9-2015

JRNL 428.01: Freelance Photography

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JRNL 428 • Freelance Photography

Fall 2015 • Classroom DAH 303/301/316
Mondays 3:40 – 6:00 p.m.

Professor Keith Graham
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Office: DAH 430
Office hours: M,T,W 10 – 11 a.m.
E-mail: keith.graham@umontana.edu

Besides our Monday classes we have two Wednesday night lectures that are mandatory. Each is worth 25 points. Sept 23 is the former president of ASMP and Oct. 7 is Vincent Laforet, a Canon Explorer of Light.

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 think 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 product studio work to travel projects.

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 – send Keith an email. Take care of the equipment.

Suggested Readings

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.umt.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.umt.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 Sept. 7 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.umt.edu/current-students/forms
Everyone in this class should have this covered as you are a professional program student. Problems, check with the journalism office.

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.

Submission of Assignments
All photo assignments will be turned in on the Journalism server

*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 to 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.
COPYRIGHT ALL IMAGES.
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.

Also, once grades are posted on Moodle, you have only two weeks to challenge a grade. After two weeks expires, that grade is final.

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+ 69% and below
D  63 to 67%
D – 60 to 62%
F  59% and below

JRNL 428 • fall 2015 ASSIGNMENTS

SEPT. 7 PHOTO FOR J-SCHOOL WEBSITE 25
SEPT. 21 ARCHITECTURE 50
SEPT. 23 Lecture by former ASMP president, 7 pm
SEPT. 24 Two-page Report on ASMP lecture  25
SEPT. 28 ADVENTURE SPORTS PORTRAITS  25
OCT. 5 SUNSET PORTRAIT/PAINT with LIGHT
We shoot on location: class from 4 to 10 pm
OCT. 7 Wed., 7 pm, Vincent LaForet lecture  25
OCT. 12 SUNSET PORTRAIT  25
OCT. 12 PAINTING WITH LIGHT  25
OCT. 19 EDITORIAL BUSINESS PORTRAITS  25
OCT. 19 Studio portrait examples  20
NOV. 2 STUDIO PORTRAITS  25
NOV. 9 PRODUCT ILLUSTRATIONS  50
NOV. 16 FOOD demonstration in class
NOV. 23 FOOD ILLUSTRATIONS  50
NOV. 30 FINE ART  50
NOV. 30 PANORAMAS  50
DEC. 7 TRAVEL PROJECT  100
DEC. 7 WILDLIFE (extra credit)  25

SCHEDULE OF TOPICS, ASSIGNMENT DUE DATES
NOTE: The following is subject to change with notice. We will review in October. ALL assignments are due at noon of the assigned Monday.
Must submit assignments to Journalism Professors server

<table>
<thead>
<tr>
<th>WEEK</th>
<th>CLASS TOPICS</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>AUG. 31</td>
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<td>Introduction</td>
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<td>Sign equipment forms &amp; email list</td>
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<td>Syllabus review</td>
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<td>Model and Property Releases</td>
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<td>Review Syllabus, Email list, Equipment Checkout Forms, Google Doc</td>
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<td>Discuss PANORAMAS ASSIGNMENT and how to make panoramas. Must be one landscape and one cityscape. Cannot be taken at same location as your travel project or adventure portrait location.</td>
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<td>Start discussion of portable strobes. Location Lighting – Portable Flash setups, Direct, fill, off-camera, bounce, multiple strobes and Strobe Accessories - stands, umbrellas, and soft boxes.</td>
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<td>First assignment: photos for Journalism website (photos must be 13&quot; x 4&quot; and from UM campus): due Sept. 7 at noon. Submit all assignments to Journalism server. Submit image as a JPEG BUT shoot in RAW. Label it yourlastname.jschoolweb.jpg</td>
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<td>2.</td>
<td>SEP. 7</td>
<td>LABOR Day – NO CLASS PHOTO for J WEBSITE</td>
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<td>REMEMBER: turn in all assignments on Journalism Server by NOON</td>
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<td>3.</td>
<td>SEPT. 14</td>
<td>CRITIQUE J-School website photos</td>
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<td>Discuss ARCHITECTURE assignment.</td>
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<td>Discuss portable strobes, part 2. Bring your cameras and strobes to class.</td>
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</table>
ASSIGNMENT DUE: ARCHITECTURE. must shoot a building (get off campus) and must include one exterior, at least one interior and one detail (which may be interior or exterior). Turn in at least Three TIFFS and three RAWs plus a contact sheet of all images taken. Be sure to copyright your images and caption each one in file info.
Use portable strobes where necessary. Include lighting scenarios (just a jpeg of any lighting scenario)

CRITIQUE ARCHITECTURE ASSIGNMENTS.

Discuss ADVENTURE SPORTS and WILDLIFE assignments.

