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Winter 1-2016

JRNL 495.01: Fashion Photography

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fashion photography

Journalism 495 ♦ winter 2016 • use this syl

OVERVIEW

This course is a time for you to combine your photographic skills with your creativity.

You will learn lighting techniques, how to art direct, how to conceive and execute effective ideas. Mostly it is about making great contemporary fashion images.

You will learn about the fashion industry, the business side and the creative side. You will learn about the diversity within the profession. You'll learn how to succeed in this profession as a photographer or first assistant.

This class will be as good as your imagination makes it.

OBJECTIVES

increase your creativity

increase your confidence

create a fashion portfolio

improve your visual skills

improve your technical skills

improve your critical thinking

understand diversity in the fashion profession

create community involvement in your assignments

CLASS TIME

This class will feature lectures, presentations, guest lectures, editing sessions and critiques. The majority of the learning in this class will come from shooting and critiquing. Assignments will be discussed and the instructor, along with the class, will critique students' work. 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. Arrive to class on time and be prepared for the day's agenda. Attendance will be taken and points are deducted from the final grade for unexcused absences.

SUGGESTED TEXTS

Larg, Alex and Wood, Jane, *Fashion Shots: A Guide to Professional Lighting Techniques* (Pro-Lighting Series), illustrated edition, Rotovision, 1999.

McNally, Joe, *The Hot Shoe Diaries: Big Light from Small Flashes*, First Edition, New Riders Press, 2009.

Pegram, Billy, *Lighting Techniques for Photographing Model Portfolios: Strategies for Digital Photographers*, Third Edition, Amherst Media, Inc., 2009.

Pegram, Billy, *Professional Model Portfolios: A Step-by-Step Guide for Photographers*, Amherst Media, Inc, 2004.

Siegel, Eliot, *Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide*, Barron's Educational Series, 2008.

Smith, Bruce, *Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade*, Amphoto Books, 2008.

EQUIPMENT

You will need a professional digital camera (DSLR) that has manual exposure control. You will also need a dedicated strobe flash unit for your digital camera. You may check out gear from our equipment supply room during this wintersession class.

We'll review specific cameras and flash units in class.

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://www.umt.edu/SA/vpsa/index.cfm/page/2585>.

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an F for the assignment and could result in an F for the course.

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, including a laptop.

STUDENTS WITH DISABILITIES

If you have a disability that you feel affects your performance in this class, please come see me the first day and we'll create the right work environment for you. See www.umn.edu/dss for details.

ASSIGNMENTS

Your photographic assignments make up the majority of your grade in this class. Assignments will be discussed in class. Because of the fact this is only a four week class failure to turn any assignment in on time will result in a ZERO for that assignment.

SUBMISSION OF ASSIGNMENTS

All photo assignments will be turned in electronically to the J-School Server. They will all be submitted to the assignment folder, in the J491 folder, in my professor's folder on the Professors server. Example: Professors > Keith Graham > J491 Fashion Winter 2016 > Assignment drop box > Assignment (each assignment will have a separate folder) .

All photo assignments will be turned in electronically to the J-School Server.

All assignments are due at 8 a.m.

For all assignments

1. Always shoot in RAW format.
2. You will submit two or more final images/files for each photograph required – 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 200 dpi.
Submit each image with the following slug.
Example: First image - Graham_portrait01.NEF (for Nikon) or Graham_portrait01.CR2 (for Canon). This means you need to make a copy of the original RAW file and rename that copy. Example: Second image - Graham_Red01.tif
3. Make a Photoshop or Lightroom Contact sheet in PDF format with ALL of your images from your shoot. (<http://helpx.adobe.com/photoshop/using/contact-sheet-pdf-presentation-cs6.html>). details:: select 2 rows, 3 columns; select 100 for quality (or resolution). Be sure you save as PDF.
4. You will only turn in assignments electronically.
5. You will put the contact sheet in PDF form and your final files in a folder slugged with the samename (Graham_assignment one). Then you will place those in the Professors folder > Keith Graham > J495 Fashion Winter 2013 > Assignment drop box > Assignment 1 and so on through assignment 16.

You may have the option to turn in assignments on Moodle. We'll discuss this on day one.

DEADLINES

Assignments must be submitted on the server no later than an hour before class on the due date. All assignments, unless otherwise stated, will be due at 8 a.m.

