KCPH 110 – Intro to Photography for Non-Majors
Instructor: Rob Wilkinson, wilkinr2@ferris.edu Office: 607

Course Information:
Fall Semester, 2012
Section: 110-842, 3 credit hours
T/TH 3:30pm – 6:20pm, Room 306
Prerequisite: KCPA 110 or KCGD 113

Course Description:
An introduction to the fundamentals of photography using both manually adjustable 35mm film cameras and digital cameras. This course includes black and white film development and darkroom printing, as well as digital camera use and basic image manipulation using Photoshop. The medium of photography will be discussed in terms of its history, aesthetic development, and technical advancements. Class discussions, slide lectures, readings and hands-on demonstrations will be employed to create both a solid technical foundation and an introduction to the aesthetics and conceptual aspects of photography. Students must have a digital camera available to them for the duration of the course (entry level dSLR or better, no camera phones).

Course Objectives:
Upon successful completion of this course, the student will be able to:

- Demonstrate the ability to manipulate full manual controls on both film and digital cameras
- Develop B&W film and make a technically proficient print in the darkroom
- Expose a digital image that exhibits correct density, white balance, contrast and composition
- Use image manipulation software to optimize image files for web and print applications
- Utilize ambient light and lighting ratios to achieve purposeful, expressive results
- Discuss the technical and aesthetic merits of their work using professional critique vocabulary
- Identify key figures and technical developments throughout the history of the medium

Required Text:
This text is available online at Amazon.com, or in the KCAD bookstore.

Required Materials:
Film Supplies:
Black and white film (5-6 rolls)
Must be 400 ASA/ISO, 36 exposure
Kodak Tri-X, Ilford HP5, Arista EDU, or Kodak T-Max are good options.
Do not use any film marked C-41 or E6!

Digital Supplies:
Digital camera with full manual controls. (dSLR or point and shoot)
Memory card (1gb minimum)
Flash Drive (1gb minimum)
Memory card reader or USB cord for file transfer,
CD-R discs + CD sleeves for turning in projects.

Photographic paper:
Variable Contrast RC (resin coated)
Size 8” x 10” Glossy
Never open your box of paper outside of the darkroom!

Negative box for dust-free storage
Archival negative sleeves for 35mm
Archival print sleeves for 8x10 prints
11x14 archival matte board, white
Acid-free linen tape
Required Materials (cont.)
- Archival photo corners and/or dry mount tissue
- Small notebook for exposure log
- 9x12 manila envelopes for handing in work
- Hand towel for darkroom use
- Xacto knife

Other Recommended Supplies:
- 35mm SLR (single lens reflex) camera with full manual controls
- Hewes metal developing tank, 35mm
- Hewes metal developing film reel, 35mm
- Canned air
- Negative brush
- Red sharpie marker
- Scissors
- Stopwatch

Please note you will not need mounting and/or matting supplies until the demo day for each material, listed on the course calendar below. The same goes for film supplies.

Attendance Policy:
Class attendance is paramount to success in a studio art course and should be taken seriously. Class time is invaluable and will be devoted to demonstrations, slide lectures, and open work time for projects. As such, you are allowed a maximum of three (3) absences throughout the semester before your final grade is directly affected. For each additional absence your final grade will be lowered by one full letter. These three absences are intended to cover any personal or school related issues that may arise throughout the semester and are not intended to be used as days off. Any class time missed is valuable time lost and missing class on demonstration days should be avoided at all costs. Demos will not be repeated unless notification of an unavoidable absence is given prior to the day in question. A fourth absence will result in the deduction of one full letter grade, five absences two full letter grades, and six absences will result in the automatic failure of the course. Late arrival is disruptive and unacceptable, and anyone arriving more than five minutes after the start of class will be considered late. Two late arrivals will count as one absence, as will any arrival beyond 15 minutes past the start of class. In the event of any missed class time without prior notification, it will be your responsibility to contact your classmates to find out what you missed. I'll be glad to help you catch up if prior notification of absence due to reasonable circumstances is given. Religious holidays and curricular events can be accommodated if advance notice is provided during the first week of class.

Classroom Etiquette:
All items pertaining to academic honesty outlined in the KCAD/FSU Student Handbook apply to this course. These items will not be tolerated and will result in a failing grade on any given assignment, along with referral to the college administration: cheating, fabrication, facilitation of academic dishonesty, plagiarism, and/or interference or violation of any course rules outlined in this syllabus. It is especially important in a studio course to remember that during critique, we are evaluating the work of an artist, not the artist themselves. Students should feel free to express their opinions on a particular piece provided those opinions are respectfully presented and directed only at the work, not the person.

