Instructor: Patrick Cone 435 640 0458 (call or text) patcone@allwest.net  Patrickcone@photography.com


Class Description: This is an advanced photography class. You must already have a good working knowledge of your camera (controls including shutter speed, ISO, aperture, and focus), computer programs (especially Adobe CreativeSuite and PhotoShop), and some rudimentary lighting skills. You will present in the first class your best 10 photographs, as an entrance portfolio.

Equipment: You should have a high end digital camera, with interchangeable lenses. More than one lens is recommended, as is a tripod and some filters (polarizing primarily). You should have digital cards (CF or SD) for recording your images, a card reader or cord, and a computer or portable drive to store files. You should have a good bag to carry your equipment. Portable strobes are encouraged. You will be able to check out studio strobe systems from the Department for projects. Color printers may be used for output, with your own supplies. Please bring your camera to class, as we will be using them.

Computers: Macs are accessible in the classroom with PhotoShop CS6. A portable computer with your own programs is recommended, either PC or Mac. During the first class we will determine how many of you will be using your own computers, and whether you need to use the department computers for your work, and which programs are preferred.

Room Access: You will be issued a Room Access code on your U-card that allows you to enter, (except when another class is present, or with permission of the instructor). We will work at times in the adjacent broadcast studio, when it can be scheduled.

Canvas: You will be expected to know how to use Canvas, and how to post assignments. Upload Jpegs only (max 500K size) and images must be labeled like this: a 2 digit assignment number, underscore, and your last name. [02_LAST NAME,...] i.e: 05_cone_your caption or naming...

Overview: We will review the basics of photography, using digital capture and output, including camera controls. We will concentrate on lighting (including artificial and strobe lighting); color theory; composition and design; how to tell a visual story; sports; tabletop and product photography; portraiture; digital manipulation of imagery and editing; display and presentation.

Every week one student will be required to introduce the class to a different photographer, talk about them, their background, their images, and what is significant about their work. They can be historic or contemporary.

There will be a sign up during the first class. We will also concentrate on photography as a career, and you will produce a professional quality final portfolio by the end of class. Website is encouraged, but optional.

You will be responsible for all information introduced in class, all photographers from the lectures, and all information on CANVAS. There are no exceptions made to course curriculum due to content. Attendance is expected and this syllabus may change.

Grading Policy: Assignments must be completed and posted by the beginning of each lecture. Images will be uploaded to CANVAS, in the appropriate Assignment folder. No assignments will be accepted after 2 weeks from the assignment date. Each assignment is scored at 10 points, and one point per week is taken for late work. Final portfolio is worth 125 points, midterm 100 points, and final exam 100 points. Photographer review is worth 50 points. Contact the instructor if you will not be present for the exams or quizzes prior to test, or if you will miss class.
Week 1 – August 26
Lecture 01   Introduction to the class
- Expectations from me, and you for the class. What do you want to know?
- Review of the syllabus and room access forms.
- A look at your instructor's work, career, and how photography has changed in that time.
- Review of basic photography controls and skills.
- Equipment inventory: what do you have, what do you want?
- Sign up for the photographer review.
- A tour of the facilities and equipment
- Assignment 01   Portfolio - have 10 of your best images on a flash drive for review

Week 2 – September 2
Lecture 02   In the Studio
- Photographer review
- Product photography
- What is a studio?
- Types of artificial light Types of strobe lights
- Modifying light
- How to work in a studio
- The studio camera
- Accessories in the studio, bits and pieces, stands, flags, and bounce, props
- Assignment 02 - Equipment list: what you have, what you want, and why.

Week 3 – September 9
Lecture 03 - People in the studio
- Photographer review
- How to work with models in a studio
- Posing models
- Different genres of portraiture
- Effects
- Assignment 03 - Photograph one product in the studio, 3 different lighting setups.

Week 4 – September 16
Lecture 04   Color and Color Theory
- Photographer review
- Using color to tell a story
- Choosing color or black and white
- Editing with color and PhotoShop
- Color themes
- Developing your own color sense
- Assignment 04 - Studio Portrait. A full, studio portrait, on a plain background.

Week 5 – September 23
Lecture 05   PhotoShop and its power
- Photographer review
- Editing in photoshop
- Layers and color correction
- manipulation
- clipping an image
- Assignment 05 - Color. Photograph a scene in color and black and white.

