

9-2014

## JRNL 428.01: Freelance Photography

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## **JOUR 428 • FREELANCE PHOTOGRAPHY**

Fall 2014 • Classroom DAH 303/301

Tuesdays 3:40 – 6:00 p.m.

Professor Keith Graham

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### **Course Introduction**

This is an elective course for serious photography students. The course prepares you for future work in the professional world of photojournalism (newspapers, magazines, online and the freelance market). And as John Harrington says in the opening comments of his new book “You are a business, whether you thing you are or not. You are.”

This course introduces you to the concepts of studio and location lighting techniques. Assignments will range from editorial portraiture to fashion and food illustrations.

Lectures, studio and field demonstrations, guest presentations and class critiques will form the foundation for learning in this fast-paced course.

You will be challenged.

### **Course Outcomes**

- \* To provide an understanding of natural versus artificial lighting in your photography.
- \* To improve your understanding of the tools and technology of studio and location photography.
- \* To demonstrate an understanding of diversity by photographing minority subjects.
- \* To synthesize creative techniques and subject matter while producing assignments on deadline.
- \* To produce images that will enhance your portfolio

## **Class Time**

Demonstrations, lectures, presentations of contemporary work as well as guest lectures from working professionals will provide the information for this class. Assignments will be discussed and the instructor and the group will critique your work. See weekly schedule for assignments and respective due dates. Any changes to the schedule will be announced in class.

Students will be expected to participate in class discussions and critiques. If you are absent, you will be expected to learn the material that you missed from a fellow student. Occasionally we will meet outside the classroom so you need to be sure to be on time for each class. Attendance will be taken and points are deducted from the final grade for unexcused absences and repeated tardiness.

## **Studio**

Three- hour time slots can be reserved in advance on a Google Doc that will come to you the second week. Please be respectful and courteous towards your colleagues and leave the studio on time and in a clean and orderly condition.

If you need to cancel studio time, please email others in class so they know about it. Be careful with expensive lighting and computer equipment. Immediately report any damaged equipment. Take care of the equipment.

## **Suggested Texts**

Arena, Syl, *Speedlites Handbook: Learning to Craft Light with Canon Speedlites*, Pearson Ed., 2010.

ASMP, *Professional Business Practices in Photography*, Seventh Edition, Allworth Press, 2008.

Baron, Cynthia, *Designing A Digital Portfolio*, New Riders Press, 2003.

Bostic, Mary Burzlaff, *2011 Photographer's Market*, North Light Books, 2011.

Briot, Alan, *Marketing Fine Art Photography*, First Edition, Rocky Nook Inc., 2011.

Crawford, Tad, *Business and Legal Forms for Photographers*, Fourth Edition, New York, Allworth Press, 2009.

Harrington, John, *Best Business Practices for Photographers*, Second Edition, Course Technology PTR, 2009.

Heron, Michal and MacTavish, David, *Pricing Photography*, Third Edition, Allworth Press, 2002. (Fourth Edition is scheduled for release July 2012).

Himes, Darius D. and Swanson, Mary Virginia, *Publish Your Photography Book*, Princeton Architectural Press, 2011.

Kaplan, John, *Photo Portfolio Success*, Writer's Digest Books, Cincinnati, 2003.

Lilley, Edward R., *The Business of Studio Photography*, Allworth Press, 2002.

McNally, Joe, *Sketching Light: An Illustrated Tour of the Possibilities of Flash*, New Riders Press, 2011.

McNally, Joe, *The Hot Shoe Diaries*, New Riders Press, 2009.

Neubart, Jack, *Location Lighting Solutions: Expert Professional Techniques for*

Artistic and Commercial Success, Amphoto Books, 2006.  
Orentstein, Vik, Guide to Building Your Own Photography Business, Writer's Digest Books, 2004.  
Russotti, Patricia and Anderson, Richard, Digital Photography Best Practices and Workflow Handbook, Focal Press, 2009.  
Swanson, Mary Virginia, The Business of Photography: Principles and Practices, MV Swanson, Tucson, coming early 2012.  
Weisgrau, Richard, The Real Business of Photography, Allworth Press, 2004.  
Weisgrau, Richard, The Photographer's Guide to Negotiating, Allworth Press, 2005.

## **Equipment**

You must have a digital SLR and at least two lenses. We strongly recommend that you purchase a Canon or a Nikon. You will also *need a dedicated portable flash unit* for your digital camera. Yes, we have a few portable flash units for check out. For more about equipment see the supply list.

