



SYLLABUS

Rev. 5
19.05.15
Direzione Accademica

PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION FLORENCE UNIVERSITY OF THE ARTS DIVA - SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS (DI)

Format revised 2015
Syllabus revised 2017

SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS
DEPARTMENT OF PHOTOGRAPHY
COURSE TITLE: INTRODUCTION TO DIGITAL PHOTOGRAPHY
COURSE CODE: DIPHD180

3 semester credits

1. DESCRIPTION

This course introduces contemporary technologies for producing photographic images. Approaching the medium in its current complex and pluralistic state, students explore a variety of photographic concepts and techniques. The fundamentals of using a digital camera including manual exposure and lighting are stressed. The course also introduces seeing, thinking, and creating with a critical mind and eye in a foreign environment (Italy) to provide understanding of the construction and manipulation of photographic form and meaning. During the first half of the course assignments, lectures, readings progressively build on each other to provide students with a comprehensive understanding of camera functions (manual mode) and processing techniques. The second half of the course will focus on weaving the techniques with specific photographic concepts via assignments.

NOTE: This course is for beginners. The first half of the course will be devoted to understanding camera functions and basic printing. During this period, assignments will emphasize basic camera functions in manual mode.

2. OBJECTIVES

Upon successful completion of this course students will be able to use their digital camera effectively, paying particular attention to:

- f-stop
- shutter speeds
- ISO (gain)
- different in camera metering modes
- types of lenses and how they work
- formal rules of composition

By the end of this course students will also be able to:

- Demonstrate self-confidence working with people in the street
- Display basic history of photography knowledge
- Display knowledge of genre types of photography

- Set up lab station correctly
- Use basic Lightroom and Photoshop
- Make, edit and process images (intro level)
- Collaborate and critique with peers as active participants in public dialogue and discourse
- Apply basic printing techniques
- Work in groups and autonomously
- Acquire and develop intellectual, technical and analytical skills to make photographs that communicate
- Display understanding of what makes a good photograph in terms of technical quality, light, composition and storytelling
- Demonstrate effective problem solving skills
- File formats

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

The method used will be experimental by means of Interactive lectures, workshops, on-site visits, direct interaction with subjects for assignments, participation in special projects, collective critiques, and magazine readings.

5. TEXT BOOK – FURTHER READINGS – RESOURCES **TEXT BOOK**

- Foltz, James, Ronald P. Lovell and Fred Zwahlen. *Handbook of Photography* (sixth edition). Thompson Delmar Learning, 2005.

The textbook is mandatory for successful completion of the course. Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA library)

- Ang, Tom. *Fundamentals of Photography*. Alfred A. Knopf, 2008.
- Fisher, Robert. *The Digital Zone System: Taking Control from Capture to Print*. Rocky Nook, 2012.
- Freeman, Michael. *The Complete Guide to Digital Photography*. Silver Pixell Press, 2001.
- Modrak, Rebekah. *Reframing Photography*. Routledge, 2011.
- Webb, Alex, Rebecca Norris Webb and Teju Cole, *Street Photography and the Poetic Image: The Photography Workshop Series*. Aperture Press, 2014.

LIBRARIES IN FLORENCE

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students are also encouraged to take advantage of Florence's libraries and research centers:

Biblioteca Palagio di Parte Guelfa

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation: http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

Biblioteca delle Oblate

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation: www.bibliotecadelleoblate.it

The Harold Acton Library at the British Institute of Florence

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation and student (fee-based) membership information: www.britishinstitute.it/en

6. FIELD LEARNING

This course does not include a field learning activity.

7. COURSE MATERIALS

A DSLR camera and a lens with a focal length of 55mm or wider is required for this course. Must have a manual setting: ability to set ISO, aperture, and shutter speed.

Should students wish to store materials or equipment, lockers are available with a **10 Euro** deposit (given back after returning the key).

8. COURSE FEES

Course fees cover all course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

10% Participation and improvement

15% Assignments

15% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable). Inclusive of the exam and a selection of 10 images)

25% Final Portfolio and Paper

25% Final Exam

Please note that a detailed explanation of the above is found in Section 11 (Assignments, Term Papers and Exams).