Week 6 – September 30
Lecture 06   Film, Television, and Events
- Photographer review
- So you want to be in pictures?
- How to get a job on set and what's expected of you
- How do you shoot on set
- How do you shoot a celebrity
- Equipment and rights
- Shooting an event
- Assignment 06 - Fully clip, color correct, and resize a studio photo for publication

Week 7 – October 7
Lecture 07   Fashion, Glamour, and Portraits
- Photographer review
• Travelling studios
• Environmental portraiture
• Equipment
• **Assignment 07** - your choice of subject, 6 photographs.

FALL BREAK  October 14  Take your camera, shoot shoot shoot.

**Week 8 – October 21  Lecture 08  Action Photography**
• Photographer review
• Sports
• Wildlife
• Journalism
• Equipment
• **Assignment 08** - 6 portraits of different people, with lighting, bounce, etc.

**Week 9 – October 28  Lecture 09  Editorial Work**
  **Mid-term exam**
• Photographer review
• The editorial photographer
• The future of newspapers/magazines
• Blogs and social media
• How to get the story
• Telling the story
• **Assignment 09** - Sports, action, or movement in photography. Pan, blur, freeze. 3 photos

**Week 10 – November 4  Lecture 10  Stock Photography**
• Photographer review
• Stock photography
• Shooting for stock
• Selling your work
• Keeping a stockfile
• **Assignment 10** - Shoot a news story and present in order, w captions. 7 images.

**Week 11 - November 11  Lecture 11  Fine Art**
• Photographer review
• The Fine Art world
• Printing
• Film and older technologies
• Marketing
• **Assignment 11** - Present your plan to organize your imagery. 200 words w/screenshots

**Week 12 – November 18  Lecture 12  Choose a Mentor**
• Photographer review
• Find a local photographer whose work you admire
• How does he do what he does?
• How did he start?
• Would you want to do work like them?
• Working as an assistant, post graduate studies
• **Assignment 12** - Make art 5 photographs

**Week 13 – November 25  Lecture 13  The Business of photography**
• Photographer review
• How can you make your living?
• Area of interest and portfolio: generalist or specialist
• Business Plan
• Marketing, card and logo
• Website and blog
• Paperwork: invoices, estimates, bids, terms, model releases
• Bidding a job, what's it worth?
• Day Rates vs space rates
• Photo rights and copyrights
• **Assignment 13** - Show 6 photographs that mimic a mentor's style

**Week 14 – December 2**  **Lecture 14**  **Equipment**
• Photographer review
• Equipment: how much is enough
• Specific to type of work
• **Assignment 14** - Develop a business card, logo, and website plan, plus docs.

**Week 15 – December 9**  **Lecture 15**  **Pathways to success**
• Photographer review
• Teaching and further education
• Internships and assistantships
• Travel and self-funding, crowdsourcing
• Other things to know along the way
• Are you social, or do you need to hire an agent
• Passion and hustle
• **Assignment 15** - Describe how and where you will use your photography. 500 words.

**Week 16 - December 16**  **Final Exam and Portfolio Review**
• **Final Portfolio** - 16 of your strongest images, in genres that you would like to work
• **Final exam**

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**Rules of Conduct:**
Criticism should be constructive and show respect for others. When others speak don’t be typing or checking your email. Computer privileges will be suspended if you don’t comply. **I know who is listening.**

**Accommodation:** Photography is a synthesis of the technical and the creative. No accommodation will be made, either for content of imagery that is presented by the instructor, or other students and it is assumed that all students are adults. If you would like to present imagery of any sensitive nature, please inform and show this work to your instructor first. If you have personal issues with viewing artistic content please contact your instructor.

**Attendance.** Students enrolled in a class but not attending the first two classes may be required to withdraw from the class. I expect regular attendance at all class meetings. **You are not automatically dropped from your classes if you do not attend.** You must officially drop your classes by the published deadline in the academic calendar to avoid a "W" on your record. You are responsible for satisfying the entire range of academic objectives, requirements and prerequisites as defined by the instructor. If you are absent from class to participate in officially sanctioned University activities (e.g. band, debate, student government, intercollegiate athletics), religious obligations, or with instructor's approval, you will be permitted to make up both assignments and examinations.

The instructor is a professional photographer, who travels and works on location. There could be a time when the class may have a substitute instructor, or be cancelled, due to work schedules, but advance notice will be given if this happens.

**Disability Accommodation Policy.** The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services.