

ART 310 / Photographic Design

Instructor: Bill Deering
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Studio / office Class meets in Recitation 103 / Taylor Hall Lighting Studio
Tues / Thursday 12:30-2:30PM

Description

This course encourages students to use photographic imagery in a communication design context and to understand the relationship between image and text. Students develop conceptual and technical skills emphasizing both studio and location assignments for graphic and advertising design projects. May be repeated for up to six credits.

Outcomes / course goals / learning objective / awareness

This course is about learning how to execute in a conceptual way, as it applies to image making. This class is about visual ideas that the student has imagined, produced and executed in a creative way towards a solution. This class is about photographic concepts, and ideas perceived in the most basic way and applied photographically to an idea, product or design. We will discuss, and explore designers, art directors, photographers, filmmakers, image professionals and creative artists in all areas, past and present as they apply to the history of design, photography and the medium.

The student's effort in production should be the highest quality, alternative photography, black and white, color, film, and digital imagery etc. Students will use Adobe Photo shop, InDesign, Illustrator, and scanning as a means to an end. Students will produce A CD for class presentation and review and critique. Importance will be placed on the idea, the concept and how the projects that are given are executed, defined and produced at the highest level.

Students will experiment with different approaches in photography, and will learn various techniques as it applies to the medium, Processes and their applications. Students will participate in critiques, class discussions, and their involvement in the process is mandatory. Presentations on the different types of photography used in today's world of visual communications will be explored, as well as its historical role. This course will in addition cover the advanced aspects of the medium, photography, film, video, equipment, lighting, Camera, studios etc. guest speakers and field trips will round out the class.

Photographic Design is the development of conceptual and technical skills emphasizing photographic design for the field of visual communications, graphic and advertising design, interactive, and fine art in all mediums. Projects will include editorial, print advertising, posters, collateral materials, books, and packaging using photographic design as a context. Students learn advanced principles of effective communications through imagery and how they may interact to the world of design, all areas, and mediums will be discussed and explored.

Structure

Lecture / presentation format, professional visitors will be visiting class, discussing and presenting their work, there will be in-class discussion, workshops and exercises.

Attendance and Grading Guidelines

Your attendance in this class is mandatory, (See University Guidelines), only an excused absence (in writing) is acceptable. Religious holidays, illness (doctors note) and personal family problems or situations are understandable and noted as an acceptable excuse. You will be required to present acceptable documentation for missing a class. Two unexcused absences are allowed, after your second unexcused absence, grades will be lowered half a letter grade for each absence from your final grade. Three unexcused absences from class, at the (instructors option), result in an involuntary withdrawal.

In addition to attending all classes, students must complete all assignments, on time, and participate fully in class discussion. There will be five assignments at 10% each, 50% total, one final project (20%), and one group project (20%), as well as class participation (10%). 5% will be deducted for late projects, no exceptions. If it's not in class at the time it's scheduled, it's late. This class will build visual and artistic growth as it applies to Visual Communications.

There is no access to the building past 10:00pm. Public safety at 831-2222 for entry. Students are not allowed to work or be in the building alone. This means if you're the only one in the building when everyone leaves you must leave with them, NO EXCEPTIONS... your safety is very important to us. Students should not walk home alone, call 831-2222 for an escort.

Readings

http://www.amazon.com/Learning-See-Creatively-Composition-Photography/dp/0817441816/ref=sr_1_18?s=books&ie=UTF8&qid=1406806406&sr=1-18&keywords=creativity+in+photography

http://www.amazon.com/creative-code-mysteries-world-revealed/dp/9655556735/ref=sr_1_1?s=books&ie=UTF8&qid=1406806632&sr=1-1&keywords=creativity+in+photography+for+design+and+advertising

<https://store.commarts.com/studentlookup#>

Photographic Design / Visual Communications
ART 310 / 2014 / Class meets 3:35pm-5:30pm
Recitation Hall 103 and Taylor Hall Lighting Studio
Professor Bill Deering
Email: bdeering@udel.edu
Phone 302.528.8528 cell
Studio / office 107 Recitation Hall
Office hours: 2:30-3:30pm, T-TR or by appointment

- Week 1 / August 26, Tues Orientation / Syllabus / Manifestos etc., / Discuss Syllabus /
Photo Design Presentation / Class meets Recitation 103
August 28, Thur Project #1, Editorial, Kinfolk / Kinfolk presentation / Lindsay Yeager
Class meets Recitation 103 / Manifestos due
- Week 2 / September 2, Tues Jon Cox / <http://www.udel.edu/art/people/faculty/people/cox.html> September
4, Thur Class meets in Taylor Lighting Studio / Peter Schwenk, Cage demo
- Week 3 / September 9, Tues Project #1 / Kinfolk Work Session / lighting Studio or on Location
September 11, Thur Project #1 / Kinfolk Work Session / Taylor lighting or on Location
- Week 4 / September 16, Tues Project #1 / Kinfolk First Critique / Class meets Recitation 103 September
18, Thur Project #1 / Kinfolk Final Critique / Class meets Recitation 103
- Week 5 / September 23, Tues Project # 2, Switch / on location / Tyler Jacobson / Raven Press
September 25, Thur Switch ideas due / class meet Recitation 103
- Week 6 / September 30, Tues Project #2 / Switch / Work Session / lighting studio or on location
October 2, Thur Class meets Library Special Collections / Rebecca Melvin Johnson
October 5-6, Sat-Sun Oak Knoll Fest / <http://www.oakknoll.com>
- Week 7 / October 7, Tues Project #2 / Switch First Critique
October 9, Thur Project #2 / Switch Final Critique
- Week 8 / October 14, Tues Project #3 / Presentation / The Book, Type & Image, meets Rec. 103
October 16, Thur VC Field Trip to NYC, Bob Scott / <http://www.bobscottnyc.com/>
Stockland Martel / <http://www.stocklandmartel.com/>
- Week 9 / October 21, Tues Project # 3 / The Book, Type and Image / Ideas due, meets Rec. 103
October 23, Thur Project # 3 / The Book, Type and Image / Ideas due, meets Rec. 103
- Week 10 / October 28, Tues Project #3 / work session, Taylor Lighting Studio / Location
October 30,, Thur Project #3 / work session, Taylor Lighting Studio / Location
- Week 11 / November 4, Tues Project #3 / Type and Image / Final Critique / Meets Rec. 103
November 6, Thur Project #3 / Type and Image / Final Critique / Meets Rec. 103
- Week 12 / November 11, Tues Project #4 / Carlos Alejandro / Visual Strategy / Class meets Rec. 103
November 13, Thur Visual Strategy ideas due, class meets Recitation 103
- Week 13 / November 18 Tues Visual Strategy Work Session / Taylor Lighting Studio / location November 20,
Thur Visual Strategy First Critique / Taylor Lighting Studio / location
- Week 14 / November 25, Tues Visual Strategy Final Critique / Carlos Alejandro
Class Meets Recitation 103 / New Manifestos assignment
November 27, Thur Thanksgiving
- Week 15 / December 2, Tues. Last class / all projects & New Manifestos due, class meets Rec.103
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