

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: PHOTOGRAPHY II

Code No.: PHO 110-3

Program: ADVERTISING ART & GRAPHIC DESIGN

Semester: TWO

Date: JANUARY 1988

Author: NEIL CARTER

New:

Revision:

APPROVED

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Date

COURSE OUTLINE

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PROGRAM: Advertising Art and Graphic Design **SEMESTER:** Three

COURSE NUMBER: PHO 110-3

INSTRUCTOR: Neil Carter

COURSE TITLE: Photography II

DURATION: 3 hours/week x 15 week

GOALS:

To use the skills acquired in Introductory Photography in an application related to advertising and illustration.

OBJECTIVES:

Students will take photographs, process the film, and print pictures that will be involved in a pre-determined design. Students are free to complete assignments in whatever order they select, so that each student may pace his/her own progress.

ASSIGNMENTS:

Assignments are varied; students are not required to produce them in any strict order, but to experiment with them as they wish. Do not let the assignments lag to the last few classes; keep me informed of each project as it progresses.

In all the projects, students are free to be creative, but the project must satisfy given technical requirements; be sure you understand what is required from each project before you begin.

Being creative within the limits of various mechanical and chemical constraints, allows a student to learn to work professionally.

ASSIGNMENT 1:

Produce a photograph in a square format – 8" x 8" – to allow for a line of white lettering reading **"A Time to Relax"** to be superimposed horizontally across the centre. The photograph should convey a feeling of relaxation through the subject or treatment. The photograph should feature dark values across the centre so that the lettering will stand out clearly.

Produce a photograph in horizontal format of a ratio of 3:1 – 9" x 3" – allowing for black lettering reading **"Smooth and Elegant"** to be placed in the top third of the photograph. ^ |

Produce a photograph in a vertical format of a ratio of 2:1 – 10" x 5" – with space for lettering **"It's Today"** in white in the lower quarter.

ASSIGNMENT 2:

Produce a "cubist" collage of at least three photographs of a face taken from different view points. Mount the photographs so that there is no space where the pictures are joined. The over-all dimensions of the photograph are 8" x 8".

ASSIGNMENT 3:

Produce a collage on a theme exploring texture and pattern in an abstract sense. There must be at least two separate photographs used. Overall dimensions are 8" x 8".

ASSIGNMENT 4:

Produce six photographs, each measuring 4" x 4", showing elapsed time. Watch that the values are the same from picture to picture.

ASSIGNMENT 5:

Produce a positive on orthochromatic sheet film. Contact print a negative from it. Print each onto photographic paper. Align the orthochromatic positive and negative and print a tone line separation.

ALL ASSIGNMENTS ARE TO BE MOUNTED ONTO MATTE BOARD.

EVALUATION:

Assignments will be graded on overall effect, neatness of presentation, and success in solving the assigned problem.

Final marks will be based on a combination of projects, tests, and attendance. Students should be present for at least 90% of the classes; beyond this, a doctor's note will be expected.

All assignments must be completed according to specifications by the deadline date in order to receive a grade.

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