



ACCF PTDP 590 PHOTOGRAPHIC DIRECTION

Program	Three-year course in Photography
Course	Photographic Direction
Credits	3
Professor	Vincenzo Giordano

Course Description	<p>This course is open only to senior Photography majors. The course has two goals: the production of a photographic portfolio coherent with the student's professional goals and the creation of a collective exhibition.</p> <p><u>Portfolio</u>: the course starts with an analysis of the fundamental importance of a portfolio for the photographer's professional path, analyzing different ways of self-presentation in commercial, editorial and artistic environments. Students will be required to study the image of one or more reference professionals and to reflect on their professional goals starting from personal expectations and abilities. Key interlocutors of specific areas will be introduced (agents, communication agencies, companies, photo editors, editors, gallerists, curators, private customers, etc.) and how to reach them in various professional paths, also crossed. Students will work on the design of their portfolio to be presented as a study (midterm) and as contents (final), taking into account the multiple presentation outputs required during the second semester.</p> <p><u>Exhibition</u>: during the beginning part of the course, students will analyze the characteristics of authorial photography through the study of various projects' and exhibitions' types.</p> <p>Subsequently, students will be asked to design an authorial photographic project, to be developed during the semester, considering all aspects of an exhibition realization: title, concept, images, setup, caption, synopsis, dimensions, materials, lighting, multimedia, complementary materials, communication.</p>
Learning Objectives and Outcomes	<p>At the end of the course the students will be able to:</p> <ul style="list-style-type: none">● design and create a photographic portfolio suitable to their professional aims and present it in various outputs;● produce an authorial project for an exhibition, considering every aspect from the concept elaboration until final setup.
Student Assessment	<p>The student is required to follow the detailed indications reported in the following weekly schedule. The assignments produced will be used for the midterm and final evaluation. Each assignment will be evaluated creatively considering the following criteria (when applicable):</p> <ol style="list-style-type: none">1. Observation: theme, point of view, deepening2. Elaboration: contents, shape, structure3. Technique: technique and shooting materials4. Editing: introduction, textual and non textual contributions, supports, materials, graphics, design, setup, fruition procedures5. Impact: topic strength, author's strength <p>The final grade will also be affected by quantitative and qualitative factors, delayed or missing delivery. In case of multiple assessments, the final grade will be calculated as the average among the evaluations.</p>

Bibliography, Webography, Filmography	<ul style="list-style-type: none"> • Augusto Pieroni, "Portfolio", Postcart • Alessandra Mauro, "Photoshow", Contrasto • Cataloghi di mostre dai circuiti italiani e internazionali • Exhibitions' catalogues from Italian and international circuits
Assignments	<p><u>midterm:</u></p> <ul style="list-style-type: none"> • PORTFOLIO STUDY*: 1.creative/professional identity, 2.strong points, 3.professional goals, 4.reference market (interlocutors, accreditation paths), 5.inspiration authors (references and images), 6.photographic and communicational contents (description and sketchbook), 7.portfolio presentation in various outputs (1.digital portfolio, 2.website, 3.printed portfolio with box, 4.multimedia presentation, 5.teaser, 6.social networks), 8.promotion strategy, 9.temporary series of own pictures based on the study produced, 10.budget. • EXHIBITION STUDY: 1 title, 2.concept, 3.authors that have worked on the topic (references and images), 4.inspiration authors (images and references), 5.contents, 6.visual language, 7.sketchbook, 8.setup project (disposition and dimensions, materials, lighting, multimedia, complementary materials, etc.), 9. communication, 10.budget. <p><u>final:</u></p> <ul style="list-style-type: none"> • PORTFOLIO CONTENTS*: production of contents based on the previous study to be presented organized in appropriate sequences together with the updated study. • EXHIBITION CONTENTS: production of contents based on the previous study to be presented together with the updated study. <p>* It is possible to present more than one portfolio.</p>

	ACTIVITY	ASSIGNMENT
Week 1	<p>Course introduction: schedule, bibliography, assignments. What is a portfolio: 1.creative/authorial/professional identity, 2.strong points, 3.reference market(s) (interlocutors, accreditation paths), 4.photographic and communicational contents, 5.promotion strategy. Commercial, editorial, artistic photography. Key interlocutors in various market sectors (agents, communication agencies, photo editors, editors, gallerists, curators, private customers) and strategy (networking, lectures, exhibitions, etc.). Unique or multiple paths, interactions and overlappings. Commercial, editorial, artistic portfolios examples.</p>	<p>Prepare a report on an inspirational photographer, considering: 1.creative/professional identity, 2. strong points, 3.professional goal, 4.reference market (interlocutors, accreditation paths), 5.photographic and communicational contents, 6.portfolio presentation in various outputs (1.digital portfolio, 2.website, 3.printed portfolio with box, 4.multimedia presentation, 5.teaser, 6.social networks), 7.promotion strategy.</p>
Week 2	<p>Inspirational photographers reports presentation</p>	<p>Reflect on your own creative/professional goal in photography, preparing a personal brainstorming on: 1.creative/professional identity, 2. strong points, 3.professional goal, 4.reference market(s) (interlocutors,</p>

		<p>accreditation paths), 5.inspirational authors, 6.photographic and communicational contents, 7.portfolio presentation in various outputs (1.digital portfolio, 2.website, 3.printed portfolio with box, 4.multimedia presentation, 5.teaser, 6.social networks), 8.promotion strategy. 9.examples of own pictures based on the study produced, 10.budget.</p>
Week 3	Creative/professional brainstormings class presentation	Starting from the personal brainstorming, produce a portfolio visual draft using personal or others' images
Week 4	Class presentation of portfolio projects	
Week 5	What is an exhibition: personal/collective, open/thematic. Characteristics of authorial photography and interaction with professional portfolio/path. From concept to setup, examples.	Work on an exhibition project considering the following elements: 1.title, 2.concept, 3.authors who worked on the theme (references and images), 4.authors with inspiration styles (references and images), 5.contents, 6.visual language, 7.sketchbook, 8. setup (layout and dimensions, materials, lighting, multimedia, complementary materials, etc.), 9.communication, 10.budget.
Week 6	Portfolio and exhibition lab	
Week 7	Portfolio and exhibition lab	<p>Prepare the following papers: PORTFOLIO STUDY: 1.creative/professional identity, 2. strong points, 3.professional goal, 4.reference market(s) (interlocutors, accreditation paths), 5.inspirational authors, 6.photographic and communicational contents, 7.portfolio presentation in various outputs (1.digital portfolio, 2.website, 3.printed portfolio with box, 4.multimedia presentation, 5.teaser, 6.social networks), 8.promotion strategy. 9.examples of own pictures based on the study produced, 10.budget. EXHIBITION STUDY: 1.title, 2.concept, 3.authors who worked on the theme (references and images), 4.authors with inspiration styles (references and images), 5.contents, 6.visual language, 7.sketchbook, 8. setup (layout and dimensions, materials, lighting, multimedia, complementary materials, etc.), 9.communication, 10.budget.</p>
Week 8	Midterm delivery and collective review	

Week 9	Portfolio and exhibition lab	
Week 10	Portfolio and exhibition lab	
Week 11	Portfolio and exhibition lab	
Week 12	Portfolio and exhibition lab	
Week 13	Final review and class presentation	
Week 14	Final delivery and collective review	