

804331 - FOT-A - Photography

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)		
ECTS credits:	6	Teaching languages:	Catalan, Spanish

Teaching staff

Coordinator:	Martínez Navarro, Beatriz
Others:	Neumüller, Moritz

Degree competences to which the subject contributes

Specific:

- CEAAD 2. (ENG) Representar de forma esquemàtica i visual conceptes, idees i / o dades complexes a partir d'habilitats personals i referències externes, amb l'objectiu de transmetre atractiu, originalitat i creativitat.
- CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.
- CEAAD 4. (ENG) Dominar les bases de la il·luminació, la fotografia i el tractament digital per dissenyar i desenvolupar productes artístics, audiovisuals i d'animació.

Teaching methodology

Theoretical sessions and practical sessions are planned.

The theoretical class sessions are divided, in general, into four activity strips:

1. Resolution of doubts regarding the exercises proposed in the previous session.
2. Review of the exercises resolved
3. Explanation of new content
4. Explanation of the next exercise and complementary materials

These activity bands are modulated according to the complexity of the exercises and the corresponding contents.

Learning objectives of the subject

- Know the historical and social context in which photography is currently framed.
- Know the role of photography in the field of digital art.
- Acquire capacity for analysis and reflection before a photographic project.
- Solve problems of camera and lighting settings to adapt to the different situations of a photographic or audiovisual production.
- Know how to choose instruments for capturing images and lighting with the design and features appropriate to a specific order.
- Understand and know how to apply the process of capturing and post-producing images in the realization of photographic productions under study, in an interactive location.
- Know how to plan the most appropriate workflow in the different phases of the structure of a photographic or audiovisual production.

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Study load

Total learning time: 150h	Hours large group:	24h	16.00%
	Hours medium group:	22h	14.67%
	Hours small group:	0h	0.00%
	Guided activities:	14h	9.33%
	Self study:	90h	60.00%

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Content

<p>BLOCK 1. PHOTOGRAPHY AND ART</p>	<p>Learning time: 0h Theory classes: 0h</p>
<p>Description: Block of topics related to the most conceptual aspects of photography</p>	
<p>Topic 1.1 - Introduction to photography</p>	<p>Learning time: 10h Theory classes: 4h Self study : 6h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Review of basic concepts - What is a work? - What does it mean to be a creator, author, artist? - What does contemporary mean? Academic definitions: Theory of Modernism / Postmodernism. Practical definitions - The photographic object in the image and contemporary art market - Contemporary photography in the world <p>Related activities: Exercise P01</p>	
<p>Topic 1.2 - Representation of "me" and the "other"</p>	<p>Learning time: 5h Theory classes: 2h Self study : 3h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Forms and modes of "self-portrait" - The crisis of the "subject": the viewer as a mirror - The photographer as a mirror: false identities - self vs. self portraits - Analysis of self-portraits in painting, sculpture and drawing. - Analysis of photographic self-portraits: Jeff Wall, Pierre et Gilles, Cindy Sherman, Marcel Duchamp, ... - Our look vs. the gaze of the other in the context of postmodernism - The otherness - The mask, the portrait and the icon - Mirror neurons <p>Related activities: Exercise P02</p>	

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<p>Topic 1.3 - Truth and lies</p>	<p>Learning time: 5h Theory classes: 2h Self study : 3h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Analysis of social, cultural and ethical factors in documentary photography and photojournalism - Documentary practices: photojournalism and the "pains of others". - Current issues in the dissemination of images: photojournalism and documentary artistic practices on conflict issues - Henri Cartier-Bresson and his decisive moment - Marta Rosler's postmodern criticism - Introduction to the work of Allan Sekula, Alfredo Jaar, Larry Sultan, Ricardo Casas - Forgery, staging and manipulation <p>Related activities: Exercise P03</p>	
<p>Topic 1.4 - Change the world: photographic activism</p>	<p>Learning time: 7h 30m Theory classes: 3h Self study : 4h 30m</p>
<p>Description:</p> <ul style="list-style-type: none"> - Activist practices, documentaries - Social activism vs. ecological activism - The work of Chris Jordan, Mandy Barker, Swaantje Güntzel - Analysis of the ART AND ACTIVISM interview - Albatros movie, by Chris Jordan. <p>Related activities: Exercise P04</p>	
<p>Topic 1.5 - Taxonomies, Seriality and Multiplications</p>	<p>Learning time: 7h 30m Theory classes: 3h Self study : 4h 30m</p>
<p>Description:</p> <ul style="list-style-type: none"> - Definition and terminology: Typologies and series, seriality, edition, reproduction, multiplication, virtualization, taxonomy, archeology of the image - Self-portraits and serigraphs of Andy Warhol - The Bechers and the Düsseldorf school - The followers of Düsseldorf: examples of success and failure - Typology as an artistic work tool <p>Related activities: Exercise P05</p>	

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<p>Topic 1.6 - Multi, Inter, TransMedia</p>	<p>Learning time: 5h Theory classes: 3h Self study : 2h</p>
<p>Description: - Multimedia, Intermediate and Transmedia concepts - Study of cases</p> <p>Related activities: Exercise P06</p>	
<p>BLOCK 2. PHOTOGRAPHIC TECHNIQUE</p>	<p>Learning time: 0h Theory classes: 0h</p>
<p>Description: Contents about equipment and image structure</p>	
<p>Topic 2.1 - Introduction to photographic technique</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: - Concept of image structure - Photographic image formation - Technique and communication</p>	
<p>Topic 2.2 - Depth of Field</p>	<p>Learning time: 15h Theory classes: 6h Self study : 9h</p>
<p>Description: - Depth of field concept - Depth of field control - Selective depth of field - Use of depth of field according to the type of image</p> <p>Related activities: Exercise P02.b</p>	

