



SYLLABUS

PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION FLORENCE UNIVERSITY OF THE ARTS DIVA - SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS (DI)

SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS
DEPARTMENT OF PHOTOGRAPHY
COURSE TITLE: IPHONEOGRAPHY
COURSE CODE: DIPHIP250

3 semester credits

1. DESCRIPTION

iPhoneography is a photography concept that involves the professional use of the iPhone camera. Various iPhone apps and constant connection to the internet (either via wi-fi or cellular data) can turn an iPhone camera into a powerful, self-sustained, hand-held camera and darkroom ready to release information globally in the constantly changing digital market. Students will learn to use the iPhone camera to produce photojournalism essays, portraits, landscape, and fashion images using different iPhone applications and professional post-processing tools. The final images will be published in a dedicated class website and will be delivered to students as fine art prints for their final portfolio.

2. OBJECTIVES

The objective of the course is to create a mature visual expression using digital photographic techniques. To improve visual, creative and technical confidence within the media. To be able to communicate with an image by creating subjective composites and objective composites. By the end of the course students should be able to:

- Shoot, edit, manipulate and distribute photos taken with an iDevice.
- Have a basic knowledge of Adobe Photoshop and iPhoto
- NO IN-DEPTH CRITIQUE
- Mechanical/technical mastery 1

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

The method used will be experimental by means of Interactive lectures, workshops, on-site visits, direct interaction with subjects for assignments, participation in special projects, collective critiques, and magazine readings.

5. TEXT BOOK – FURTHER READINGS – RESOURCES

TEXT BOOK

- Morrissey, Robert. *iPhoneography Pro: Techniques for Taking Your iPhone Photography to the Next Level*. Amherst Media, 2015.

The textbook is mandatory for successful completion of the course. Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA library)

- Ang, Tom. *Fundamentals of Photography*. Alfred A. Knopf, 2008.
- Fisher, Robert. *The Digital Zone System: Taking Control from Capture to Print*. Rocky Nook, 2012.
- Foltz, James, Ronald P. Lovell and Fred Zwahlen. *Handbook of Photography* (sixth edition). Thompson Delmar Learning, 2005.
- Modrak, Rebekah. *Reframing Photography*. Routledge, 2011.
- Webb, Alex, Rebecca Norris Webb and Teju Cole, *Street Photography and the Poetic Image: The Photography Workshop Series*. Aperture Press, 2014.

LIBRARIES IN FLORENCE

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students are also encouraged to take advantage of Florence's libraries and research centers:

Biblioteca Palagio di Parte Guelfa

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation: http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

Biblioteca delle Oblate

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation: www.bibliotecadelleoblate.it

The Harold Acton Library at the British Institute of Florence

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation and student (fee-based) membership information: www.britishinstitute.it/en

6. FIELD LEARNING

This course does not include a field learning activity.

7. COURSE MATERIALS

iPhone or iPad with a camera, purchase capacity for up to 7 different applications, (an

Apple account with credit card must be activated before course start).

Should students wish to store materials or equipment, lockers are available with a **10 Euro** deposit (given back after returning the key).

8. COURSE FEES

Course fees cover all course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

10% Participation and improvement

15% Assignments

15% Mid Term Exam (inclusive of the exam and a selection of 12 images)

25% Final Portfolio and Paper

25% Final Exam

Please note that a detailed explanation of the above is found in Section 11 (Assignments, Term Papers and Exams).

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

Late Arrival and Early Departure

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

Travel (or delays due to travel) is NEVER an excuse for absence from class.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work and in-class activities, responsible behavior, and completion of assignments will be assessed. All of the above criteria also applies to site visits.

11. EXAMS – PAPER

Assignments: Refer to syllabus for specific information.

Midterm Exam: The midterm exam counts for 15% of the final course grade. This exam consists of a series of 10 photographic enlargements chosen from the best assignments photos and a multiple-choice test. The mid-term portfolio will be projected. Midterm exam will take place on lesson 7.

Final Exam: The final exam will take place on lesson 15. The final exam counts for 25% of your final course grade. The final exam is divided in two parts:

- A Personal Project: chosen between the student and the instructor, consisting of 14/18 black and white or color digital prints.
- A portfolio presentation paper.