All late assignments must be turned in on time or you will be assigned a zero. Since this class is only three weeks long, we just do not have time to deal with late assignments.. Please keep up with your assignments.

GRADING

Points will be earned for each assignment based on photographic quality, versatility, creativity, originality, captions, technical competency and submission requirements. As with anything in life there are always a number of solutions to each assignment; there is no one right answer.

30 points	Class attendance and participation	GRADING SCALE	
60 points	Assignments 1,2 and 3 (20 points each)	A	93 to 100%
275 points	Assignments 4-14 (25 points each)	A –	90 to 92%
50 points	Comp Card	B+	88 to 89%
75 points	Final Project	B	83 to 87%
		B –	80 to 82%
490 points	Possible Total	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	0 to 59%

Resubmissions: You may resubmit any assignment that you turn in ON TIME.

All resubmissions are due the last day of class - by 9 am that day.

You will be assigned the higher of the two scores.

ALL EQUIPMENT IS DUE at 9 am on the last day of class. Final grade will be withheld until all equipment is returned or payment is made if equipment is lost, stolen or damaged while it is in the possession of the student.

WEEK ONE

MONDAY Jan. 4

Equipment forms

Intro slideshow

Check out camera gear

Review syllabus

Studio hours/after hours access

Discuss Moodle and Professors Server and student fully-provisioned account

Discuss assignments one and Two: Fashion Icon & White Shirt

Discuss Local Clothing store assignment. divide into groups

Discuss final assignment: Portfolio

Discuss fashion video assignment...URL

Discuss assignment: contemporary fashion photographer..URL

Fashion history_early photographers

If time permits, begin studio lighting instruction

TUESDAY Jan. 5

To alter or not to alter: ethics in Photoshop/Lightroom Discuss Assignment

Figure in fashion

What makes a good model

Art directing a model

Don't Wear This

Critique assignment One FASHION ICON

Discuss Assignment Three: B&W and B&W in COLOR

Review Peter Lindbergh & Bruce Weber & Kurt Markus

Studio lighting techniques.

WEDNESDAY Jan. 6

DUE: URL for Fashion publication

Portable Flash lighting for on-location shoots

Discuss Assignment Four & Five: OUTDOORS & RED

Critique assignment Two: WHITE SHIRT

Albert Watson: the master. Rankin: contemporary master

THURSDAY Jan. 7

Critique assignment Three B&W and B&W in COLOR

Discuss Assignment six:: FIT

Discuss Assignment Nine: REPLICATE

DUE: URL of fashion video

The business of fashion: magazines, advertising, promotion, portfolios

FRIDAY Jan. 8

Critique assignment Four: OUTDOORS

VIEW FASHION VIDEO ASSIGNMENT: YOUR URLS

Diversity in the Fashion industry.

Discuss Assignment Seven: Denim

if time...Discuss other contemporary fashion photographers

WEEK TWO

MONDAY Jan. 11

Critique assignment Five RED
Discuss Assignment Eight: Little Black Dress
Discuss Assignment Ten: Diptychs
Getting your first job.
More contemporary fashion photographers
Discuss Assignment Fifteen: Model Comp Card

TUESDAY Jan. 12

Critique assignment Seven JEANS/DENIM
TBA

WEDNESDAY Jan. 13

Critique assignment Eight Little Black Dress
Discuss Assignment Eleven: Face/Beauty

THURSDAY Jan. 14

Critique assignment Nine REPLICATE
Discuss Assignments Twelve and Thirteen: BACKYARD/COUCH/NIGHT
AND LOCAL STORE and WILD CARD

FRIDAY Jan. 15

Critique assignment ten DIPTYCHS
Critique assignment eleven FACE/BEAUTY
Discuss Assignment FOURTEEN: DREAM/FANTASY/FUTURISTIC or
VINTAGE RETRO

WEEK THREE

MONDAY Jan. 18

NO CLASS - holiday

TUESDAY Jan. 19

Critique assignment twelve BACKYARD/COUCH/NIGHT AND
LOCAL STORE

Critique assignment thirteen WILD CARD

W

EDNESDAY Jan. 20

Critique assignment fourteen DREAM/FANTASY/FUTURISTIC or
VINTAGE RETRO

TBA

THURSDAY Jan. 21

Critique assignment Fifteen MODEL COMP CARD

F

RIDAY Jan. 22

Evaluations

Critique Final Assignment FINAL PORTFOLIO

Are you a fashion photographer?