A = 93-100 %, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, D = 60-69%, F = 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the

FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

Late Arrival and Early Departure

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

Travel (or delays due to travel) is NEVER an excuse for absence from class.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work and in-class activities, responsible behavior, and completion of assignments will be assessed. All of the above criteria also applies to site visits.

11. EXAMS – PAPER

Assignments: Refer to syllabus for specific information.

Midterm Exam: The midterm exam counts for 15% of the final course grade. This exam consists of a series of 10 photographic enlargements chosen from the best assignments photos and a multiple-choice test. The mid-term portfolio will be projected. Midterm exam will take place on lesson 7.

Final Exam: The final exam will take place on lesson 15. The final exam counts for 25% of your final course grade. The final exam is divided in two parts:

- A Final Project: chosen between the student and the instructor, consisting of 14/18 black and white or color digital prints.
- A portfolio presentation paper.

Note: the date and time of the exams cannot be changed for any reason. Refer to course website for session specific schedule.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	<p>Course presentation. Technical history of photography.</p> <p><i>NOTE 1: bring your camera manual for next class. If you do not have your manual you will be able to find a pdf version on line. Also, always bring your camera to class charged and ready.</i></p> <p><i>NOTE 2: Please consider purchasing a storage device so that you may take home your images on the last day of class. The school is not responsible for mailing any form of the work you produce in class to you.</i></p>
Objectives	<p>By the end of this class students will be able to:</p> <ul style="list-style-type: none"> - Display knowledge of how a camera works (History/Camera Evolution) - Set up workstation and folders as per instructed
Reading	<p><i>Handbook of Photography</i>, Recording Motion pp 31-47.</p> <p><i>The Digital Zone System</i> pp. 95-99, pp 150-182, pp. 187-188 (pp. may vary from ebook edition to hardcopy edition, please check with your instructor).</p>

Lesson 2	
Meet	In class
Lecture	<p>Manual mode camera settings:</p> <ul style="list-style-type: none"> - Color space, customizing your DSLR - File format used for class, jpeg, RAW, DNG - Manual mode in camera light meter - Aperture: control light intensity - Shutter speed: controlling exposure length - ISO: controlling gain (or film speed) - Reciprocity: how f-stop, shutter and ISO work together
Objectives	<p>By the end of this class students will be able to:</p> <ul style="list-style-type: none"> - Use manual mode camera settings effectively
Assignments	<p>Manual Mode Test</p> <p>For the next several assignments you will have to know how to properly set your camera to achieve a <i>normal (N) exposure</i>.</p> <p>Set your camera to manual mode and properly expose (N) 40 images (short) 100 images in (semester).</p>
Reading	<p><i>Handbook of Photography</i>, re-read: Adjusting Exposure pp 31-35 & pp 296 – 303.</p>

Lesson 3	
Meet	In class

Lecture	Exposure Lsn 1: EV & Shutter
Objectives	By the end of this class students will be able to: - Set up Lightroom (LR) and first work flow (importing and tagging). Apply Exposure Values - Display knowledge of shutter speed
Assignments	Effects of shutter speeds: Starting with a shutter speed of 1/500 of a second and finishing with a shutter speed of 1 second make 10 “good” images out of 30 total shots.
Reading	<i>Handbook of Photography</i> , Recording Motion pp.35-36.

Lesson 4	
Meet	In class
Lecture	Exposure Lsn 2: EV & aperture Light Room: setting up your personal catalogue, editing using attributes (color and star ratings).
Objectives	By the end of this class students will be able to: - Understand the correlation between f-stop, shutter and ISO - Use Exposure Values chart - LR: setting up your personal catalogue, editing using attributes (color and star ratings)
Assignments	Return with at least 6 “good” images out of 20 shots, showing a shallow depth of field.
Reading	Grimm, Tom and Michele Grimm. <i>The Basic Book of Photography</i> . Pp. 81-87.

