广告及出版物之摄影理念讲座提纲
Photographic Concepts for Advertising and Publication

Andrew W. Ross – Guest Instructor Summer 2007, Workshop Syllabus
Florida State University　　Shanxi University
Tallahassee, Florida, USA　Taiyuan, Shanxi , China
Zhang Ying – Translator
主讲人：安德鲁　罗丝 佛罗里达州立大学艺术学院摄影博士
翻译：张颖
讲座地点及时间：山西大学，2007年5月

Background on Advertising and Editorial Photography 广告摄影及其基础编辑

The field of advertising and editorial photography differentiates itself from the photography that most people create in recording their lives, interests, and families in that photographic work used in publication is driven by a clearly defined message or theme.　Not only is the subject of the photograph directly tied to the marketing needs for the image, but all of the elements used in creating the image must also contribute in selling the product or idea that is being represented.　As such, elements of composition, lighting, environment, and technique are extremely important, often needing to be so strong as to be transparent and subliminal.

广告摄影和摄影编辑区别于普通摄影,有其独特的理论．普通的摄影记录的是人们的生活瞬间，常人感兴趣
的主题和家庭生活等．广告摄影主要是以明确的主题和具有独特寓意的摄影去表现的．此类广告的摄影主题不但直接切如市场的主题，而且所有的摄影元素需要融入创造性，这种商业广告的创造性摄影元素在展示产品销售和产品的卖点上起着极其重要的意义．因此这些元素的构成，组合，布局，灯光，环境和技法是极其重要的．常常需要强有力的直截了当的表现主题和潜意识的开发，才可以完全理解广告摄影的真缔．

Course Objectives 教学目的

During this two-week workshop, we will pursue an intensive study of photographic images used in advertising and publication, both through the review and discussion of current work in the field as well as learning the techniques for creating our own promotional pieces developed around the photographic image.　An additional goal of this workshop will be to address social and environmental issues in Taiyuan/Lin Yi and the surrounding areas through the use of advertisement.　What can we learn by looking at these topics through the eyes of advertising?　How can we develop our message such that others might take notice?　How can we quickly and effectively deliver our message in a single image?

You will be asked to do research and bring in advertisements, images, and publications to share with your instructor and fellow students.　We will consider these resources in a critical way, both to understand their effectiveness as well as to seek to improve upon them in our own work.　Both Chinese and American advertising and publications will be considered, since a promotional piece that is driven by image should hopefully carry its message beyond language barriers.

The end result of this class will be the creation of two photo-based advertising pieces that address a social or environmental concern.　These works will be displayed in an exhibition at the university and shared on the Internet through the photo-sharing resource, www.flickr.com. With the exhibition and the companion web-display, our message will reach a broad audience – locally, across China, and abroad.

在两周的教学工作中，我们将深入学习广告摄影作品在广告和出版物中的应用、通过观看广告摄影作品和对作品的讨论，分析和讲解，以及学习和强化技巧创建自己的作品。通过广告摄影的学习，我们还要关注社会问题和环境等问题。通过广告理论的角度去看待这些主题。我们如何创造自己的作品并吸引人们关注你的主题．如何快捷有效的用一个单一的图象去传递你所要表达的思想．

将要求学生自己去独立研究并且把自己的思想引入到广告、图像、出版物之中，来与老师同学分享之，探讨各个学生们的作品并加以具体改进．我们要以两个国家的广告作品为素材去讲解．这些都是形象摄影广告的良好资源．也只有我们这个合作项目才能有的独特性．同时讲解两种语言在广告摄影中的应用．广告摄影语言的运用克服了两种语言的障碍．

最后讲座结束，中国学生最少要有每人两个广告摄影作品．然后在学校进行作品展览，并且在全球著名的职业摄影网站发布．使大家共享这些有价值的资源。

Class Work Time课堂时间

Since this workshop will occur during an abbreviated two-week schedule, our in-class and out-of-class time will be very intensive. Active participation from the students is a must. You will be asked to create photographic images, research ideas, and share resources on a daily basis. These resources will be shared and discussed with the entire class so that we all may enhance our own ideas from what others have brought to our attention. Expect to be out taking digital photographs every day. Expect to be processing these images as well as doing Internet and publication research every night. The time frame for this class is short, so be prepared to do a lot of work!