Within the classroom cell phones must be kept on silent at all times. Don't answer calls or check texts. If your phone rings during class and/or you are checking texts, you will be asked to leave and will be marked absent for the day, no exceptions. If you are expecting an emergency call during class time, simply inform me before class starts and excuse yourself into the hallway at an appropriate time. Laptops must be closed and put away at all times during demonstrations. If I see you doing anything on your laptop during lectures other than taking notes or referencing relevant images, you will be asked to leave and will be marked absent for the day. Common sense and respect for those around you will go a long way in maintaining a positive learning environment that benefits everyone. I also expect that all students treat the photo facilities with the same respect. At times we will be working with strong chemicals (don't drink any) and sensitive equipment (don't break any). Picking up after yourself or lending a hand to someone else will help keep the darkroom clean, safe, and efficient. Food and drink are not allowed in the darkroom. You may bring something to eat/drink into the classroom as long as it is not disruptive in any way.
Grading Structure and Scale:

<table>
<thead>
<tr>
<th>Project #1 – Perspective</th>
<th>50</th>
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<tbody>
<tr>
<td>Project #2 – Motion</td>
<td>100</td>
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<tr>
<td>Photograms</td>
<td>50</td>
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<tr>
<td>Project #3 – Depth of Field</td>
<td>100</td>
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<tr>
<td>Project #4 – Quality of Light</td>
<td>100</td>
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<tr>
<td>Final Project – Conceptual</td>
<td>200</td>
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<td><strong>Total:</strong></td>
<td><strong>600</strong></td>
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<thead>
<tr>
<th>Test roll, 35mm film</th>
<th>25</th>
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<tr>
<td>In-Class Shooting Assignment</td>
<td>25</td>
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<tr>
<td>In-Class Writing Assignment</td>
<td>25</td>
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<tr>
<td>Participation</td>
<td>100</td>
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<tr>
<td>Research Paper</td>
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<td><strong>Total:</strong></td>
<td><strong>275</strong></td>
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<tr>
<th>Quiz #1</th>
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<td>Quiz #2</td>
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<td>Quiz #3</td>
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<td>Midterm Quiz (#4)</td>
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<td><strong>Total:</strong></td>
<td><strong>125</strong></td>
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**Grand Total:** 1000

100-93% = A  
92-90% = A-  
89-87% = B+  
86-83% = B  
82-80% = B-  
79-77% = C-  
>76-73% = C  
>69-70% = D+  
66-63% = D  
62-60% = D-  
59% = F

Local Supply Sources:
- Norman Camera – 2954 28th St.  
  (616) 954-9920
- Marks Photo and Video – 3822 S. Division Ave  
  (616) 534-8688
- Service Reproduction – 345 Summer NW  
  (616) 451-2901

Online:
- bhphotovideo.com (film, gear)
- calumetphoto.net (film, gear)
- keh.com (used gear)
- lightimpressionsdirect.com (matting/storage)
- americanframe.com (framing)

WEEK 1
Tuesday, Aug 28 – Intro to course, syllabus & facilities. Read chapter 1.
Thursday, Aug 30 – Discussion on appropriate cameras. Have all supplies and camera ready by next class. Project #1 – Perspective (Digital) Due Date: Sept. 11

WEEK 2
TR, Sept 06 – Quiz #1. In-class shooting assignment: Studio Portraits. Digital capture, downloading files and workflow. Basics of Photoshop editing, bring computer next class.

WEEK 3
T, Sept 11 – Project #1 Due. Review of project #1 images. Read chapter 3.
TR, Sept 13 – Quiz #2. Ordering prints online. Troubleshooting camera and film issues. Motion demo and examples in class. Project #2 - Motion (Digital) Due Date: Oct. 02

WEEK 4
T, Sept 18 – One roll of B&W film due (do not have processed!) Film development demo, lab time. Bring supplies (especially negative sleeves) and be ready to process your test roll. Read chapter 4.

WEEK 5
T, Sept 25 – Darkroom printing - Demo on contact sheets and test strips. Bring your test roll negatives.

WEEK 6
T, Oct 02 – Project #2 Due. Critique project #2. Photograms Due.
TR, Oct 04 – Dry mount demo. Bring supplies and images, ready to mount.
WEEK 7
T, Oct 09 – Matting demo, bring supplies including linen tape and photo corners.
TR, Oct 11 – Lecture: Depth of Field. Studio lab day. Project #3 – Depth of Field (Film) Due Date: Nov. 1st

WEEK 8
T, Oct 16 – Video: Annie Leibovitz Sign up for individual meetings.

WEEK 9
T, Oct 23 - Lecture: Light and shadow. Video: ??? Project #4: Quality of Light. Due Date: Nov. 20
TR, Oct 25 – Spot toning demo. Lab day.

WEEK 10
TR, Nov 01 – Project #3 Due. Critique project #3.

WEEK 11
T, Nov 06 - Lecture: History of Photography
TR, Nov 08 – Lecture: Conceptual artists. Final Project #5 – Conceptual Development. Due Date: Dec. 06

WEEK 12
T, Nov 13 – Video, In-class writing assignment – Response to video.
TR, Nov 15 – Lab Day

WEEK 13
T, Nov 20 – Project #4 Due. Critique project #4.
TR, Nov 22 – THANKSGIVING, no class.

WEEK 14
TR, Nov 29 – Lab day

WEEK 15
T, Dec 04 – Lab day.
TR, Dec 06 – Final Project Due. Final critique.

Be aware that changes may be made to this schedule throughout the semester.