## **Academic Honesty**

IMPORTANT: Nothing that was shot before this semester may be turned in for this class. It is expected that you will turn in new work for each assignment in this class. It is also expected that all work done in this class on photographic exercises, captions, quizzes, etc. will be your own. Any act of academic dishonesty will result in referral to the proper university authorities or disciplinary action. Students must be familiar with the conduct code. The code is online at [http://life.umn.edu/vpsa/student\\_conduct.php](http://life.umn.edu/vpsa/student_conduct.php)

## **Cell Phones and Text Messaging**

If you bring your cell phone to class it must be in the off position. No text messaging allowed in class. If you are discovered text messaging you will receive a zero for that day – that includes any assignment that may be due that day. The same is true if you are on any electronic contact device.

## **Students With Disabilities**

If you have a disability that you feel affects your performance in this class, please come see me and we'll create the right work environment for you. Please refer to [www.umn.edu/dss](http://www.umn.edu/dss)

## **Graduate Students**

Extra academic work is required of any graduate students. Early in the semester I will meet with graduate students to discuss the nature of this assignment and its weight in your grade.

## Assignments

Your photographic assignments receive the most weight toward your final grade. Assignments will be discussed in class.

You need to wait until we discuss the assignment in class before you photograph for that assignment. You must shoot a different subject for each assignment. You may not select photos from a prior assignment for a current assignment.

Three studio assignments (first studio portrait, product and food illustration) *must* be shot with the studio lighting kits in the studio. Fashion Project *may* be shot in studio.

Create all assignments in color. Turn all images in as color. If you desire, you may also show them in B&W.

## After Hours Access

You must complete an after-hour access form the first week of class. Must turn in by Jan. 27 or you will not be able to gain entry to the building after hours all semester. To complete the form enter the following URL:

<http://www.jour.umd.edu/current-students/forms>

## Deadlines

Assignments must be submitted on Moodle no later than one hour before class on the due date. A Late assignment will receive a ZERO. *Moodle will prevent you from turning in late assignments.*

## Submission of Assignments

All photo assignments will be turned in on Moodle.

*For the single-picture assignments*

1. Always shoots in RAW format, using Adobe RGB color space.
2. For every assignment you will submit two files – one file will be in the Raw format, the other file will be saved as a TIFF file after you make corrections in Photoshop. The TIFF file will be 10 inches wide if a horizontal, 10 inches deep if a vertical, at 300 dpi. *Submit every image in color.*

Submit each image with the following slug.

Example: First image - Graham\_portrait.NEF (for Nikon) or  
Graham\_portrait.CR2

(For Canon). This means you need to make a copy of the original RAW file and rename that copy.

Second image - Graham \_portrait.tif

3. Make a Photoshop Contact sheet in PDF format with all of your images from your shoot.

4. You will only turn in assignments electronically.

5. You will put the PDF and your final files in the proper assignment folder in Moodle.

\*\*\* Always back up your work!!! (on an external hard drive.) You are required to keep backups – and not on the server.

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## Grading

Assignment Grades: Points will be earned for each assignment based on photographic quality, versatility, consistency, human interest, news value, originality, captions, deadline and submission requirements. As with anything in life there are always a number of solutions to each assignment; there is no one right answer. Attendance: your attendance and class participation will be graded.

*If you are not present for a critique you will lose a letter grade on that assignment or assignments.*

### GRADING SCALE

A	93 to 100%
A –	90 to 92%
B+	88 to 89%
B	83 to 87%
B –	80 to 82%
C +	78 to 79%
C	73 to 77%
C –	70 to 72%
D+	68 to 69%
D	63 to 67%
D –	60 to 62%
F	59% and below

# JRNL 428 • fall 2014 **ASSIGNMENTS**

SEPT. 2	PHOTOS FOR J-SCHOOL WEBSITE	20
SEPT. 16	ARCHITECTURE	50
SEPT. 23	EDITORIAL BUSINESS PORTRAITS	50
SEPT. 30	ADVENTURE SPORTS PORTRAITS	50
OCT. 7	we shoot on location: class from 4 to 10 pm	
OCT. 9	Thursday, 7 pm, UC Theater Parish Kohanim	
OCT. 10	Report on Parish Kohanim	20
OCT. 14	PANORAMAS	50
OCT. 14	SUNSET PORTRAIT	25
OCT. 14	PAINTING WITH LIGHT	50
OCT. 21	Studio portrait examples	20
OCT. 28	STUDIO PORTRAITS	50
NOV. 4	NO CLASS. Election Day	
NOV. 11	No class. Veterans Day	
NOV. 18	FOOD ILLUSTRATIONS	100
NOV. 25	PRODUCT ILLUSTRATIONS	50
DEC. 2	FINE ART	75
DEC. 2	FASHION PORTFOLIO or COMP CARD	100
DEC. 10	Finals week. TRAVEL PROJECT	150