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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

Phone: 406.243.2238

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

Arena, Syl, Speedliter's Handbook: Learning to Craft Light with Canon Speedlites, Pearson Education, 2015.

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

Bostic, Mary Burzlaff, 2015 Photographer's Market, F+W Media, 2015.

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, Fourth Edition, Allworth Press, 2013.

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, The Light and the Life: Field Notes from a Photographer, Peachpit Press, 2014.

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.

Mowbray, Michael, The Speedlight Studio, Amherst Media, 2015.

Neubart, Jack, Location Lighting Solutions: Expert Professional Techniques for Artistic and Commercial Success, Amphoto Books, 2006.

Swanson, Mary Virginia, The Business of Photography: Principles and Practices, MV Swanson, Tucson, 2012.

Weisgrau, Richard, The Real Business of Photography, Allworth Press, 2004.

Weisgraa, Richard, The Photographer's Guide to Negotiating, Allworth Press, 2005.

Weisgrau, Richard, The Pocket Small Business Owner's Guide to Negotiating (Pocket Small Business Owner's Guides) Kindle Edition, Allworth Press, 2012

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.umat.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 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+ | to 69% |
| 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

| WEEK | CLASS TOPICS | ASSIGNMENT |
|------|--------------|------------|
|------|--------------|------------|

1.

AUG. 31

Introduction
Sign equipment forms & email list
Syllabus review
Model and Property Releases

Review Syllabus, Email list, Equipment Checkout Forms, Google Doc

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.

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.

First assignment: photos for Journalism website (photos must be 13" x 4" 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

2.

SEP. 7

LABOR Day – NO CLASS

PHOTO for J WEBSITE

REMEMBER: turn in all assignments on Journalism Server by NOON

3.

SEPT. 14

CRITIQUE J-School website photos

Discuss ARCHITECTURE assignment.

Discuss portable strobes, part 2. Bring your cameras and strobes to class.

| WEEK | CLASS TOPICS | ASSIGNMENT |
|------|--------------|------------|
|------|--------------|------------|

4.

SEPT. 21

ARCHITECTURE

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.**

5.

SEPT. 28

ADV. SPORT PORTRAITS

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 turned it in. **DUE by noon.**

Critique Editorial Business Portrait

Introduction to Studio Lighting

| WEEK | CLASS TOPICS | ASSIGNMENT |
|-----------------------|---|----------------------|
| 9. OCT. 26 | Continue our Studio Lighting discussion. Everyone will take turns being photographer, model and lighting assistant. | |
| 10. NOV 2 | | TWO STUDIO PORTRAITS |
| | ASSIGNMENT DUE: TWO STUDIO PORTRAITS. Can be same person. Must be shot in our studio using our studio lights. CRITIQUE Studio Portraits DISCUSS PRODUCT ILLUSTRATION assignment | |
| 11. NOV 9 | | PRODUCT PHOTOS |
| | ASSIGNMENT DUE: PRODUCT SHOTS. Two photos due. Must be different products. This assignment must be shot in our photo studio using our studio lights. Discuss Food illustration assignment and discuss Chef Browne's class demonstration. | |
| 12. NOV. 16 | Chef Patrick Browne will bring several dishes and we will create images in the studio. | |

| WEEK | CLASS TOPICS | ASSIGNMENT |
|----------------------|--------------|---------------------|
| 13. NOV 23 | | FOOD STUDIO PROJECT |

ASSIGNMENT DUE: Your own FOOD illustrations. Do three images using food in a central theme.

Critique Food Illustrations

Reminder that next week, the Monday after Thanksgiving, Fine Art and Panoramas are due

| | | |
|----------------------|--|------------------------------|
| 14. NOV 30 | | PANORAMAS FINE ART IMAGES |
|----------------------|--|------------------------------|

Class evaluations and feedback

ASSIGNMENT DUE: FINE ART IMAGES with explanation of the theme.

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.

Critique Fine Art.

Critique Panoramas

| | | |
|---------------------|--|---------------------------------------|
| 15. DEC 7 | | WILDLIFE (elective) TRAVEL PROJECT |
|---------------------|--|---------------------------------------|

Critique Travel Projects

Critique Wildlife

After we clean up studio we will meet off campus. Place TBA

