

ART 309 : PHOTOGRAPHY FOR GRAPHIC DESIGN course syllabus

Art 309: Photography for Graphic Design

Section 01/02 Fall Semester 2018

Section # 1 : Tuesday + Thursday 11am – 12:50 / 1:15 pm
EXAM : December 18, 2:45-4:45
room 190 NFAC

Section # 2 : Tuesday + Thursday 2:00pm – 3:50 / 4:15 pm
EXAM : December 17, 10:15 - 12:15
room 190 NFAC /

Noel Fine Arts (NFAC) 190

Instructor : Assistant Professor Matthew Groshek
186 Noel Fine Art Center
mgroshek@uwsp.edu
office hours will be posted
or by appointment

Course Description

Develop visual skills using photo and photo direction techniques for graphic design solutions.

Pre-reqs: Art 206, Art 207, Art 215

Course projects encourage students to explore photography in Graphic Design. Course activities include lectures, demos, discussions, readings, applied projects, and class critiques.

Course Goals

- develop skills in the use of photographs as a tool for visual communication in graphic design layout
- use critical thinking in problem identification and interpretation and apply this process to design solutions
- gain skills in using visualizing skills + drawing to conceptualize and art-direct photo-based graphic design solutions
- use image, photographs and text to develop narrative —exploring metaphor, meaning, context and audience relationships
- continue exploration of the design process in solving communication problems
- investigate increasingly complex visual problems
- develop an approach to graphic design that leads to personal standards of excellence
- introduce Adobe Lightroom, Photoshop, Bridge and other digital techniques for professional presentation and production of design concepts

Texts and Readings

Class Handouts- varied

These will be posted as pdfs for download and reading as required.

Materials and Tools // you must provide :

- 1) graphic layout marker paper
- 2) standard (12 count) design marker set
- 3) gray + white image exposure card w/landyard
- 4) 18" or longer metal ruler
- 5) other drawing tools (pencils, ink, colored pencils, etc.)
- 6) x-acto knife or quality equivalent
- 7) portfolio presentation container (digital + physical - i.e. and a designated flash drive + portfolio)
- 8) Ultra Thin Glue Dots® Sheets 252 ct. or Nielsen Bainbridge Studio-Tac Permanent Dry Adhesive, High-Tack (spray adhesive)
- 9) Bristol board pad, 11" X 14"
- 10) Illustration mat board

NOTE : all work will be presented through a standard page format that will be assigned per project. All work will be presented + submitted for grading digitally, with some assigned projects presented as hardcopy.

Course Specific Materials:

- external drive for digital storage
- digital camera with adjustable aperture + shutter (not required but useful)
- Other digital recording devices - i.e. unique cameras, cell phones, scanners and other imagining technologies tripod (also not required)

Lynda.com software demos are also available for all UWSP students, free on-line at <http://lynda.uwsp.edu>

Course Requirements

The requirements of the course are straightforward: come to class, work hard, complete all assignments in a timely and accurate manner, participate in class discussions/work sessions/ critiques, and complete a final portfolio.

This course will move very quickly through a series of projects. Time management and attendance will be very important to your success in this class since much of the process and discussion will take place during class time. There will be scheduled work days, but much of the work for the class will be expected to be completed outside of class.

Students will be expected to attend class unless previously excused. Three unexcused absences will result in the loss of one letter grade. Class will start promptly. You will be counted as tardy after five minutes and two tardies will count as one unexcused absence. Not having complete work for any scheduled critique will count as one unexcused absence.

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Attendance Policy

Attendance is mandatory.

Official UWSP policy reads as follows:

Attend all your classes regularly. We do not have a system of permitted "cuts."

If you decide to drop a class, please do so using myPoint or visit the Enrollment Services Center. Changes in class enrollment will impact your tuition and fee balance, financial aid award and veterans educational benefit.

During the first eight days of the regular 16 week term, your instructor will take attendance. If you are not in attendance, you may be dropped from the class. You are responsible for dropping any of your enrolled classes.

If you must be absent during the term, tell your instructor prior to the class you will miss. If you cannot reach your instructor(s) in an emergency, contact the Dean of Students Office at 715-346-2611 or DOS@uwsp.edu .

If you are dropped from a class due to non-attendance, you may only be reinstated to the class section using the class add process. Reinstatement to the same section or course is not guaranteed. Your instructors will explain their specific attendance policies to be followed at the beginning of each course.

