



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: LANDSCAPE AND ARCHITECTURAL PHOTOGRAPHY
COURSE CODE: DIPHLA300**

3 semester credits

1. DESCRIPTION

The city of Florence, with its backdrop of Medieval and Renaissance buildings coupled with the varied beauty of the Tuscan countryside, will offer students a stimulating range of opportunities for landscape and architectural photography. The course will be divided between outdoor field practice and the exploration of several camera format techniques, lenses as well as printing. By studying influential photographers compositional and artistic issues of parallax, distortion and perspective will be addressed and executed through assignments. A personal vision will be nurtured and guided by the instructor for the final project in a series of landscape/naturalistic/architectural visual context. The print lab will provide students with the tools for elaborating and printing their own images. This course is also recommended for Communications, Architecture, and Environmental Studies majors. This class includes experiential learning with CEMI.

2. OBJECTIVES

By the end of this course students will be able to:

- Comprehensive understanding of architectural lighting.
- Heightened sensitivity to light and how it strengthens architectural design.
- Control of Parallax (Free Transform Procedure) to correct distortion and perspective so buildings do not look like they are leaning to one side or falling back.
- Creation of exceptional images with light and architecture.
- Demonstrate self-confidence working with others.
- Display grounding knowledge of history of photography in architecture.
- Collaborate and critique with peers as active participants in public dialogue and discourse.
- Work in groups and autonomously.
- Acquire and develop intellectual, technical and analytical skills to make photographs that communicate.
- Display understanding of what makes a good photograph in terms of technical quality, light, composition and storytelling.
- Demonstrate effective problem-solving skills.

3. REQUIREMENTS

This is an intermediate course. Knowledge of camera functions is required. Portfolio submission recommended.

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

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

Modrak, Rebekah and Bill Anthes. *Reframing Photography: Theory and Practice*. Routledge, 2010.

FURTHER READINGS

(Books listed below are available in the FUA-AUF library)

Bate, David. *Photography: Key Concepts. 2nd Edition. 2016.*

Hirsh, Robert. *Exploring Color Photography: From Film to Pixels. 2015.*

Horenstein, Henry and Russell Hart. *Photography. 2000.*

Johnson, Chris. *The Practical Zone System for Film and Digital Photography: Classic Tool, Universal Applications. 5th Edition, 2012.*

Schulz, Adrian. *Architectural Photography, Composition, Capture, and Digital Image Processing. 2nd Edition, 2012.*

Watkins, Steve. *Landscape Photography, Guild of Master Craftsmen. 2002.*

LIBRARIES IN FLORENCE

The FUA-AUF 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 may include a field learning activity.

7. COURSE MATERIALS

This is a specialized course which requires at least one specialized lens. A DSLR camera and a lens with a focal length of 55mm or wider is required for this course. *Please contact FUA-AUF if you have doubts regarding your camera/lens(es).*

8. COURSE FEES

Course fees cover all course-related 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
25% Assignments
15% Mid-Term Exam
25% Final Project and Final 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-AUF 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 – ASSIGNMENTS – PAPERS

Assignments and projects (including final project): Refer to syllabus for specific information.

Final Paper: The final paper topic is related to the final project. The instructor will provide more information at due time. Make sure your paper conforms to academic standards in terms of style and register. Your paper must include citations and quotations from scholarly books, journals, or articles. Ensure your paper is properly referenced and includes a bibliography. Word limit: 3000 words. Include a word count at the end of the paper (you may go 10% above or below the word limit).

Midterm Exam: The midterm will take place on lesson 7 and counts for 15% of the final course grade. The instructor will provide specific information on the content and format of the exam at due time.

Final Exam: The final exam will take place on lesson 15 and counts for 25% of your final course grade. The instructor will provide specific information on the content and format of the exam at due time.

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	Course presentation and discussion of techniques and approach for this class. Workstation set-up. Lightroom / WF. Masters of Landscape & Architecture: an inspirational overview.
Assignment	Manual camera functions test (pass/fail): take the same picture 5 times with the exact exposure varying your f-stop and shutter speed. Your ISO must be constant (the same) and you must have a correctly exposed image for each. <i>FOR NEXT CLASS.</i> You can use the assignment "Around the block" as a point of reference.
Reading	Modrak, Rebekah and Bill Anthes. <i>Reframing Photography: Theory and Practice</i> . Routledge, 2010. Pp. 22-38. Bate, David. <i>The Composition of Landscapes</i> , Chapter 5 (book available in FUA-AUF library).

Lesson 2	
Meet	In class

Lecture	Lecture: F.lli Alinari, A. Stieglitz, E.Steichen, E.Weston, A. Adams. Light metering, incident & reflective light, Zone System, 18% gray card, Dynamic Range. Demo: From Lightroom (Acquisition, Copyright, Rating) to Photoshop, through Camera Raw.
Assignment	Exercise for next class: make exposures using a 18% Gray Card.
Reading	Johnson, Chris. <i>The Practical Zone System for Film and Digital Photography</i> , Chapter 1 (book available in FUA-AUF library).

