JRNL 428.01: Freelance Photography

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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 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 fashion and food illustrations.

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

You will be challenged. You will have loads of fun, but not much sleep.

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. If you are late you are marked absent.

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. We will discuss details in class. 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 to Forest and Keith. Take care of the equipment.

Suggested Texts

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 http://life.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
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
If you do not have this you will need it to access studio anytime.
Talk to Keith on the first day of class if you do not have access.

Deadlines
Assignments must be submitted no later than one hour before class on the
due date. A Late assignment will be assigned 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 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.
6. Plus for every assignment that you employed studio or any flash or other
lighting source other than ambient lighting, you need to include a lighting
scenario (yes, make a drawing) and tells us briefly which lights you used,
where and if you used, filters, light modifiers, etc.
7. For the fine art, fashion and travel projects you must include copy block
or story. See assignments for details
*** 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.

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
Websites

National Press Photographers Association
www.nppa.org

American Society of Media Photographers
www.asmp.org

Digital Journalist
www.digitaljournalist.org

SportsShooter.com
www.sportsshooter.com

Strobist
www.strobist.com

Hearst Journalism Awards
www.hearstfdn.org/hearst_journalism/index.php

CPOY
www.cpoy.org/?s=Home

Editorial Photographers
www.editorialphoto.com

Nature, Wildlife and Landscape Photographers
www.naturephotographers.net
SUPPLY LIST
MANDATORY
Digital SLR camera, with a manual mode or a choice of manual and automatic modes, and two lenses. (a wide angle and a telephoto). We highly recommend the Canon and Nikon.
Compact Flash cards (several 8GB or 16GB cards, Class 6 or higher)
A portable 1T or 2T external hard drive for backing up and storing your work.
Dedicated flash unit for your camera
  Nikon – SB-910, SB-900, SB-800 or SB-600
  Canon - 580EXII, or 580 EX and 430EX or 430 EXII or 550 EX
Sync Cord: check compatibility of sync cord connections from flash to camera.
Batteries for your flash unit (we recommend NIMH rechargeable batteries)
Reporter’s notebook

OPTIONAL
4 or 8 or 16 gig jump drives for transporting digital files.
CF card reader
Tripod
Light stand and bracket for flash and umbrella. Approx. - $100
Soft box with mounting brackets: diffuses flash for softer light. Approx. - $125

Where to purchase

**Missoula**
- The Darkroom, 135 N. Higgins Ave. 549-1070
- UC Bookstore 243-1234
- Neal’s Photo (Stephen Neal), Philipsburg 800-859-3855

**Online**
- B&H (bhphtovideo.com) 800-947-7785
- Bozeman Camera Repair 800-944-2139
- Calumet (calumetphoto.com) 888-888-9083 or (ask for education rep) 800-225-8638
- Camera World (cameraworld.com) 800-226-3721
- FreeStyle (freeestylephoto.biz) 800-292-6137
- Glazer’s Camera Supply (glazerseamera.com) 888-531-3232
- Keeble & Shuchat (ksphoto.com) 650-327-8511
- Penn Camera (penncamera.com) 800-347-5770
- Pitman Photo (pitmanphotosupply.com) 800-252-3008
- Pro Photo Supply (prophotosupply.com) 800-835-3314
## SCHEDULE OF TOPICS, ASSIGNMENT DUE DATES

NOTE: The following is subject to change with notice. We will review in October.