If you take part in an off-campus trip by an authorized university group such as an athletic team, musical or dramatic organization, or a class, make appropriate arrangements in advance with the instructor of each class you will miss. If you are absent from classes because of emergencies, off-campus trips, illness, or the like, your instructors will give you a reasonable amount of help in making up the work you have missed.

If you enroll in a course and cannot begin attending until after classes have already started, you must first get permission from the department offering the course. Otherwise, you may be required to drop the course.

If you do not make satisfactory arrangements with your instructors regarding excessive absences, you may be dismissed. If you are dismissed from a class, you will receive an F in that course. If you are dismissed from the University, you will receive an F in all enrolled courses.

Medical Absences or Disability Related Allowances

"As a faculty member, I do not collect any medical documentation. If you are absent from class due to a medical reason or for symptoms related to a disability, please work with the Disability and Assistive Technology Center in Albertson Hall 609."

"I work closely with the Disability and Assistive Technology Center to provide reasonable and appropriate accommodations to students with disabilities (both visible and invisible) and to provide assistance to students with temporary impairments such as a broken bone, recovery from surgery, or recuperation from a short term illness. If you are a student with a disability, or if you acquire a disability or impairment, please work with the DATC for all accommodations and notifications."

"Any student wishing to use accommodations due to a disability or impairment, must work in conjunction with the Disability and Assistive Technology Center. All verifications for accommodations and excuses absences will come from DATC."

Cell Phone Use

Cell phones are not permitted to be used during my classes, except during breaks. All cell phones will be "boxed", w/ ringers turned off during class periods, using a cardboard box that will be provided. At times I will have an assignment that requires the use of your cellphone camera, during which time you can use your cellphone.

Grading

Grades will be based on your performance and improvement in all areas. Grades will also be based on both conceptual and craft aspects. All projects and final portfolio must be completed for a passing grade. Grades will be given at mid-term and at the end of the semester. The mid-term grade is an evaluation of all work completed at that point, and indicates students' progress at mid-term. Final grades will be based on a completed portfolio, due on the last day of class.

If you have any concerns about meeting the expectations or requirements for this course, please see me ASAP.

Process

The emphasis of this class is in developing skills in conceptualizing, creating, directing, and using photography in graphic design communication and layout.

All projects will require ideas and comps to be presented for critique prior to shooting photographs. Comps should be presented on clean paper, drawn at full size or to an accurate scale with at least a 1" border. Students will also be required to create original images for each project (except for project #4)

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Projects

1. **SELFIE / SUBCULTURE**

part one : Using your cell phone, create a series of selfies that make clear your identity. Deconstruct your image by identifying cultural cues visible in the photographs.

These will be mounted for presentation and captions will be written to accompany these.

part two : After researching subcultures (see entry in Wikipedia and elsewhere), select a subculture to explore. Generate a checklist that makes clear how you “signify/-sign” your image with ideas about the subculture.

This will include :

- 1) what you will be wearing
- 2) how you have “styled” yourself
- 3) additional conditions (props, environment, pose, gestures, actions depicted) place you within a particular subculture or cultural moment.

Write a persona for this “new” cultural construction.

These will be mounted for presentation and captions will be written to accompany these.

2. **“LIKE I SEEN IT SOMEWHERE” artifact, portrait, action, space ..**

NOTE : This is a 2 person / team project.

part one : Locate images online or from print publications that demonstrate your interest in photography as it pertains to the following imagery :

- A photograph of an object or artifact // object
- A photograph of a portrait // person
(must be a human subject)
- A photograph of an action // movement
- A photograph of a space // environment

Print and mount these in a horizontal format, together in this sequence listed.

part two : Using your original image as a guide, recreate the existing image w/ your own subject matter, using a higher grade camera, lighting techniques that match those seen in the original and any other props that surround the subject. Print and mount these, one to each mount, w/ the original inspiration image.

3. **“ WHAT I STAND FOR ”**

Develop 2 image-based billboards for two different viewpoints about a contemporary issue. Final billboards to be 14' X 48', and all primarily image-based, but should also integrate headline, social / economic / political positioning, and other copy as needed.

Designs can be one-color, two-color, or four-color. Consider audience and viewing context while developing design. Present final designs on a board as scaled flats and in images showing billboard in context. Convert final layout to a web banner ad at assigned size and resolution.