Lesson 3	
Meet	In class
Lecture	P. Strand, M. Giacomelli, L. Ghirri, F. Fontana. Technique: Optical characteristics (light gathering ability, maximum aperture, shutter speed and camera shake). Lightroom: Lens Corrections, Camera Calibration, Color Checker. Photoshop: Perspective Control and Cloning. - Printing from Photoshop: ICC profile management. Critique 1st Assignment "Around the block".
Assignment	"Deconstructing Florence". Your task is to hide Florence in plain view. Photograph Architectural elements so they lose their connotation and become part of an imaginary city. Your intention here is to be abstract. Final Edit 20 photos. Due by Lesson 5
Reading	Hirsh, Robert. <i>Exploring Color Photography: From Film to Pixels</i> . 2015. Chapter 4 (book available in FUA-AUF library).

Lesson 4	
Meet	In class
Lecture	Lecture: G. Basilico, J. Shulman, Dusseldorf School of Photography. Technique: Extending Depth of Field, Hyperfocal Distance, Focus Stacking. Photoshop: Selections and Compositing. Color Management: understanding Color Spaces.
Assignment	Shoot landscapes for compositing (day time) and focus stacking (night time) purposes.
Reading	Modrak, Rebekah and Bill Anthes. <i>Reframing Photography: Theory and Practice</i> . Routledge, 2010. Pp.49-61, 64-72, 94-97, 100-104.

Lesson 5	
Meet	In class
Lecture	Color theory 1: Color Wheel, Additive & Subtractive Color Mixing. Methods of correcting distortions 1. using perspective-control (PC) lenses (a) types of PC lenses (b) optical characteristics (c) advantages and limitations. On Location Shooting: Santa Croce. Tilt shift lens demo. Shooting for compositing purposes (Panorama) or bracketing (HDR).
Assignment	Compositing (Panorama) and bracketing (HDR) and correcting parallax.
Reading	Hirsh, Robert. <i>Exploring Color Photography: From Film to Pixels</i> . 2015. Chapter 2 and Chapter 7 (book available in FUA-AUF library).

Lesson 6	
Meet	In class
Lecture	Renaissance Architecture: Brunelleschi, Alberti, Michelangelo Descriptive, technical and interpretive architectural approach. Color Theory 2: Hue and Saturation.
Assignment	Photograph a building using two different approaches: descriptive and interpretative.
Reading	Hirsh, Robert. <i>Exploring Color Photography: From Film to Pixels</i> . 2015. Chapter 18 and pp. 256-258 (book available in FUA-AUF library).

Lesson 7	
Meet	In class
	Midterm exam
Assignment	"Time and space. How time can change our perception of a space or a place".
Reading	Szarkowski, John. <i>Mirrors and Windows. American Photography Since 1960</i> . Full text available here .

Lesson 8	Academic Break
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Lesson 9	
Meet	In class
Lecture	Lecture: Tuscan landscape from Renaissance to present. Final project round-table. Final Project due by Lesson 14.
Assignment	Final Project Proposal. Due Lesson 10 (Format TBD by instructor).

Reading	Horenstein, Henry and Russel Hart. <i>Photography</i> . Prentice Hall, 2004. Pp 167-172 (book available in FUA-AUF library).
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Lesson 10	
Meet	In class
Lecture	Demo: Large Format Film Camera.
Assignment	Begin executing your final project and bring 2 founding photos from which your project will develop. 2. qualitative features of view cameras (a) physical description (1) lenses, backs, and bellows (b) movements (1) swings, tilts, and shifts (c) advantages and limitations. Also, make exposures of 4x5 large format test images, development and prints.
Reading	Bate, David. <i>Photography</i> . Bloomsbury, 2016. Chapter 10 (book available in FUA-AUF library).

Lesson 11	
Meet	In class
Lecture	Lecture: Editing for portfolios, books, exhibitions. Resolution and distortion: aberrations, format size and enlargement, effects of recording medium. Editing and test prints for FP. Technical review of your last assignment.
Assignment	Continue executing your final project. Note: Bring to next class your 4x5 negatives developed.

Lesson 12	
Meet	In class
Lecture	Review First Draft of FP with test Prints. Lab: large format flat-bed film scanner: characteristics of scanners for negatives and positives. (1)resolution and memory requirements. (2)characteristics of scanners for prints. (3)correcting the effects of scanning: gray scale, color balance, sharpness.
Assignment	Continue executing your final project.
Reading	Modrak, Rebekah and Bill Anthes. <i>Reframing Photography: Theory and Practice</i> . Routledge, 2010. Pp. 89-94.

Lesson 13	
Meet	In class
Lecture	1 on 1 meeting to finalize Final Project. Printing & Editing.
Assignment	Print for Final Project Critique

Reading	Modrak, Rebekah and Bill Anthes. <i>Reframing Photography: Theory and Practice</i> . Routledge, 2010. Pp. 319-327, pp. 332-335, pp. 349-352.
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Lesson 14	
Meet	In class
Lecture	Final Project Critique.
Assignment	Prepare for final exam.
Reading	Review all reading assigned so far in view of the final exam.

Lesson 15	
Meet	In class
	Final Exam and paper due.