<table>
<thead>
<tr>
<th>Week</th>
<th>Class topics</th>
<th>Assignment</th>
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<tbody>
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<td>1.</td>
<td>JAN. 28</td>
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<tr>
<td></td>
<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>Copyright</td>
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<tr>
<td></td>
<td>Studio lighting introduction</td>
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<tr>
<td>2.</td>
<td>FEB. 4</td>
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<tr>
<td></td>
<td>Studio lighting, part 2</td>
<td>2 MAGAZINE EXAMPLES</td>
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<tr>
<td></td>
<td>Studio portraiture</td>
<td>studio portraits lighting</td>
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<td></td>
<td>Assign Studio Portraits</td>
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<td></td>
<td>Fine Art Images</td>
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<td>3.</td>
<td>FEB. 11</td>
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<td></td>
<td>Critique Studio Portraits</td>
<td>STUDIO PORTRAIT</td>
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<td>ADVENTURE PHOTOS EXAMPLES</td>
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<td></td>
<td>Fashion Portfolio: 7-10 images + copy block (minimum 100 words)</td>
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<td>Travel Package: 10 images + min. 250 word story</td>
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<td>4.</td>
<td>FEB. 18</td>
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<td>Photographing Food in the Studio</td>
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<td>food props</td>
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<td>Week</td>
<td>Class topics</td>
<td>Assignment</td>
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<td>5.</td>
<td>Critique Food Photographs</td>
<td>FOOD PHOTOS</td>
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<td>FEB. 25</td>
<td>Discuss Product</td>
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<td></td>
<td>Discuss Architecture project</td>
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<td>6.</td>
<td>Critique Product Photograph</td>
<td>PRODUCT PHOTOS</td>
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<tr>
<td>MAR. 4</td>
<td>Discuss Editorial Portrait</td>
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<td></td>
<td>PORTABLE LIGHTS on LOCATION</td>
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<td>Location Lighting – Portable Flash setups</td>
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<td>Direct, fill, off-camera, bounce, multiple strobes</td>
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<td>Strobe Accessories - stands, umbrellas, soft boxes</td>
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<td>7.</td>
<td>Critique Editorial Photographs</td>
<td>EDITORIAL PORTRAITS</td>
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<tr>
<td>MAR. 11</td>
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<td></td>
<td>Adventure sports location photography</td>
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<td>Portable lights on location</td>
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<td>8.</td>
<td>Critique Architectural Project</td>
<td>ARCHITECTURE</td>
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<tr>
<td>MAR. 18</td>
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<tr>
<td></td>
<td>Panoramas: Cityscapes &amp; Landscapes</td>
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<td>Portable lights on location</td>
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<td>9.</td>
<td>Critique Sports Adventure Portraits</td>
<td>SPORT PORTRAITS</td>
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<td>MAR. 25</td>
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<tr>
<td>Week</td>
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<td>Assignment</td>
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<tr>
<td>10.</td>
<td>APRIL 1</td>
<td>NO CLASS – SPRING BREAK</td>
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| 11.  | APRIL 8      | Discuss Painting with Light  
Discuss Sunset Portraits |
| 12.  | APRIL 15     | LOCATION SHOOT: Sunset portrait with flash & Paint with light  
Class time will be from 3:40 to 9 pm or later.  
Keep this evening open as you will be working in groups. Must be present to receive a grade for these two assignments |
| 13.  | APRIL 22     | Critique Painting with light  
Critique Sunset Portrait  
PAINT WITH LIGHT  
SUNSET PORTRAIT |
| 14.  | APRIL 29     | Critique Panoramas  
Critique Fine Art  
PANORAMAS  
FINE ART IMAGES |
| 15.  | MAY 6        | Evaluations and feedback  
Critique Group & Travel Project  
Critique Fashion Portfolio  
FASHION PORTFOLIO  
TRAVEL PROJECT  
GROUP PROJECT |

Please note: Class will meet from 3:40-7pm  
(we will meet off campus. Place TBA.)
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Value</th>
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<tbody>
<tr>
<td>FEB. 4</td>
<td>Magazine Examples of Studio</td>
<td>10</td>
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<tr>
<td>FEB. 11</td>
<td>Studio Portrait</td>
<td>20</td>
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<tr>
<td>FEB. 11</td>
<td>2 Sports Adventure examples</td>
<td>10</td>
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<tr>
<td>FEB. 24</td>
<td>Food Illustration</td>
<td>50</td>
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<tr>
<td>MAR. 4</td>
<td>Product photo</td>
<td>20</td>
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<td>MAR. 11</td>
<td>Editorial Portrait</td>
<td>20</td>
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<tr>
<td>MAR. 18</td>
<td>Architecture</td>
<td>40</td>
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<td>MAR. 25</td>
<td>Sports Adventure Portraits</td>
<td>30</td>
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<tr>
<td>April 1</td>
<td>spring break</td>
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<tr>
<td>APRIL 22</td>
<td>Painting with Light</td>
<td>25</td>
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<tr>
<td>APRIL 22</td>
<td>Sunset Portrait</td>
<td>20</td>
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<tr>
<td>APRIL 29</td>
<td>Two Panoramas</td>
<td>40</td>
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<tr>
<td>APRIL 29</td>
<td>Fine Art Images (theme)</td>
<td>40</td>
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<tr>
<td>MAY 6</td>
<td>Group Project (inc. captions)</td>
<td>25</td>
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<tr>
<td>MAY 6</td>
<td>Fashion Portfolio (photos+copy)</td>
<td>75</td>
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<td>MAY 6</td>
<td>Travel Project (photos + story)</td>
<td>100</td>
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<tr>
<td>Semester</td>
<td>Attendance and Participation</td>
<td>45</td>
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