由于本此讲座为两周时间，无论是课堂外还是课堂内都是深入具体，以精学的方式进行．务必发挥学生本身主动学习的积极性，要求积极参与．要求学生创作摄影作品，探讨创意，交流思想，每日交换各自的信息资源．并在全班讲解之．这样一来，信息思想的交流，使得大家提高了各自创作的思路．每天外出摄影，每晚务必将自己白天摄影作品上传到电脑里和网络里，第二天有便于讲解．每晚需要在网络里寻求有用相关资源．为第二天的课程学习做大量的准备工作．

Projects课题作业

Week 1: **Selling a Location第一周，推销一个地点**

Both in attracting tourism and in encouraging migration to a new home, cities and countries are often "selling" their location as a destination worthy of your visit or relocation. Are these images over-idealized? Is the image selling something that doesn't really exist? We will explore our own places and homes, looking for ways to sell them for what they truly are.

无论是鼓励人们迁居新址还是吸引人们到一个旅游地区，推销这一地点使人们接受你的思想以达到重迁新址——使得人们觉得实施这一行为是值得的一件事情．那么你的广告摄影作品是否可以起到了这个说服力呢？ 你的摄影能否达到一种使人们觉得你所倡议的确是独一无二的呢？我们将探索自己的地方和住房,寻找一种途径去推销其真正的原本的价值．

Week 2: **The Portrait as Advertising Icon第二周 广告推广中的人物摄影．**

Since advertisements are focused towards consumers, the human portrait is often used as a way to attract potential buyers through beautiful people or sell the idealized lifestyle that is to be achieved by the promoted product. But advertising is obviously not like life. What lessons can we learn from the overly perfect people who are presented to us through these images? As a way to understand the power of the portrait, we will explore the "imperfect" person as an advertising icon.

广告图标侧重和面向的是消费者 人像常常用来作为吸引买家的方式,通过优美的人像摄影出售或推销理想化的生活方式来达到推广产品促销的目的．但广告显然不是真正意义上的现实生活．那么通过这些如此完美的人物画面，我们学到了些什么呢？ ，我们还将探讨学习＂非完美＂的人像广告摄影，也是作为一种途径来理解和认识人像的魅力．

Final Exhibition展览

During this course, you will create at least two advertising works, one for each project. At the end of the course, we will put up an exhibition of the best pieces from the class to share with your fellow students and the community. Additionally, these works will be uploaded to a photo-sharing website to be displayed for the greater global community to see and understand. Our message will be a global one, so we will share it with the world!

学生创造至少两个广告摄影作品．在课程结束后，我们将会有学生作品展．这个展览最好邀请社区人士来参加，媒体界参加以及同行业来参加．我们还将他们带回到美国展览．就向上次一样也在美国展览了中国学生的作品．让世界来分享中国学生的作品．

Our Goal 项目的宗旨

Below are the goals of Mr. Yan's program:
1) Educate Chinese students in the nature of Western art -- specifically art innovation.
2) Promote mutual understanding and avenues of communication between the people and cultures of China and America.
3) Educate Chinese art students that in being an artist, one should have responsibilities to society -- as human beings, as individuals, and as members of a shared culture, art-making should not be driven by money or success.
4) Bring awareness to societal problems and address the burden of consumption for Chinese and American people as a social responsibility.
5) Provide training in new skills for Chinese art students from American experts in their field through short, intensive instructional sessions.
6) Expand overseas visibility and enhance the international status of Chinese universities and students through publicity and increased media attention.
7) Promote the long history and vibrant culture of Chinese art and design to the world.

阎先生项目的宗旨是：

1） 培养中国学生更深入理解西方艺术教育的本质——艺术创新
2） 增进相互了解沟通
3） 培养中国学生作为艺术家的社会责任感——艺术不单是为商业服务，而是对我们所生活的社会和人类负有责任
4） 艺术家在解决社会问题所赋予的使命．
5） 中美在消费社会中为人类所负担的责任．
6） 快速提高中国艺术学生设计的技能．
7） 扩大中国大学在海外的知名度和提升其国际地位，宣传中国大学，向世界弘扬中国几千年文化对艺术设计之价值。