

07 - ORDINARY MOMENTS

PHMD 201: Photography I

Fall Semester 2013, Tuesday / Thursday 11:30am – 2:20pm (29180) in A+D 211 / 213 / 313

Title: Ordinary / Everyday / Intimate / Familiar / Fleeting Moments

Objectives: At the completion of this assignment, student will:

1. Consider their own life unique personal experience as significant and universally relevant.
2. Make photographs with a view camera that do not look like they were made with a view camera.

Overview: “I realized that my own family, Edith’s family, was as miraculous and the most distant people in the world. And, they were at the same time, the most available to me and, perhaps, available only to me.”
-Emmet Gowin

For this assignment, we will turn our cameras inward and consider our lives, families, and own experiences as viable subject matter.

Over the course of the semester, we’ve been aiming to make pictures with the rigorous structure often associated with view camera photography – straight & parallel lines with formally ordered compositions. For this particular assignment, let’s aim to make pictures that don’t overtly shout “view camera.” Can we make pictures with a view camera that look effortless and fleeting?

Reading: *A conversation between Emmet & Edith Gowin and John Paul & Alexandra Caponigro, Camera Arts,*

Process / Guidelines: Photograph some element of your daily life, your experience

- show us a moment, but a moment worth sharing
- should be self referential, in a some way

Attempt to make a photograph with your view camera that doesn’t look like it was made with a view camera. This doesn’t mean sloppy, but rather “effortless.”

You will make many images but hand in only one print

You will utilize the Jobo processor to process your film, and the Hasselblad film-scanner to scan it. With the help of your peers, choose the single best photograph and turn in the following:

1. One (1) neutral inkjet print on 8.5x11-inch paper.
2. One (1) layered TIFF or PSD file (downsized to approx. 16x20-inches @ 300 ppi and uploaded to the class server) each with the following layers:
 - I. A levels adjustment layer with a defined black (4,4,4) and white point (248, 248, 248).
 - II. A global curve adjustment layer
 - III. At least one local curve adjustment layer with a layer mask (dodge / burn)Files should be approximately 16x20 inches @ 300 ppi.
3. 8.5x11-inch contact sheets for any additional film/images made.

Both files and prints should be free of dust and blemishes.

Breakdown: Craft: 10% | Tech & Tools: 20% | Form & Comp: 20% | Concept: 40% | Directions: 10%

Schedule: **Tues, Oct 29:** Open Lab - Epson 9890 Large-Format Printing Demo (11:30)
Thurs, Oct 31: 1 print for in-class critique, 1 layered file uploaded to server, Contact Sheet(s)
