

Professional Certificate in Visual Storytelling 2015 - 2016

COURSES FALL TERM 2015

244(S) Projects 1 **4 credits (core, levels 1,2)**

This course introduces the concepts and methods of developing a series of images that communicate an idea or emotion. Students initiate and complete two small projects - one documentary and one fine art. Each project consists of 8 weeks of fieldwork and 2 weeks of editing and preparation. Using their own video work or photographs and those of others students investigate the way sequencing and combining photographs and moving images with text can affect the understanding of the work.

242(A) 19th Century History of Photography **4 credits (core, levels 1,2)**

This is a lecture course introducing the discovery of photography and influences in visual culture in the 19th century up to approximately 1935. Lectures and discussions along with extensive readings guide the students to understanding the advent of technology and visual images related to photography. Essays and exams are components of this course. As we are inundated with images in the technological era – this course provides perspectives on origins and cultural influences.

262(S) Collaborations in Multi Media **4 credits (core, levels 1,2)**

This is a fall term foundations course for all PC students with concentrations in either video or photography. Philosophically we seek a goal of all of our students to be versatile with media capture devices and image making to meet the demands of the 21 century visual world.

This 10-week immersion course will engage students in many facets and possibilities of image capture. The DSLR, iPod, Go-Pro cameras, and cell phone cameras are all transforming where images derive. Students will use all of these devices in image gathering circumstances. This course gives equal emphasis on still image and moving image capture. Students will learn basic technology associated with each device. Image dynamics, single take short stories, cinema verite approaches, light and story. Technical control and using the devices on the ground for fieldwork are emphasized.

240(S) Digital Techniques **4 credits (elective, levels 1,2)**

This studio course is designed for students concentrating in digital photography and video. Students learn to use their cameras to capture, organize and process monochrome digital images and video. The primary tools used in this course are Adobe's Lightroom and Photoshop, and they, along with basic editing software, will be covered. Students explore techniques, materials and processes of digital output to paper and screen. Each student presents a final portfolio or video for evaluation. Additional lab fee: \$125

241(S) Darkroom Craft **4 credits (elective, levels 1,2)**

This studio course is an introduction to B&W chemical photography and practice. Students engage the darkroom process from film exposure to post-print treatment with toners. B&W materials are extensively explored including the zone system, printing

papers, films and special processes and materials. A large practicum notebook of material tests is created by each student. Additional lab Fee: \$125

COURSES WINTER TERM 2016

252(S) Projects II **4 credits (core, level 2)**

Students in this course concentrate on producing a project, either fine art or documentary, during the term. Students may work in digital still, chemical darkroom processes and video. Emphasis is placed on content, story and excellent printmaking and edit dynamics. This course includes group and individual critiques, the creation of new images and stories through significant field work and culminates in a final edited group of sequenced photographs or edited video piece.

251(A) 20th Century History of Photography **4 credits (core, level 2)**

The visual trends of the 20th century are detailed as major paradigms in visual culture. Extensive lectures on the major influences, movements and personalities of photography post-1940 are covered. This course requires the completion of a term length paper and exam.

233(S) Editing Dynamics **4 credits (elective, levels 1,2)**

The art of editing is critical to the storytelling process. The course covers pacing, continuity, and montage theory as well as the incorporation of sound and music into a story. Students learn the technical and theoretical aspects of editing through screenings, lectures, demonstrations and intensive, hands-on editing assignments.

245(S) Location Lighting **4 credits (elective, levels 1,2)**

The studio lighting course provides practical exposure to concerns of the studio photographer, including an introduction to strobe and tungsten lights, grip equipment and techniques for controlling natural and artificial light. Through faculty demonstrations, students learn to light a variety of subject matter: portraiture, fashion, tabletop, still life, as well as lighting environments on location, weekly exercises and studio and field assignments and critiques. Though still camera based this course content has video applications as well and constant lighting for video will be discussed. Lighting on location is emphasized.