4. **A BETTER WORLD THROUGH MEDS**

Create a single page image-based magazine ad for a new natural-based pharmaceutical product. Explore narrative and metaphor as a method for promoting the product. Consider audience response while developing concepts. Ad to include product name, tag-line, and other copy as needed. Final ad to be presented as a digital stand-alone , and in appropriate magazine context, digitally rendered.

5. **AN INVITATION TO PARTICIPATE**

Design a stock photo, image-based, self mailing trifold brochure (mailing size and die cutting is an option) + postcard promoting a visiting speaker on the UWSP campus. Brochure content is developed from research of the NY Times. Choose any NY Times article that interests you. The author of the article is the visiting speaker, you must quote some content of the article within the brochure. The date and location for the public lecture is up to you. Choose an appropriate campus sponsor and include contact information in brochure.

Brochure is to be a two-color on a paper of your choice. Final to be presented as a both a digital pdf set + working folded mock-up, postcard mock-up with a stock-photo price sheet.

6. **COMING TO A THEATRE NEAR YOU**

Develop an image-based poster for an *existing* documentary film (subject matter to selected by you), from a possible three-frame sequential narrative, pulled from the IDEA of the documentary. Consider historical, thematic, compositional and photographic aspects of the film in image, layout, and typographic choices. All images for this project must be *original* (no found or stock photographs).

The film poster is to be designed at 27" × 40" size (also know as a One Sheet). It must include title of the film, director's name, names of stars, and all other standard movie poster text. Final poster presented at scale and in context image (theatre exterior displays or lobby) image mockup.

Onscreen digital video menu is to include an opening page, including images, text, and the links to additional menu pages (extras, director's comments, etc.). Please use a scanned image that you compose for this component. Present drawn storyboard comps as scheduled. Final to be completed and presented digitally.

Week One	September 04	<ul style="list-style-type: none"> class intro – assign to project one, workshop assignment one 	
Week Two	September 11 September 13	<ul style="list-style-type: none"> review project one /two project #1 part one due + review. discuss ideas + process for project #2 COMPLETE 	
Week Three	September 18 September 20	<ul style="list-style-type: none"> project #1 part two due critique + demo digital camera techniques. COMPLETE project #2, review. project #3 , introduction + demo studio lighting and seamless use. 	
Week Four	September 25 September 27	<ul style="list-style-type: none"> project #3 research due. COMPLETE project #2 desk crits. work day – comps due / critique (concept + communication) (EXCHANGE + TEAMS) 	
Week Five	October 02 October 04	<ul style="list-style-type: none"> project #2 due. work day demo MacOS, Adobe Bridge, file management + demo monitor calibration, photoshop size, crop, levels project #3, new comps due / critique (techniques) 	
Week Six	October 09 October 11	<ul style="list-style-type: none"> work day – intro to project #4 project #3 final – due / critique COMPLETE 	
Week Seven	October 15 October 18	<ul style="list-style-type: none"> project #4 work day - demo -TBA work day - demo -TBA 	
Week Eight	October 23 October 25	<ul style="list-style-type: none"> work day – discuss stock photo + copyright, color project #4 comps due / critique demo Photoshop curves, duotone, InDesign 2-color 	
Week Nine	October 30 November 01	<ul style="list-style-type: none"> project #4 images due/discuss + work day project #4 final due / critique - intro to project #5 COMPLETE 	
Week Ten	November 05 November 08	<ul style="list-style-type: none"> work day + MIDTERM PORTFOLIOS INDIVIDUAL MEETINGS work day + MIDTERM PORTFOLIOS INDIVIDUAL MEETINGS 	
Week Eleven	November 13 November 15	<ul style="list-style-type: none"> work day work day 	
Week Twelve	November 20 November 22	<ul style="list-style-type: none"> project #6 introduction thanksgiving holiday 	
Week Twelve	November 27 November 29	<ul style="list-style-type: none"> work day project #5 due / critique COMPLETE 	
Week Thirteen	December 04 December 06	<ul style="list-style-type: none"> work day demo image prep for screen – basic screen page setup + file management 	
Week Fourteen	December 11 December 13	<ul style="list-style-type: none"> work day – demo Photoshop layer comps project #6 final due / critique COMPLETE 	
Week Fifteen	December 17 (Finals Week) - final portfolio reviews – individual meetings with instructor		