

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title PHOTOGRAPHY I

Code No.: PHO 100-3

Program ADVERTISING ART & GRAPHIC DESIGN

Semester: ONE

Date: SEPTEMBER 1987

Author: NEIL CARTER

New

Revision:

APPROVED

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Chairperson

Sen 8/87
Date

COURSE OUTLINE

PROGRAM: Advertising Art & Graphic Design **SEMESTER:** One
COURSE NUMBER: PHO 100 **INSTRUCTOR:** Neil Carter
COURSE TITLE: Photography I **DURATION:** 3 hours/week x 15 weeks

GOALS:

Students will learn to use a camera creatively so as to produce photographs that reflect the student's artistic goal and solve a particular design problem.

OBJECTIVES:

This class will deal with the theory of film and paper processing as well as the careful use of the camera and the enlarger.

Students learn the workings of a 35 mm camera and how it compares with other camera formats.

Students will be shown how lenses and shutter speeds can modify the appearance of the final print. Different lenses and films will be discussed and demonstrated.

Students will be shown how film is loaded and correctly exposed and processed. Darkroom printing will be discussed and demonstrated.

Students will be shown various techniques such as burning in or dodging out when printing. Students will experiment with photograms in positive and negative-

Students will be shown paper mounting techniques using the hot press.

ASSIGNMENTS:

In all assignments, students are free to be creative but they must first ensure that their projects satisfy given technical requirements. Being creative within the limits of various mechanical and chemical constraints allows a student to learn to work professionally.

Assignments will be outlined in the class. These assignments will be graded as a technical exercise and as a piece of art work which attempts to communicate an idea or an emotion.

Lighting:

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The student creatively composes a group of eggs in the camera frame. A single light is placed next to the camera, pointing towards the eggs, An exposure is taken here for the rest of the assignment. One picture is taken. The light only is moved to a position at right angles to the camera, the same distance from the subject as picture one. This time the eggs are lit from the side. For picture three, the light is moved slightly behind the eggs. This is called raking light. For picture four, the light is moved directly above the eggs, shining down from the same distance as before. Picture five requires the light to be directed to a white card which will reflect light back to the eggs• A new exposure is required for picture five.

This film is processed and a single contact sheet made. A chart must be included to indicate which frame solves which problem,

ASSIGNMENT 3:**Depth Study:**

Students are required to produce three photographs mounted on matte board 11" x 14". There must be a minimum one inch border all around and between the photographs.

The photographs must show depth, in any of the following ways or combination of ways:

- differential focus
- perspective
- value
- scale

The three photographs should relate in some way - story, theme, or atmosphere.

EVALUATION:

ASSIGNMENT 1:

The contact sheet will be examined for negative quality and composition of each picture. Negatives must be centred on photo paper and neatly displayed,

The 5 x 7 photographs must be properly focussed, framed to produce a balanced composition, properly exposed, and feature a creative image.

ASSIGNMENT 2:

The contact sheet will be examined for neatness of display, logic, exposure, as well as whether the objectives have been met,

ASSIGNMENT 3:

The depth assignment should feature an overall pleasing composition. The photographs should have smooth edges and sharp corners. Cutting and mounting should be done cleanly, with no pencil marks *or* mounting tissue showing.

The colour of the mounting board should add to the quality of the presentation.

The three photographs should show depth as required, and relate with each other in composition and value.

Students will write a test on theory:

50 - 59% accuracy = C grade

60 - 79% accuracy = B grade

80 - 100% accuracy = A grade

Final grade will be based on a combination of projects, tests, and attendance. All assignments must be completed according to specifications by the deadline date in order to receive a grade.

Students should be present for at least 90% of the classes; beyond this, a doctor*s note will be expected.

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