ART 310 / Photographic (Image) Design
Instructor: **Bill Deering**
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Phone   **302.528.8528 cell / Text**
Studio   **Class meets remotely / / 9:05am-11:35pm**
Office hours   **by appointment Zoom**

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, course may be repeated for up to six credits.

Photographic Design is the development of conceptual 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, will be discussed and explored.

Structure
Lecture / presentation format, professional visitors will be visiting via Zoom discussing and presenting their work and giving projects.

Outcomes / Course goals / Learning objective
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 photography as it relates to design and advertising.

The student's effort in production should be the highest quality, alternative photography, black and white, color, and digital imagery etc. All projects will be accomplished digitally, phone etc. Students must be proficient in 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 by professionals working in the field in different areas will be visiting and giving briefs / projects exploring different types of photography used in today's world of visual communications will be explored. This course will cover some aspects of the medium, photography, film, video, guest speakers will round out the class.

The Safety of Our Learning Environment

Student learning can only occur when students and their instructors feel safe, respected and supported by each other. On the first in-person class session of the semester you will select your seat/desk. This will become your assigned seat for the entire semester. To ensure that our learning environment is as safe as possible, and in keeping with CDC guidelines to slow the transmission of COVID-19, our in-person class sessions will adhere to the practice of physical distancing. This means that you:

- Should avoid congregating in groups outside of the classroom before and after class
- Return to your assigned a seat for the entirety of the semester
- Upon entering the classroom, wipe down your seat and desk area
- May not move your chairs/desks from their designated positions at any time
- Must remain at least 6 feet apart from your classmates, Teaching Assistants, and instructors at all times
- Must wear a cloth mask that covers your nose and mouth

As necessary, the University may announce modifications to these practices. In that event, these guidelines will be updated to reflect those modifications.

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 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. This class will build visual and artistic growth as it applies to Visual Communications and Fine Art.

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.

Text books / web sites / Readings

https://store.commarts.com/StudentLookup

https://magculture.com/
https://www.nadavkander.com/
https://lauriefrankel.com/
https://www.craigcutler.com/
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