

ARTS 188 – Visualizing Ideas in Photography

UNM Valencia, Digital Media Arts

updated 8-2014

Fall 2014

Tuesday & Thursday – 10:30am – 1pm

LEARN Enhanced Course

Professor: Alexa Wheeler

alexa08@unm.edu

Campus Office Hours: W 2:30-4 | M-TH 10-10:30 | T TH 1-1:30 | and by appointment

Virtual Office Hours: M-Sun - by email, text, and by appointment for live chat
**see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

Course Description

This course is designed to bring students further along in the conceptualization of their ideas using the media of photography at its accompanying technologies. Students will hone their skills in black & white, digital, and color photography while gaining a deeper understanding of the creative, technical, and conceptual aspects of their image-making, as well as that of others. Class lectures, demonstrations, readings, and group discussions will explore the fundamental principles of visual art and design in relation to photography in an art historical context. Assigned projects, technical demonstrations, group critiques and critical writing will assist in the critical understanding and personal growth of each student, both better preparing him/her for further study in photography and the graphic arts.

Objectives

- Develop a basic understanding of the foundations of traditional & digital photography techniques, including shooting, developing, printing, scanning, and storing images, in the darkroom and basic digital storage for archiving.
- Demonstrate a mastery of the film developing and print processing techniques.
- Demonstrate an excellent understanding of exposures and lighting both traditionally and digitally.
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work in relation to concepts, ideas, techniques, processes, and experiences.
- Understand major developments in photography as they have occurred throughout time.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and its operating system

Student Responsibilities/Attendance/Participation

Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 4 GB) to every class. Make sure it is clearly labeled with your name on it.
- Have a UNM email to access UNM Blackboard Learn:
 - o Students will access supplemental information, class agenda/syllabus, and their grades through UNM Blackboard Learn at <https://learn.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to call/email/IM/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced.

Grading Policy

Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Blackboard Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Grading Breakdown

Projects (3)	60 points	20 points each
Final Project	30 points	
Individual Meeting	10 points	for attendance
Extra Credit	10 points maximum for the semester.	

Points will be added up and a letter grade will be issued to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

How to Contact the Instructor

Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are:
 - o Monday & Wednesday 9:30am – 10:30am in B&T Rm. 110A, or check other DMA classrooms
 - o Also, by appointment
- Virtually, reach me any other time through email, text, IM (see below).

Email:

I prefer all email to be from the internal UNM Learn class email. I will check this Blackboard email regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner.

Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson ARTS 188"

Text:

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, IM, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

Supplies, Support Information, Resources, & Tutorials

Open Studio Time – Digital Media Arts Open Lab & Darkroom:

- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Times and hours posted on UNM Learn
- **Darkroom** open T & TH after class until 2pm, M & W by request only, closed F

Support for UNM Blackboard Learn:

- o - UNM Learn help: <http://UNM Learninfo.unm.edu/student/>.

DMA / UNM Valencia Tutoring Services:

- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available!

Other tutorials:

- I will post a number of links to video tutorials in UNM Blackboard Learn for this course.

Instructor Support:

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:

- We will have a HELP FORUM discussion board in the UNM Blackboard Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

Supplies:

- 35 mm camera (manual or one with a manual option) & digital camera (optional but good to have)
- RC multi-grade photo paper – UNMV Bookstore
- Kodak T-max 100 or 400 speed black & white film (NO black box film from Wal-Mart/Walgreens, etc...)- MUST BUY AT UNMV BOOKSTORE!!!
- Pair of rubber gloves (thick dishwashing type)
- Negative sleeves (plastic, NOT glassine) – SHARE with someone
- Scissors & can opener
- Flash Drive (2 GB or higher)
- Folder/binder for photos
- Full page clear sleeves

Course Schedule

Fall 2014

Dates	Schedule	Projects
<u>Week 1</u>	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review UNM Blackboard Learn • Darkroom Tour • Equipment & Supplies Overview 	
<u>Week 2</u>	<ul style="list-style-type: none"> • Lecture • Demo: Darkroom - printing with negatives, developing prints, load film, camera, lenses, aperture, shutter, shoot film, develop film 	
<u>Week 3</u>	<ul style="list-style-type: none"> • Lecture • Work time 	
<u>Week 4</u>	<ul style="list-style-type: none"> • Project 1 Due 	Project 1 Due: Image & Text
<u>Week 5</u>	<ul style="list-style-type: none"> • Lecture/Demo: digital photography • Work time 	
<u>Week 6</u>	<ul style="list-style-type: none"> • Lecture/Demo: digital printing • Work time 	
<u>Week 7</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 8</u>	<ul style="list-style-type: none"> • Project 2 Due • Plan for Final Project to work on over Break 	Project 2 Due: Perspective
<u>Week 9</u>	<ul style="list-style-type: none"> • Work time • Critique 	
<u>Week 10</u>	<ul style="list-style-type: none"> • Lecture/Demo/Film: artist intention, more on digital photo and editing, scanning, creating CD's of work 	
<u>Week 11</u>	<ul style="list-style-type: none"> • Project 3 due 	Project 3 Due: Presentation
<u>Week 12</u>	<ul style="list-style-type: none"> • Individual Meetings 	
<u>Week 13</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 14</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 15</u>	<ul style="list-style-type: none"> • Work time 	

<u>Week 16</u>	<ul style="list-style-type: none">• Work time• Final Project Due	Final Project Due: Self-Directed Series
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Project 1: Image & Text

Objective:

To introduce and/or review basic darkroom techniques and begin developing images with the idea of "concept."