Lesson 5	
Meet	In class
Lecture	Exposure Lsn 3: EV & ISO
Objectives	By the end of this class students will be able to: - Add drama to their images by controlling the intensity of highlights and shadows - Open an image from LR to PS - PS: basic processing 1 (development) using adjust layer curves
Assignments	Shadows 6 “good” images out of 240 shots.
Reading	<i>Handbook of Photography</i> (recap) pp 31-pp 47.

Lesson 6	
Meet	In class

Lecture	Principles of composition: thirds, halves, symmetry, dominant lines, positive/negative space. LR basic processing.
Objectives	By the end of this class students will be able to: - Use LR basic processing 2 - Apply knowledge of principles of composition to their photographs
Assignments	Composition 12 “good” images out of 240 (due next lesson).
Reading	<i>Handbook of Photography</i> , Chapter 3.

Lesson 7	
Meet	In class
Lecture	Mid Term Exam: Selection of 12 images from assignments and multiple-choice test.
Reading	Over the break read: <i>Handbook of Photography</i> , Chapter 16 “A Short History of Photography”.

Lesson 8	
Lecture	Academic Break

Lesson 9	
Meet	In class
Lecture	Qualities of Light: Intensity, contrast, specularity, direction. Light Room: working with the mask brush. Discuss the work by influential street photographers (Henry Cartier Bresson, Garry Winograd, Bruce Gilden, Joel Meyerowitz).
Objectives	By the end of this class students will be able to: - Use LR: selective image exposure with mask brush - Display knowledge of key street photographers
Assignments	Street assignment Between 6 and 8 “good” photographs out of 240 shots.
Reading	<i>Handbook of Photography</i> , pp161-174.

Lesson 10	
Meet	In class
Lecture	Lens types, advantages and limitations of digital technologies. Light Room: noise, retouching, soft proof. Discussion on seeing portrait photography. The four key elements: face, pose, clothing, location, and

	<p>props. Does a portrait image tell you more about the subject of the photograph or about the person who took the photography?</p> <p>Discuss the work by influential portrait photographers (Richard Avedon, Mary Ellen Mark, Diane Arbus).</p>
Objectives	<p>By the end of this class students will be able to:</p> <ul style="list-style-type: none"> - Use LR: noise, retouching, soft proof - Display knowledge of key portrait photographers
Assignments	<p>Portrait assignment</p> <p>Between 6 and 8 “good” photographs out of 240 shots.</p>
Reading	<p><i>Handbook of Photography</i>, pp.194-199.</p>

Lesson 11	
Meet	In class
Lecture	Print Lab: Preparing your file for print, making your first print. Introductory printing techniques. Discuss the work by influential portrait photographers (Cindy Sherman, Nan Golden and others).
Assignments	The Self Portrait 3 “good” images.
Reading	<i>Handbook of Photography</i> , Chapter 16.

Lesson 12	
Meet	In class
Lecture	The four elements of critique: technique, composition, concept, context. Light Room: exporting your work to take home.
Objectives	<p>By the end of this class students will be able to:</p> <ul style="list-style-type: none"> - Apply knowledge of critique to their own and others’ work - Use LR: exporting your work to take home
Assignments	Light, shapes, shadows, lines, textures, angles, patterns.
Reading	Freeman, Michael. <i>The Complete Guide to Digital Photography</i> . Chapters 11-13.

Lesson 13	
Meet	In class
Lecture	<p>Work overview and critique.</p> <p>NOTE: If there are less than 12 students enrolled in this class the critique will take place on lesson 14. A substitute lesson will be assigned for this lesson.</p>
Objectives	<p>By the end of this class students will be able to:</p> <ul style="list-style-type: none"> - Present their own work

	- Establish the progresses they have made so far and identify ways to further improve their photography skills
Assignments	Prepare your final portfolio and final paper.
Reading	Freeman, Michael. <i>The Complete Guide to Digital Photography</i> . Chapters 14-16.

Lesson 14	
Meet	In class
Lecture	Work overview and critique.
Objectives	By the end of this class students will be able to: - Present their own work - Establish the progress they have made so far and identify ways to further improve their photography skills
Assignments	Review all reading assigned so far and prepare for final exam.

Lesson 15	
Meet	In class
Lecture	Final Exam and paper due.