



PHO 14 - Introduction to Photographic Portfolios and Books

Catalog Description

Transfer Status: CSU

Prerequisite: PHO 6

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course introduces students to the production of professional portfolios, hand bound books and digital online publications. A broad practical and contextual introduction to book design will be covered as well as advanced digital imaging techniques. Students will also learn to plan, develop and implement photographic projects with particular emphasis on conceptual thinking and the development of individual style.

Objectives

Upon successful completion of this course, the student should be able to:

1. Develop bound books using the basic principles of design and publishing.
2. Plan, develop, and publish a portfolio of photographic work.
3. Explain the importance of theme, narrative, conceptual overview and aesthetic consistency in the portfolio development process.
4. Identify and perform the proper color adjustments, scale, and paper quality for a photographic project.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Color Theory and Principles	2.00
History of Photography	2.00
Book Design Principles	4.00
Project Proposal	4.00
Analyzing and Editing Photographs	3.00
Digital Applications such as Photoshop CC 2019 or Adobe Creative Cloud	2.00
Portfolio Development/Personal Interviews	3.00
Bound Book Materials and Online Book Publishing	2.00
Advanced Sharpening Technique	2.00
Portfolio Development	4.00
Self-promotion/Self-marketing	2.00
Final Critique	4.00

Total Hours: 34.00

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Camera/Computer Basics	4.00
Book Design Principles	12.00
Development of Personal Style	5.00
Portfolio Proposal	3.00
Photoshop CC2019/Adobe Creative Cloud	4.00
Portfolio Development/Personal Interviews	11.00
Advanced Sharpening Technique	3.00
Development of Personal Style	6.00
Photographic Critique	3.00

Total Hours: 51.00

Methods of Instruction

- A. Collaborative Group Work

- B. Demonstrations
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations

Methods of Evaluation

- A. Quizzes
- B. Portfolios
- C. Projects
- D. Homework
- E. Class participation
- F. Written Assignments

Examples of Assignments

Reading Assignments

1. Read the assigned text on layout and design. Using the basic concepts of design, prepare a 2-page design for a book incorporating the instructor supplied images.
2. Read the instructor handout on the principles of portfolio design. Choose ten of your best digital images and prepare a presentation design layout for an online portfolio hosting website. Be prepared to defend your design in an oral presentation to the class.

Writing Assignments

1. Read the chapter on the role of subject themes in book design. Review one of the photography books suggested by the instructor. Write a 200-300 word analysis of what you think are the two major themes. Be prepared to discuss your response in class.
2. Choose one of the professional photography portfolios from the instructor supplied list of websites. Write a 200-300 word analysis of how your chosen site reflects the basic principles of online portfolio design discussed in the class text. Be prepared to discuss your analysis in class.

Out-of-Class Assignments

1. Choose two websites from an instructor supplied list that host professional photography portfolios. Create a chart that compares technical requirements, design templates available, tutorial assistance and total cost. Be prepared to discuss your findings in class.
2. Choose two websites from an instructor supplied list that offer digital photography book publishing. Create a chart that compares technical requirements, design templates available, tutorial assistance, quality of construction and total cost. Be prepared to discuss your findings in class.

Recommended Materials of Instruction

Penn, J. (2017). Successful Self-Publishing. *Curl Up Press*, 2nd. 978-1912105854.

Volk, L. & Currier, D. (2020). No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers. *Routledge*, 3rd. 978-0367151126.

Minimum Qualifications

Photography (Masters Required)

Art (Masters Required)

Photo Tech/Commercial Photo

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