Note: the date and time of the exams cannot be changed for any reason. Refer to course website for session specific schedule.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	<p>Syllabus overview. Set up your lab station and iDevice (iPhone, iTouch, iPad) for this class. We will discuss the many apps available on the app store.</p> <p>Please be prepared to purchase 2 to 4 apps for this course. You are responsible for a valid credit card and your own iTunes account.</p> <p>Expect to spend at least \$10.00 to \$20.00 for your apps. These will be yours to keep.</p> <p>History of camera technology from the American Civil War to the present. How technology influences socio, political as well as visual and language implications as a form of art.</p> <p>Use of the iPhone in mainstream news such as Newsweek, Time Inc and others - is it a valid form of photography or not.</p> <p>Set up your lab station. iPhoto, idevice and PhotoShop.</p>
Assignments	Research and return to your next class with two photographers that inspire you and examples of their work.

	Using only the original iDevice camera app, photograph 15 images of anything you like.
Reading	<i>Handbook of Photography</i> , Chapter 16 “A Short History of Photography”.

Lesson 2	
Meet	In class
Lecture	Digital Access Management and a Digital Workflow. Creating a system for work. PRINTING WORKSHOP and Lecture. **Students will come to class with prints for assignment. Applications (apps) for professional use. Photoshop – how to combine iDevices with an external editor. iDevice work flow (iWF) the workflow road map and digital access management (DAM). Correct image sizing for optimization. The iDevice basic zone system.
Assignments	Submit 15 images using the zone system (use only the original iDevice camera app).
Reading	Morrissey, Robert. Chapter 1, pp. 8-15.

Lesson 3	
Meet	In class
Lecture	“Do's and don'ts”: not overdoing it with special effects in your apps. iWF, process your assignment using specific apps.
Assignments	iDevice field camera - 15 images. Hint: find a very high spot in Florence. Try the Campanile di Giotto – fee required. Process with apps discussed in class and have ready for next class.
Reading	Morrissey, Robert. Chapter 5, pp. 34-41, 47-50 and p.83, p.86, p.88 + Chapter 6.

Lesson 4	
Meet	In class
Lecture	Portraits – part I. iWF, reprocess images in PS6 using field blur. Reverse work flow (RWF) and post. Photo studio work with your iDevice.
Assignments	20-30-40
Reading	Morrissey, Robert. P.43 and p.65.

Lesson 5	
Meet	In class
Lecture	Portraits – part II: Street portraits, we will look at the works of Diane Arbus and Richard Avedon. Street Photography. Assignment 4.
Assignments	Street portraits – 15 “good” images.
Reading	Morrissey, Robert. P. 96, p.98 and p.102.

Lesson 6	
Meet	In class
Lecture	Food Photography: iDevice for food photography. How the technology in your iDevice will allow you to become one heck of an on-location food photographer. Using available restaurant lighting to your advantage. Table tricks. iWF. Process with PS6, RWF and post. Instructor one on one with each student to help prepare for the midterm.
Assignments	Food and beverage – The camera in your iDevice, gives you instant access to make images while you are either cooking or at a restaurant. Using what you learned in class, return with 7 “perfect” food/beverage images. Prep for your midterm critique (8 to 12 web ready images). You may use your blog for your critique.
Reading	Morrissey, Robert. Pp. 62-64. Review all reading assigned so far in view of the mid-term exam.

Lesson 7	
Meet	In class
Lecture	Mid Term Exam, review of assignments review and selection of 12 images.

Lesson 8	
Lecture	Academic Break

Lesson 9	
Meet	In class
Lecture	Creative Process: Kay Lynn Deveney, The Day-to-DAy Life of Albert Hastings.
Assignments	Start working on your final project as discussed in class

Reading	Morrissey, Robert. Chapter 10.
---------	--------------------------------

Lesson 10	
Meet	In class
Lecture	Portraits – part III: Street portraits, we will look at the works of Joel Meyerowitz and Mary Ellen Mark.
Assignments	Continue working on your final project
Reading	Morrissey, Robert. P. 75 (applying night photography to portraits), pp. 81-82.

Lesson 11	
Meet	In class
Lecture	Introduction to Adobe Photoshop Reverse Workflow (RFW). Assignment: Continue your personal project.
Assignments	Continue working on Final Project.
Reading	Morrissey, Robert. Pp. 91-94.

Lesson 12	
Meet	In class
Lecture	Publish to a web outlet. Laurie Simmons, Black Bathroom. Personal project: progress evaluation one-on-one.
Assignments	Continue working on Final Project.
Reading	Morrissey, Robert. Chapter 8.

Lesson 13	
Meet	In Class
Lecture	Print Lab: Preparing a printing file, making your first print.
Assignments	Continue working on Final Project.
Reading	Morrissey, Robert. Pp. 53-54.

Lesson 14	
Meet	In Class
Lecture	Final Project due and critique.

	Review and prepare for Final Exam.
Assignments	Review and prepare for Final Exam.

Lesson 15	
Meet	In Class
Lecture	Final Exam and paper due.