South University
College of Creative Art & Design
The Art Institute of Raleigh-Durham

Course Title: **Special Topics – Flash and Event Photography**

Course Number: **PHOA332**

Class Meetings: Fridays, 8 am – 12 noon, Fowler 205 (Lighting Studio)

Session/Year: Summer 2013

Instructor Name: Andrew Ross

Email Address: aiiandrewross@gmail.com (preferred) or awross@aii.edu

Phone:

Instructor Availability Outside of Class: Wed. 12 - 1 pm, Fri. 12 - 2 pm, or by appointment

Course Description: This special topics course will provide students with a comprehensive look at how to use camera flash for both professional and creative purposes. Students will also be introduced to methods for effective event photography and ways to use camera flash for optimal results.

Course Prerequisite(s): *Advanced Lighting or*
Permission by Academic Department Director

Course Co-requisite(s): *None*

Instructional Contact Hours/Credits:

Course Length: 11 Weeks

Contact Hours:	44 Hours
Lecture:	22 Hours
Lab:	22 Hours

Credit Values: 3.0 Credits

Quarter Credit Hour Definition: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Learning Objectives:

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

Identify and utilize the various modes and features of an external camera flash
- Know the differences and uses between TTL, Auto, and Manual modes

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- Understand the visual and lighting differences that come from bouncing the flash
- Be able to effectively use a camera flash off-camera

Use off-camera and multiple flash arrangements
- Sync one or more flashes to the camera for additional lighting control
- Create studio lighting with flashes in field situations

Demonstrate effective event photography techniques
- Be able to produce quality candid photos that meet client needs
- Be able to produce on-the-spot portraits with camera flash
- Shoot with a range of compositions and orientations to allow for multiple uses
- Dress and act appropriately for events

Produce professional output to meet client needs
- Post-edit images for optimal quality
- Create workflows to automate image preparation
- Develop client-ready materials
- Sort and cull images to maintain professional quality

Instructional Materials and Reference(s):

Text(s): None required. Readings will be provided as PDFs and/or printouts.

Materials: SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader

Technology Needed:

Adobe PhotoShop CS6 and Adobe Bridge CS6.

Instructional Methods:

This course will be delivered as a combination of in class lectures and laboratory experiences.

Assessment Criteria and Methods of Evaluating Students:

This class will have both Homework Assignments and Creative Projects. Each project/assignment will vary as far as requirements. Each Assignment and Project will be given with a typed handout explaining the guidelines for that particular assignment/project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the handout. The grading rubric for each project/assignment will also be explained on the handout. READ THE ASSIGNMENT/PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.

If the project/assignment is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your assignment. Be *sure* that all required files are contained in a folder with

YOUR NAME and ASSIGNMENT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

Student Evaluation / Grading Policies:

Methods of Assessment		Grading Scale	
Projects (2)	30%	94 – 100	A
(each project is worth 15%)		90 – 93	A-
Homework Assignments	15%	87 – 89	B+
(each assignment is worth 5%)		83 – 86	B
Quizzes/Readings	15%	80 – 82	B-
Professionalism/Participation	10%	77 – 79	C+
Final Project	30%	73 –76	C
Total	100%	70 – 72	C-
		67 – 69	D+
		60 – 66	D
		59 and lower	F

Classroom Policy:

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement are considered to be a part of this syllabus.

BRING YOUR CAMERA TO EVERY CLASS SESSION. If you do not bring your camera to class, you will not be able to participate in the class activity and I will deduct attendance minutes for that day.

Student Art Work:

The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. The school further considers resubmission of a work produced for one course in a subsequent course or the submission of work done partially or entirely by another to be academic dishonesty. It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.

Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.

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Disabilities Services:

The Art Institute of Raleigh Durham, A Campus of South University provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Raleigh Durham, A Campus of South University.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinators at 1-855-855-0567, dss@aii.edu, of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact David Lee, Director of Student Affairs at 919-317-3097 or dmlee@aii.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

A student who accumulates ten (10) cumulative hours of absenteeism (or 23% of class meeting hours) in a scheduled course during any academic quarter will receive a grade "F" for that course. Effective April 1, 2007, students will no longer be withdrawn from a class for ten (10) consecutive hours absent.

The Registrar will automatically terminate from school any student who fails to attend all classes on his/her schedule for two (2) consecutive weeks of the quarter.

Student Conduct Policy:

For full student conduct policy, please refer to the student handbook.

Week 1   **July 12**

Introduction and overview of course, objectives and syllabus
Explanation of light fall-off and red-eye causes
Introduction to flash metering modes
Flash sync speed, flash white balance
Demo on bounce flash
Homework: Homework Assignment 1 (due Week 2) – direct vs. bounced flash
Homework: read Canon 580EXii manual (on eCompanion)

Week 2   **July 19**

Homework Assignment 1 DUE
Fill flash and flash exposure compensation
Demo on slow sync and rear sync
Capturing movement with flash
Balancing flash with natural light – exposure and color
Homework: Homework Assignment 2 (due Week 3) – slow sync and rear sync flash
Homework: read "Working with Flash" document (on eCompanion)

Week 3   **July 26**

Homework Assignment 2 DUE
Event photography how-to
Flash modifiers for events – softboxes, omnibounce, makeshift bounce cards, flip-flash
Quick portraits, candids, photographing speakers, B-roll, showing the "whole" event
Portraiture with multiple flashes
Off-camera flash – master and slave modes
Flash ratios, exposure compensation
Flash modifiers for portraits – softboxes, umbrellas, snoots, gels
Manual flash exposure options
Homework: start Project 1 (due Week 8) – event photography
Homework: read "Lighting 101" pages at Strobist.com (link in Webliography)

Week 4   **August 2**

Quiz on readings and class material
More on event photography
In-class practice of event photography
More on off-camera flash, multi-flash, and portraiture with flash
In-class practice of multi-flash portraiture
Homework: Homework Assignment 3 (due Week 5) – multi-flash photos

Week 5   **August 9**

Homework Assignment 3 DUE
Location photography - using camera flash in different settings

Mixing flash with ambient light – indoor light, windows, etc.
Homework: Project 2 (due Week 6) – portrait with flash

Week 6   **August 16**

Project 2 DUE, critique
Quiz on readings and class material
Discuss and demo using colored gels and mixing color temperatures
Demo location portraiture, location object photography
Individual student meetings, midterm grades
Homework: complete Project 1 (due Week 8)

Week 7   **August 23**

Demo TBD
Final Project options
Homework: Final Project outline

Week 8   **August 30**

Present Final Project outlines
Studio/lab time to practice needed techniques
Homework: take initial photos for final project, setup shots, and lighting diagrams
     for Week 9 progress check

Week 9   **September 6**

Final Project progress check 1 – review your initial photos and lighting diagrams
Studio/lab time (outside of class if necessary, with prior approval)
Homework: take more photos for final project, setup shots, and lighting diagrams
     for Week 10 progress check

Week 10   **September 13**

Final Project progress check 2, edits, final choices
Studio/lab time (outside of class if necessary, with prior approval)

Week 11   **September 20**

Final projects DUE
Presentation and critique of final projects