ACCF SAPF 310S PHOTOGRAPHING FLORENCE

Course	Photographing Florence
Credits	3
Professor	Dario Orlandi
Sessions	Summer session

Course Description	The first purpose of the course is to give the students the mastery of the photographic medium and the ability to produce whatever image they may desire. Each camera setting will be analyzed and experimented in class through direct experience. Students will also learn how to manage camera files: how to archive, which file encoding format to use, how to resize appropriately and use post-production basics. The second purpose of the course is to introduce the student to visual language mechanisms. As a final assignment students will develop an individual project, consisting of a personal blog made up of visual and non-visual content. The student will have to identify something in his/her own Florence experience and develop it into a series of images and written content. The result should not be a collection of single shots, but rather a coherent body of work developing a clearly defined subject through an adequate visual strategy. Theoretical lessons will alternate with field trip and editing activities. The students will experiment autonomously but at the same time under the guidance of the teacher. The students will face individual and group reviews where they will be expected to comment on theirs and others' work.
Learning Objectives and Outcomes	By the end of the course, students will be able to demonstrate: 1. Comprehension of applied basic functioning of the camera. 2. How to control the variables to obtain the desired image. 3. A basic understanding of photography as a language. 4. An ability to interpret and plan a photographic image. 5. The ability to articulate contents into series of images and text. 6. The ability to manage and process photographic files. 7. The ability to produce a blog/journal, combining visual and non-visual content, ending with a consistent editorial work.
Student Assessment	The student's performance will be graded according to the results achieved in the different activities with the following percentage values: 40% Final project. 60% Assignments

The student will be graded according to the following evaluation criteria:

1. Ability to project and interpret a photographic image.
2. Ability to produce a photographic image.
3. Ability to select and create photographic series.
4. Post production skills.
5. Ability to research and critically and deeplydevelop the subject for the final project.
6. Independent homework (shooting, archiving, editing...).
7. Participation in class work (field trip, individual and group reviews, discussion...).
8. Ability to develop the work meeting the deadlines.
9. Ability to present his/her own work and to comment on other's.
10. Improvement from the starting point
11. Assignments and final project quality.

Exams

Midterm:

1. Review Assignments 1-2-3-4.
2. Photo archive review.

Final:

1. Review Assignments 5-6.
2. Photo archive review.
3. Final Project.

Bibliography, Webography, Filmography	### Suggested bibliography Langford, Michael; Fox, Anna; Sawdon Smith, Richard (2015). Langford's Basic Photography: The Guide for Serious Photographers. Abingdon on Thames: Routledge; X Edition. Edwards, Steve (). Photography: A very short introduction. Oxford University Press. (Kindle version available) Darling, Anne (). Storytelling with Photographs. Kindle Edition. (Kindle version available) Shore, Stephen (2010). The nature of photographs: A primer. London: Phaidon. https://helpx.adobe.com/camera-raw/using/introduction-camera-raw.html Barthes, Roland. (2010). Camera lucida: reflections on photography. . . : Paperback. Bright, Susan. (2010). Auto focus: the self-portrait in contemporary photography. London: Thames & Hudson.

	Campany, David. (2012). Art and photography. London: Phaidon.
	Campany, David. (2014). The open road: Photography & the American Road Trip. New York: Aperture.
	Koudelka, Josef. (1997). Exiles. London: Thames and Hudson.
	Frank, Robert. (2008) The Americans. Gottingen: Steidl; London: Thames & Hudson [distributor].
Required Materials and Equipment	1. Notebook, tablet, or other portable device, equipped with the following software: Adobe Photoshop, Adobe Bridge. 2. Camera: a camera with 3 shooting modes: manual, aperture priority (Av or A), shutter speed priority (Tv or S); a camera with the autofocus function "Single point AF", or a smartphone with advanced shooting apps. 3. Consider buying a storage device for storing all your shoots.

Session 1	Outline and rules of the course. Brief history of photography. The class as an enormous photo camera. The 3 variables and the reciprocity law. Equipment check-up (camera and software). How to use the camera in Manual Mode.
Session 2	Students' repetition about the 3 variables and the reciprocity law. **ISO / Assignment 1** Field trip: Piazzale Michelangelo Software Bridge. File Formats. How to use classroom.
Session 3	Group review Assignment 1. How to use the camera in Shutter Speed Priority Mode. **Slow Shutter Speed / Assignment 2** Selection of 3 images over 100 shoots. Field trip: Porcellino – Loggia del Mercato Nuovo What does "Series of photos" mean? Post-production with Camera Raw.
Session 4	Group review Assignment 2. The resolution. **Fast Shutter Speed / Assignment 3** Selection of 6 images over 100 shoots. Field trip: Uffizi - Ponte Santa Trinita

Session 5	Group review Assignment 3. How to use the camera in Aperture Priority Mode. **Aperture / Assignment 4** Selection of 6 images over 100 shots Field trip: San Miniato **MIDTERM REVIEW**
Session 6	**MIDTERM** (Assignment 1-2-3-4 and archive review) What do you have to do for your final project?
Session 7	Project proposals presentation. The composition. **Composition part 1 / Assignment 5** Field trip: Piazza Strozzi – via Tornabuoni
Session 8	Final project photos group review. Post-production Assignment 5 **Composition part 2 / Assignment 6** Selection of 6 images over 100 shoots. Field trip: to be decided.
Session 9	Group review assignment 6, Field trip: to be decided.
Session 10	Postproduction, individual review… whatever you might need in preparation for the final examination.
Session 11	**Final Review** (Assignment 5-6, final project and archive review)
Session 12	**Final Exam** **Check list of the photo assignments for the final exam and how they must be presented** The final selection for the assignments 1-2-3-4-5-6 must be uploaded in classroom. The images in classroom must be post-produced, properly resized for web presentation and in jpg format. For assignments 2-3-4-6 you will be asked to take not less than 100 shots each. All shots must be preserved and properly organized (using Bridge) in your computer. The files in your computer do not have to be resized smaller, and they have to be in raw or tiff format. The works to be realized during the semester and presented at the fixed deadline are:

	1. 4 files for Assignment 1 (ISO). 2. Series of 3 images over 100 shots for Assignment 2 (Slow Shutter Speed). 3. 6 images over 100 shots for Assignment 3 (Fast Shutter Speed). 4. 6 images over 100 shoots for Assignment 4 (Aperture). 5. A combination of images for Assignment 5 (Composition part 1) 6. 6 images over 100 shots for Assignment 6 (Composition part 2) 7. A personal blog made up of visual (20-30 images) and non-visual contents, realized with Google sites.