tuesday, May 12.**
- For no reason the date and time of the scheduled exam can be changed

CRITIQUE FORMAT:

Students will be expected to participate actively during the midterm and final critiques.

Should issues of academic dishonesty arise (plagiarism and so on), the teacher will refer to the FUA written policy on such matters.

8-TEXT BOOK – FURTHER READINGS

Handouts will be given by the professor. Recommended reading material will be handed out during the first day of class.

9- ADDITIONAL FEES

Students will be responsible to pay for all **museum/site visit entries** and **reservation costs** as well as any **materials or supplies** necessary for the successful completion of the course.


In addition students may be required to leave a deposit for equipment that will be loaned to them during the semester. The deposit will be returned at the end of the course, provided the equipment has been returned in the same condition it was loaned.

Students will be informed on the **first day of class** of the exact amount for the above by the instructor.

10- VISITS-TRIPS

N/A

11- MATERIAL LIST

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12- LESSONS

- *Please consider that the schedule may be subject to changes and adjustments, according to the class progress.*

1.

Presentation of the course; check test; introduction to the class syllabus and the material to be used during the course (and where to buy). Orientation about the digital lab and open studio rules and schedules. Information on assignments and exams.

How a digital image is formed: pixels, sensors, dpi. Introduction to Photoshop; lab work. Quick look at photo composition. 1st assignment.

2.

Assignment review. Digital photography vs analog photography (How the camera works). Assignment no 2.

3.

Assignment review; Photoshop (levels, curves, hue and saturation). Lab work.

4.

Light, flash, reflector; outdoor practice. Assignment no 3.

5.

SPECIAL AUDITING CLASS- Rich Media Presentation with working artists Jim Albano and Harvest Works (www.harvestworks.org) Time TBD

6.

Assignment review. File formats, camera RAW. White point; lab work.


7.

Assignment photo critique. Scanning; lab work. Printing; lab work.

8.

Mid term critique.

9.

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project for the final.
Assignment 4.

10.

Assignment review. Movie projection and critique. Assignment 5.

11.

Lecture: Computer color setting, balancing color profiles: screen and printer correspondence. Studio work. Assignment review. Assignment 6.

12.

Lecture: Accurate refinement of the image; lab work. Assignment review.

13.

Lecture: Digital and print storage and archival techniques.

14.

Final critique and final portfolio review.

ALTERNATIVE LESSON

Should the instructor be indisposed or otherwise unable to attend, a substitute teacher will conduct a pre-prepared alternative lesson at the regular class time. This will take the form of a supervised laboratory work.