ART 310 / Photographic Design / Deering
Recitation 103 9:00am-11:00am, M-W/ bdeering @udel.edu
Studio / office Studio Arts Build / Raven Press
Office hours: M-W 11:00am-12:00pm or by appointment

Description
This course is designed for students to use photographic imagery in a visual communication design context and to understand the relationship between design, image and text. Students develop conceptual and technical skills emphasizing both studio and location assignments for graphic, editorial, advertising design and fine art.

This class is about visual ideas that the student has imagined, produced and executed in a creative way towards a solution. The class is about advanced photographic concepts and ideas perceived in photography and applied to design. We will discuss and explore designers, art directors, photographers, filmmakers, image professionals and creative artists in all areas, past and present.

Structure
The format of this class will be based around the lecture, presentation format, with guest professionals and field trips. Students will discuss and present their work. There will be in-class discussion, workshops and exercises. Students must be engaged in the process of presentation this class depends on student’s involvement and flexibility. Students will be asked to work in a (professional environment), the class will be structured to have some disorganization so students can learn to work in a very high energy, fast paced environment with short deadlines. This is a very self-motivated style class.

The student’s effort in production should be the highest quality. Students will use Adobe Photoshop, InDesign, Illustrator, and scanning as a means to an end. (Students must have a working knowledge of all software), students must present their work for review and critique digitally on a flash drive. 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 need to be self-starters and motivators in this class and know what they want to achieve. Alternative photography, analog, black and white, color, film, digital imagery Instagram, social media, printmaking, photo silk screen, letter press, collage are encouraged.

Outcomes / course goals / learning objectives
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, CD/Music, 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 in all areas and mediums.

Students will personally explore different approaches and 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 discuss the advanced aspects of the medium, photography, film, video, equipment, lighting, Camera, studios, Social Media, Instagram, blogs etc.

Readings / Books

CA
https://store.commarts.com/studentlookup

http://www.kinfolk.com/
Please buy a single copy of Kinfolk Magazine, directly from them or you can find them at Anthropologie stores too, they may even have back issues that are normally cheaper.

Here's some websites you should check out.
http://www.kinfolk.com/
https://www.apple.com/iphone/world-gallery/

http://www.nadavkander.com/
http://craigcutler.com/
http://www.mariannecampbell.com/
http://www.lauriefrankel.com/
http://www.artic.edu/aic/collections/exhibitions/IrvingPennArchives/permanent

http://billdeering.com/

Attendance
Participation is mandatory, after three absences your final grade will automatically drop a letter grade. After four absences, you will not receive a passing grade for the course. Lateness or leaving early will not count as being present for class. Attendance will be taken daily. Participation during class and discussions are MAJOR components of your grade. Since this course is about professional practices, you should be professional in attendance and participation.

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 well 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 (instructors 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 six assignments at 10% each, one final project (20%), and one group project (20%), as well as class participation (20%). 5% will be deducted for late projects, no exceptions. If it's not in class at the time it is scheduled, it's late...The function of this class is to build good work habits and build visual and artistic growth as it applies to Visual Communications.

There is no access to the building past TBD, 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.

This course may be repeated for up to six credits.

**BE PROFESSIONAL, BE RESPECTFUL / NO CELL PHONES IN CLASS, NO TEXTING**