ART 310 / Photographic Design
Instructor: Bill Deering
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Phone 302.831.2244 Art office / 302.528.8528 cell
Studio / office Class meets in Recitation 103 / Taylor Hall Lighting Studio
Tues / Thursday 12:30-2:30PM

Description
This course encourages students to use photographic imagery in a communication design context and to understand the relationship between image and text. Students develop conceptual and technical skills emphasizing both studio and location assignments for graphic and advertising design projects. May be repeated for up to six credits.

Outcomes / course goals / learning objective / awareness
This course is about learning how to execute in a conceptual way, as it applies to image making. This class is about visual ideas that the student has imagined, produced and executed in a creative way towards a solution. This class is about photographic concepts, and ideas perceived in the most basic way and applied photographically to an idea, product or design. We will discuss, and explore designers, art directors, photographers, filmmakers, image professionals and creative artists in all areas, past and present as they apply to the history of design, photography and the medium.

The student’s effort in production should be the highest quality, alternative photography, black and white, color, film, and digital imagery etc. Students will use Adobe Photo shop, InDesign, Illustrator, and scanning as a means to an end. Students will produce A CD for class presentation and review and critique. Importance will be placed on the idea, the concept and how the projects that are given are executed, defined and produced at the highest level.

Students will experiment with different approaches in photography, and will learn various techniques as it applies to the medium, Processes and their applications. Students will participate in critiques, class discussions, and their involvement in the process is mandatory. Presentations on the different types of photography used in today’s world of visual communications will be explored, as well as its historical role. This course will in addition cover the advanced aspects of the medium, photography, film, video, equipment, lighting, Camera, studios etc. guest speakers and field trips will round out the class.

Photographic Design is the development of conceptual and technical skills emphasizing photographic design for the field of visual communications, graphic and advertising design, interactive, and fine art in all mediums. Projects will include editorial, print advertising, posters, collateral materials, books, and packaging using photographic design as a context. Students learn advanced principles of effective communications through imagery and how they may interact to the world of design, all areas, and mediums will be discussed and explored.

Structure
Lecture / presentation format, professional visitors will be visiting class, discussing and presenting their work, there will be in-class discussion, workshops and exercises.

Attendance and Grading Guidelines
Your attendance in this class is mandatory, (See University Guidelines), only an excused absence (in writing) is acceptable. Religious holidays, illness (doctors note) and personal family problems or situations are understandable and noted as an acceptable excuse. You will be required to present acceptable documentation for missing a class. Two unexcused absences are allowed, after your second unexcused absence, grades will be lowered half a letter grade for each absence from your final grade. Three unexcused absences from class, at the (instructor’s option), result in an involuntary withdrawal.

In addition to attending all classes, students must complete all assignments, on time, and participate fully in class discussion. There will be five assignments at 10% each, 50% total, one final project (20%), and one group project (20%), as well as class participation (10%). 5% will be deducted for late projects, no exceptions. If it’s not in class at the time it’s scheduled, it’s late. This class will build visual and artistic growth as it applies to Visual Communications.
There is no access to the building past 10:00pm. Public safety at 831-2222 for entry. Students are not allowed to work or be in the building alone. This means if you’re the only one in the building when everyone leaves you must leave with them, NO EXCEPTIONS… your safety is very important to us. Students should not walk home alone, call 831-2222 for an escort.

Readings

http://www.amazon.com/Learning-See-Creatively-Composition-
Photography/dp/0817441816/ref=sr_1_18?ie=UTF8&qid=1406806406&sr=1-
18&keywords=creativity+in+photography

http://www.amazon.com/creative-code-mysteries-world-
revealed/dp/9655556735/ref=sr_1_1?ie=UTF8&qid=1406806632&sr=1-
1&keywords=creativity+in+photography+for+design+and+advertising

https://store.commarts.com/studentlookup#
Photographic Design / Visual Communications
ART 310 / 2014 / Class meets 3:35pm-5:30pm
Recitation Hall 103 and Taylor Hall Lighting Studio
Professor  Bill Deering
Email:  bdeering@udel.edu
Phone  302.528.8528 cell
Studio / office  Recitation 107
Office hours:  2:30-3:30pm, T-TR or by appointment

Week 1 / August 26, Tues  Orientation / Syllabus / Manifestos etc., / Discuss Syllabus /
Photo Design Presentation / Class meets Recitation 103
  August 28, Thur  Project #1, Editorial, Kinfolk / Kinfolk presentation /
  Lindsay Yeager
  Class meets Recitation 103 / Manifestos due

Week 2 / September 2, Tues  Jon Cox / http://www.udel.edu/art/people/faculty/people/cox.html
  September 4, Thur  Class meets in Taylor Lighting Studio / Peter Schwenk, Cage demo

Week 3 / September 9, Tues  Project #1 / Kinfolk Work Session / lighting Studio or on Location
  September 11, Thur  Project #1 / Kinfolk Work Session / Taylor lighting or on Location

Week 4 / September 16, Tues Project #1 / Kinfolk First Critique / Class meets Recitation 103
  September 18, Thur  Project #1 / Kinfolk Final Critique / Class meets Recitation 103

Week 5 / September 23, Tues  Project #2, Switch / on location / Tyler Jacobson / Raven Press
  September 25, Thur  Switch ideas due / class meet Recitation 103

Week 6 / September 30, Tues  Project #2 / Switch / Work Session / lighting studio or on location
  October 2, Thur  Class meets Library Special Collections / Rebecca Melvin Johnson

October 5-6, Sat-Sun Oak Knoll Fest / http://www.oakknoll.com

Week 7 / October 7, Tues  Project #2 / Switch First Critique
  October 9, Thur  Project #2 / Switch Final Critique

Week 8 / October 14, Tues  Project #3 / Presentation / The Book, Type & Image, meets Rec. 103
  October 16, Thur  VC Field Trip to NYC, Bob Scott / http://www.bobscottnyc.com/
  Stockland Martel / http://www.stocklandmartel.com/

Week 9 / October 21, Tues  Project #3 / The Book, Type and Image / Ideas due, meets Rec. 103
  October 23, Thur  Project #3 / The Book, Type and Image / Ideas due, meets Rec. 103

Week 10 / October 28, Tues  Project #3 / work session, Taylor Lighting Studio / Location
  October 30, Thur  Project #3 / work session, Taylor Lighting Studio / Location

Week 11 / November 4, Tues  Project #3 / Type and Image / Final Critique / Meets Rec. 103
  November 6, Thur  Project #3 / Type and Image / Final Critique / Meets Rec. 103

Week 12 / November 11, Tues  Project #4 / Carlos Alejandro / Visual Strategy / Class meets Rec. 103
  November 13, Thur  Visual Strategy Ideas due, class meets Recitation 103

Week 13 / November 18 Tues  Visual Strategy Work Session / Taylor Lighting Studio / location
  November 20, Thur  Visual Strategy First Critique / Taylor Lighting Studio / location

Week 14 / November 25, Tues  Visual Strategy Final Critique / Carlos Alejandro
  Class Meets Recitation 103 / New Manifestos assignment
  November 27, Thur  Thanksgiving

Week 15 / December 2, Tues.  Last class / all projects & New Manifestos due, class meets Rec.103