

09 - FINAL PROJECT

PHMD 201: Photography I

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

Title: Final Project

Objectives: At the completion of this assignment, student will be able to:
1. demonstrate their mastery of the view camera by taking what we've learned over the course of the semester and applying that knowledge and skillset to a new body of photographic work.

Overview: We will be spending the last 5-6 weeks of the semester working exclusively on a final project. The final project will consist of no less than 10 exhibition quality prints presented as a cohesive body of finished work. The theme is open, though the project must consist entirely of new material (not from any previous project – though, it may start there), and be made exclusively for this class.

The final project will include a written proposal, two in-progress critiques, a final critique, and will require a final written statement. After October 31st, there will be no more shooting assignments, so it will be on you to manage your time and stay on track. I would suggest shooting and processing every week. Make it part of your routine.

Finding Content:

What are your interests outside of this class? What is important to you? What ideas and issues are close to you mentally, emotionally, and physically? What fascinates you? What inspires you? What are your obsessions? In your journal, make a list of potential one or two-word ideas. Think: small ideas, big work ethic. During your first working critique, you may be asked to read aloud your list. Ultimately, you will have to start somewhere. I encourage you to not think too much about it. Simply start making and see where the camera takes you. Our mantra: make work, things happen.

Working Critiques:

Each student will have two working, in-progress critiques (roughly two weeks apart). It is the responsibility of the student to lead the discussion during their critique. In addition to bringing proofs, contact prints, works in progress, bring questions. e.g. What challenges are you facing – technically, conceptually and/or logistically? What questions are arising? What are you unsure of? What are your doubts? Sequencing? Consistency? Clarity of communication? Paper choice? Print quality? Anything the group can help you with in absolutely any way is fair game. It is up to you to utilize your critique time in the way that is most helpful to you. Use it wisely. Be prepared.

Requirements / Guidelines: The following items are due Wednesday, December 16 for our final critique:

1. Ten (10) exhibition-quality prints on good paper. 13x19 inch sheets, minimum.
2. Ten (10) corresponding worked-up, finalized, & flattened files uploaded to the server. High quality (minimal compression) jpegs, approx. 16x20 inches @ 300 ppi.
3. Printed contact sheets for all film shot for this assignment.
4. Written reflective statement about the project: how it began, how it evolved, challenges you face, where it led you, and where it may go in the future. Also, evaluate the project in terms of its strengths and weaknesses. And finally, address how the use of the view camera informed the project. How did it change the way you worked – for better or for worse?

All items must be physically housed in some kind of container (paper box, portfolio case, etc.).

Due Date: **Thurs, Oct 31:** Written proposal due, 1-page or less
Wed, Dec 18: Final critique. Prints, files, contacts, and written statement due

	Exemplary 4	Accomplished 3	Developing 2	Below Standards 1	
Craft Craftsmanship & Presentation	Prints handled with utmost care. Free of scrapes, dings, scratches, and bent corners. Clean, consistent, & adequate margin.	With exception of minor oversight, prints are mostly free of scrapes, dings, scratches, and bent corners. Clean, consistent, & adequate margin.	Prints show some signs of poor care: scrapes, dings, scratches, bent corners. Inconsistent or inadequate margins.	Severely damaged or poorly cared for prints: scrapes, dings, scratches, bent corners. Inconsistent or inadequate margins.	_____ (4) x 2 = _____
Technology Hardware/software tools applied with precision and control	Camera movements handled with care and precision. Appropriate exposure & development. Properly set black and white point & tonal adjustments. Graceful layer masks. Superb tonal rendition. Neutral print free of color-cast. Appropriate resolution, etc.	Minor issues with one of the following: application of camera movements, exposure, development, black & white point, tonal adjustments, layer masking, tonal rendition, resolution, colorcast.	Major issues with one or more of the following: application of camera movements, exposure, development, black & white point, tonal adjustments, layer masking, tonal rendition, resolution, colorcast.	Clumsy, unnecessary, or poorly applied camera movements. Poor exposure and / or development. No black and white point. Poor tonal adjustments. Evident layer masking. Poor tonal rendition. Colorcast. Inadequate resolution.	_____ (4) x 3 = _____
Form / Composition Sensitivity to and consideration of the <u>visual elements</u>	Clear sensitivity to and consideration of the visual elements: line, shape, form, color, texture, composition, unity, dominance, contrast, repetition, cohesion, balance, rhythm, proportion, etc. Clear formal structure and intent. Thoughtfully considered visual space.	With exception of minor oversight, mostly clear consideration of the visual elements. Mostly organized visual space.	Formally coming together, but in need of attention. Clumsy arrangement of space. Visually structure needs further addressing.	No consideration of visual elements. Haphazard or sloppy arrangement of space. Distracting visual elements. Visually unorganized. Completely lacks formal structure and intent.	_____ (4) x 2 = _____
Concept Control of variables in achieving <u>legible</u> and <u>expressive meaning</u>	Clear & expressive intent and communication. Original & inventive idea. Time well spent for the maker and the viewer.	Mostly clear & expressive intent and communication. Needs minor refinement.	Vague communication. Intent unclear. Idea needs significant further development.	Lacks intent. Poor communication. Lacks inventiveness. Poor use of time. Completely missing point of assignment.	_____ (4) x 3 = _____
Follows Directions	Clearly followed all directions as set forth by the assignment sheet.	X	X	Did not follow directions as set forth by the assignment sheet.	_____ (4) x 0 = _____
Total Score:					_____ / 40 _____ %