Discuss Travel Project. At least 12 images, 250-word story and captions for all photos. Use one Word document for story and captions. Number the captions and make sure they correspond to the numbered photos.

WED. SEPT. 23 former president of ASMP LECTURE - this is a MANDATORY assignment. You must attend and write a two-page report. ASMP Report due Sept. 24 at noon.

Discuss ASMP lecture.

Critique Adventure Sports Portraits. Include two images. One medium and one using a wide angle lens that includes environment.

DISCUSS EDITORIAL BUSINESS PORTRAIT ASSIGNMENT. Must be shot indoors (not where sunlight is main light source) and must use portable strobes.

DISCUSS SUNSET PORTRAIT and PAINTING WITH LIGHT. Everyone turns in two sunset portraits and each group will submit two painting with light shots.
WEEK | CLASS TOPICS | ASSIGNMENT
---|---|---
6. | | 
OCT. 5 | We will shoot on location this day...so class is out on location that day. Class will go from 4 pm to about 10 pm that day so plan ahead. Will shoot in groups. SUNSET PORTRAIT and PAINTING WITH LIGHT assignments are due the following week. Everyone turns in a sunset portrait. Each group turns in TWO painting with light assignments. MUST put all the names on the painting with light assignments. DO NOT FORGET the lighting scenarios.

7. | | 
OCT. 12 | PAINT WITH LIGHT SUNSET PORTRAIT
Critique SUNSET PORTRAIT and PAINTING WITH LIGHT
Discuss Vincent Laforet lecture
Discuss FINE ART assignments.
Reminder: editorial business portraits and studio portrait examples due next week

8. | | 
OCT. 19 | EDITORIAL PORTRAITS STUDIO PORTRAIT EXAMPLES
ASSIGNMENT DUE: EDITORIAL BUSINESS PORTRAIT ASSIGNMENT. must be shot indoors (not where sunlight is main light source) and must use portable strobes.
ASSIGNMENT DUE: STUDIO PORTRAIT EXAMPLES. Grab two portraits online - must be images of an individual that was taken in a studio using studio lights....Just place your examples in the folder but be sure to label them with your last name so I know who tuned it in. DUE by noon.
Critique Editorial Business Portrait
Introduction to Studio Lighting
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<tr>
<th>WEEK</th>
<th>CLASS TOPICS</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>9.</td>
<td>OCT. 26</td>
<td>Continue our Studio Lighting discussion. Everyone will take turns being photographer, model and lighting assistant.</td>
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<td>10.</td>
<td>NOV 2</td>
<td>TWO STUDIO PORTRAITS</td>
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<td>ASSIGNMENT DUE: TWO STUDIO PORTRAITS. Can be same person. Must be shot in our studio using our studio lights.</td>
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<td>CRITIQUE Studio Portraits</td>
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<td>DISCUSS PRODUCT ILLUSTRATION assignment</td>
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<td>11.</td>
<td>NOV 9</td>
<td>PRODUCT PHOTOS</td>
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<td>ASSIGNMENT DUE: PRODUCT SHOTS. Two photos due. Must be different products. This assignment must be shot in our photo studio using our studio lights.</td>
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<td>Discuss Food illustration assignment and discuss Chef Browne's class demonstration.</td>
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<td>12.</td>
<td>NOV. 16</td>
<td>Chef Patrick Browne will bring several dishes and we will create images in the studio.</td>
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<td>WEEK</td>
<td>CLASS TOPICS</td>
<td>ASSIGNMENT</td>
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<tr>
<td>13.</td>
<td>NOV 23</td>
<td>FOOD STUDIO PROJECT</td>
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<td>Assignment due: Your own Food illustrations. Do three images using food in a central theme.</td>
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<td>Critique Food Illustrations</td>
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<td>Reminder that next week, the Monday after Thanksgiving, Fine Art and Panoramas are due</td>
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<td>14.</td>
<td>NOV 30</td>
<td>PANORAMAS</td>
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<td>Class evaluations and feedback</td>
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<td>Assignment due: Fine Art Images with explanation of the theme.</td>
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<td>Assignment due: Two Panoramas. one must be a cityscape and the other a landscape. Turn in JPEG and TIFF versions. Cannot be taken at same location as your travel project or adventure portrait location.</td>
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<td></td>
<td></td>
<td>Critique Fine Art.</td>
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<td>Critique Panoramas</td>
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<tr>
<td>15.</td>
<td>DEC 7</td>
<td>WILDLIFE (elective)</td>
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<td>TRAVEL PROJECT</td>
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<td></td>
<td></td>
<td>Assignment due: Travel Projects</td>
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<td></td>
<td></td>
<td>Critique Wildlife</td>
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<td></td>
<td></td>
<td>After we clean up studio we will meet off campus. Place TBA</td>
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</table>