ACCF PTPP 590 ADVANCED PHOTOGRAPHY - FINAL PORTFOLIO

Program	Three-year course in Photography
Course	Final Portfolio
Credits	3
Professor	Dario Orlandi

Course Description	In this course, students will create a photographic portfolio consistent with their professional objectives and their professional promotion opportunities (exhibitions, photo contests, business meetings, etc.). Students will study the image of one or more professional photographers and will reflect on their professional goals starting from personal expectations and abilities. Students will work on the design of their portfolios, which will be presented as a design project (for the midterm) and in its final form (for the final evaluation), with ongoing related assignments and evaluations during the semester.
Learning Objectives and Outcomes	At the end of the course students will have learned: ● the various types of photography professions and noted photographers and companies in each ● the ways in which photographers present themselves professionally ● the production techniques for creating a portfolio At the end of the course students will be able to: ● design and produce a photographic portfolio suitable for their professional goals and present it in multiple formats ● present their portfolios in appropriate contexts and ways ● design and organize their works for participation in an exhibition ● design and organize their works for participation in a competition
Student Assessment	The student's performance will be graded in thirtieths: ● study and planning: 10/30 ● technique and execution: 10/30 ● presentation: 10/30 Cum Laude will be assigned on the following criteria: complete all assignments at an excellent level.
Assignments	**Midterm (35%)**: design of portfolio according to the indicated instructions and parameters **Final (65%)**: portfolio content: production of contents based on the approved design, presented in appropriate sequences

Minimum Required Equipment	Professional or "prosumer" photographic equipment, with good quality camera bodies and lenses. Personal computer with adequate storage and good computing capacity, equipped with the fundamental software for image management.
Bibliography, Webography, Filmography	● Augusto Pieroni, "Portfolio", Postcart ● Sara Munari, "Il portfolio fotografico. Istruzioni imperfette per l'uso", Emuse ● Alessandra Mauro, "Photoshow", Contrasto ● Leonello Bertolucci, "Il photo editing. Scegliere le immagini nel racconto fotografico", Emuse ● Exhibition catalogues from Italian and international circuits

Weekly program *(the program may change according to the progression of the year, festivities or external projects)*:

Week 1	Presentation of the course: program, bibliography, assignment. What is a portfolio?: commercial photography, artistic, editorial, for private customers. Key players in the various market sectors and communication strategy. Exclusive or multiple paths, interactions, and overlaps. *Assignment*: Prepare a report on one or more inspirational photographers considering: 1.creative/professional identity, 2. strong points, 3.reference markets (interlocutors, accreditation paths), 4.photographic and communicational contents, 5.portfolio presentation in various formats.
Week 2	Inspirational photographers reports presentation.
Week 3	Inspirational photographers reports presentation. *Assignment*: Reflect on your professional objectives in photography by preparing a personal brainstorming according to the guidelines indicated in the slides.
Week 4	Lab
Week 5	Lab
Week 6	Review for midterm exam
Week 7	Midterm exam
Week 8	Lab
Week 9	Lab
Week 10	Lab

Week 11	Lab
Week 12	Lab
Week 13	Review for final evaluation
Week 14	Final evaluation