Process:

Compose, shoot, develop, and print **three** images (8" x 10") with person, place, thing as the subject matter (one of each) using one roll of black & white film. Accompany each image with a short **written** explanation of your thought process and subject matter.

Project 2: Perspective

Objective:

To place photography in a historical context & create and analyze images based on six perspectives. To introduce digital cameras, storage, manipulation and printing.

Process:

Create a small series (6 to 10 individual photos) digitally exploring the use of photography as a communication tool. What do we see? What do you want us to see? How do we see it? Why do we see it? Investigate: advertising, social issues, persuasion, propaganda, politics, stereotypes, etc...Write an accompanying statement for the series – can be creative writing (poem, free verse, short story), journalism (newspaper, blog), or criticism (be the critic). Use these 6 perspectives:

1. Personal Perspective: human nature, participation
2. Historical Perspective: heliography, daguerreotype, collotype, wet collodion, color materials, holography, instant photography, digital photography
3. Technical Perspective: lens type, lens opening, shutter speed, film type, camera types, lighting, print quality
4. Ethical Perspective: victims, right to privacy, manipulation
5. Cultural Perspective: portraiture, painter, landscape, artist, social documentation
6. Critical Perspective: entertain, educate, historical record

Project 3: Presentation

Objective:

To conduct a professional interview, to describe an artists work utilizing standard visual syntax, to scan and digitize images, to create a presentation

Process:

Interview a fellow classmate about their work. Discover what interests, influences, and personal meaning the artists' work has. Find out about his/her life, his/her work, and what and what artists influence his/her work. You will give a brief 5 minute presentation of the artist and their work - his/her life, his/her work, the influences to his/her work, what media the artist chooses to work in, and what components of art and design are used and how. The interviewed artist will be responsible for digitizing their own images, and those of their influences (current or historical photographers and/or artists working in other media), and give the interviewee a CD/Flash Drive/ Folder on Network, etc.. of images prepared for the presentation. The interviewee will choose a presentation format – slideshow (PowerPoint, Keynote, Google Office, etc...), video, etc... The interviewee will present the to the class. This is not intended to be a criticism or judgment of the artwork, but instead an exercise in description and presentation.

Final Project: Self-Directed Series
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Objective:

To explore manifestations of visual communication in our popular culture to create a series of work that is meaningful to you and communicates your idea(s) to us (the audience). To demonstrate an excellent working knowledge of traditional and digital photographic techniques, including shooting, developing, printing, presenting. To write an effective and succinct artist statement.

Process:

Create a series (8 to 12 individual photos) of images and exploring the use of photography as either fine art, journalism, advertising, or graphic design (choose one genre). Develop your images around one central theme (society, politics, religion, mood, music, technology, family, self-portrait, and so many more...) utilizing the elements and principles of design. Write an artist statement describing the work that will be read aloud during critique. Be prepared to describe and defend your work!

1. Developer

90 seconds

2. Stop

30 seconds

3. Fix

5 to 10 minutes depending on print size

4. First Water Bath

3 to 5 minutes depending on print size

5. Second Flowing Water Bath

5 to 10 minutes depending on print size

6. Remove Prints and Place in Drying Rack

Film Developing Process

1. Developer

400 speed film: 6 minutes @ 68°
100 speed film: 6.5 minutes @ 68°

Tank size:

Single, 250ml: 50ml developer, 200ml water

Double, 500ml: 100ml developer, 400ml water

1 minute continual agitation, 10 seconds for each additional minute (5 seconds during each 30 second interval), then dump down sink

2. Stop

Continual agitation for 30 seconds, then dump down sink

3. Fix

5 minutes: 1 minute continual agitation, 10 seconds for each additional minute, pour in pitcher, **DO NOT DUMP DOWN SINK**

4. First Water Bath

1 minute, stick hose in tank and run water

5. Hypo Wash

1 minute continual agitation then dump down sink

6. Second Water Bath

10 minutes, stick hose in tank and run water

7. Photo Flow

Let sit for 1 minute, then dump down sink

8. Remove film from tank and reel, **squeegee** with fingers and **hang** in dryer. **DO NOT OPEN** dryer while on.

*****WEAR GLOVES FOR STEPS 1 THROUGH 7!!!**