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<p>Topic 2.3 - Representation of the movement</p>	<p>Learning time: 10h Theory classes: 4h Self study : 6h</p>
<p>Description: - Motion in still image - Time-lapse</p> <p>Related activities: Exercise P06</p>	
<p>Topic 2.4 - Translation of the form</p>	<p>Learning time: 15h Theory classes: 6h Self study : 9h</p>
<p>Description: - Point of view - Perspective - Relationship between objects</p> <p>Related activities: Exercise P08</p>	
<p>Topic 2.5 - Image capture equipments</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: - Types of cameras - The digital sensor - Types of objectives - RAW processing</p>	

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<p>Topic 2.6 - Introduction to Image Quality</p>	<p>Learning time: 5h Theory classes: 2h Self study : 3h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Image Quality Concept - Image quality attributes - Assessment of the quality of an image - Capture equipment and image quality - Processing tools for optimization 	
<p>Topic 2.7 - The photomontage</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Photomontage preproduction - Photomontage production - Postproduction in photomontage <p>Related activities:</p> <p>Final Project</p>	

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Planning of activities

Exercise P01	Hours: 5h Guided activities: 1h Self study: 4h
<p>Description: Exercise in which a creative challenge is posed to the student, from the "do something with something" assignment.</p> <p>Specific objectives: Apply the concepts worked on in topic 1.1</p>	
Exercise P02	Hours: 10h Guided activities: 2h Self study: 8h
<p>Description: Exercise in which the concept of photography and the representation of the "I" will be worked from a commission based on "making a self-portrait with and without a camera"</p> <p>Specific objectives: The concepts worked on in topics 1.1 and 1.2 will be applied</p>	
Exercise P02.b	Hours: 5h Guided activities: 1h Self study: 4h
<p>Description: Exercise in which the depth of field will be worked from the review of practice P02</p> <p>Specific objectives: Apply the concepts worked on in topic 2.2</p>	
Exercise P03	Hours: 5h Guided activities: 1h Self study: 4h
<p>Description: Tell two stories, one true the other false. Each story is told in 1, 3 or 5 photographs. Present each one in a PDF, with a text paragraph of maximum 100 words, without revealing which is the true story and which is the false one</p> <p>Specific objectives: Apply the concepts worked on topic 1.3</p>	
Exercise P04	Hours: 5h Guided activities: 1h Self study: 4h

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Description:

Create a photographic series or activist-style movie, on a topic that matters to you

Specific objectives:

Apply the concepts worked on themes 1.3

Exercise P05.b

Hours: 5h

Guided activities: 1h

Self study: 4h

Description:

Exercise in which the point of view, perspective and field of view will be worked from the revision of exercise P05

Specific objectives:

Apply the concepts worked on in topic 2.4

Exercise P05

Hours: 10h

Guided activities: 2h

Self study: 8h

Description:

Build two taxonomies with images: one very boring and another interesting

Specific objectives:

Apply the concepts worked on in topic 1.3

Exercise P06

Hours: 5h

Guided activities: 1h

Self study: 4h

Description:

Create a visual product with the Time-based media format

Specific objectives:

Apply the concepts worked on in topic 1.4

FINAL PROJECT

Hours: 20h

Guided activities: 4h

Self study: 16h

Description:

Make a realistic photomontage, applying a correct structure of production (preproduction, production and postproduction) and based on a theme chosen by the student to work as a personal project.

Specific objectives:

Apply the concepts worked on in topic 2.6 and in the rest of the subject.

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Qualification system

The final grade of the subject will be calculated from the following exams and exercises, applying their corresponding weights:

- 9 practical exercises - 30%

The exercises will be developed throughout the course and will have weights of 2% or 5%, depending on the exercise.

- 1 Partial exam - 15%

- 1 Final Exam - 20%

- 1 Final Work - 25%

- Participation and learning attitude - 10%

Students who do not pass the subject through continuous assessment, may be submitted to the reevaluation exam, provided they do not have an NP grade. This exam will reevaluate the partial and final exams (35% of the final grade of the subject).

Regulations for carrying out activities

The practice exercises are explained and started during class time and are completed outside the planned class schedule, following the instructions indicated in the corresponding "Practice Sheet" document and the instructions given in class. The practical exercises will be delivered using the classroom delivery space of the subject in the Virtual Campus, following the indications and deadlines described in the corresponding practice document. Practices delivered after the deadline will not be accepted and the correct management of the documentation provided is an aspect related to the competences being, therefore, subject to evaluation.

The evaluation of the practices does not only involve the resolution of the proposed exercises, but also the defense that is made of the results when the teacher so requires.

Any incident that does not allow the practice to be resolved within the indicated period will be notified to the corresponding teacher. If the cause is considered justified, a new date and delivery method will be proposed to the student.

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Bibliography

Basic:

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- Szarkowski, John. The photographer's eye. Nova York: Museum of Modern Art, 1966.

Complementary:

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- Adams, Ansel. The camera. Little Brown & Co, 1980.
- Neumüller, Moritz. Photobook phenomenon. Barcelona: RM, 2017.
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