247(S) Digital Printing **4 credits (elective, level 2)**

This course introduces students to the digital controls used in color photography, printing, and the basic principles of color science. Students concentrate on advanced image processing in Photoshop. The course emphasizes the special problems and possibilities that come with shooting in color. Advanced output and printing options are covered. Students produce a small suite of work that exhibits their skills in color printmaking. Additional lab fee: \$125

249(S) Historic Photographic Techniques 4 credits (elective, level 2)

This is an introductory course to the noble processes of platinum, cyanotype, gum bi-chromate, and salted paper. Each printmaking technique is considered and practiced in lectures, demonstrations and supervised labs. Digital negatives and conventional negative processes are introduced to facilitate new work. A detailed technical notebook is produced in conjunction with a suite of finished prints. Additional lab fee: \$200

258(S) Audio & Image 4 credits (elective, level 2)

Sound and motion are two of the fundamental aspects of multimedia. This studio course introduces students to the use of digital sound recording and video capture devices and workflow. Audio and video standards, resolution, bit-depth, lens and microphone selection, production methodology, electronic image and sound processing, transfer and archiving of files are explored.

266(S) Images & the Web 4 credits (elective, levels 1,2)

Today's storytellers need to be current with how images appear and get where they are going including TUMBLR, web sites, social networks, Twitter, Blurb, Vimeo, Vine etc. The concept and practice of immediate direct self-publishing is imperative. This is a hands-on development course to foster creative and technical ease with image distribution in the rapid atmosphere of the new digital landscape.

COURSES SPRING TERM 2016

255(S) Culminating Project III 4 credits (core, level 3)

This is the final culminating project of the year; emphasis is placed on creating resolved content for this project portfolio. In this course, students hone their skills in realizing images, developing the story, editing and creating a skillful sequence. A final portfolio or video is required for faculty review and public exhibition at term end.

265(A) Professional Development 4 credits (core, levels 2,3)

A familiarity with relevant business and professional protocol is necessary to prepare media artists to fulfill their creative goals. This course provides an overview of professional, business and ethical practices for media artists. Topics including copyright, licensing, project funding, business practices, and emerging methods for delivery and presentation of work will be covered through lectures, guest presentations and panel discussions. Each student will develop and launch a personal website, in addition to creating marketing and promotional materials appropriate to their career ambitions.

263(A) Media in Society 4 credits (elective, level 3)

Media surrounds us and influences the times that we inhabit. This is a discussion course looking critically at media in society. The advances and pace of media are astounding.

Here in this forum we will look at social networks, self-publishing, magazines, the influence of technology upon image meaning and content.

253(S) Advanced Photographic Printmaking 4 credits (elective, level 3)

Emphasis on digitally created negatives and platinum printing are the primary investigations of this course. Students choose two processes from those learned in the introductory course for in-depth practice creating a portfolio of images. Technical information from lectures and demonstrations and significant practice in supervised labs are components. Ink gravure, Platinum and Wet plate collodion are all emphasized. Additional lab fee: \$200

267(S) Advanced Camera & Field Work 4 credits (elective, level 3)

This studio/field work course continues an exploration of unique multimedia capabilities with an emphasis on enhancing a message through the exploitation of digital multimedia tools and techniques. Story length, intent, pace, use of music and ambient sound, narration, field recordings and interviews are explored to create portraits, documentaries, narratives or experimental projects. Special consideration is given to the combination of time-based and static imagery.

229(S) Creative Non-Fiction Writing 4 credits (elective, levels 2,3)

The principles of fiction and storytelling apply whatever form your writing takes, and today's media fluency requires written as well as visual literacy. In this course we will work with writing assignments in the form of essay, memoir and poetry, and explore ways to combine words and images. By the end of the course, students who make films or still images are prepared to express themselves clearly and engage the reader in their story - with a variety of content and in a variety of forms.