



Advanced

Fall 2007

Photo+Graphics

Mrs. Robin Peters, Room 710, 383-9320, rpeters@ferndale.wednet.edu

Prerequisite: Successful completion of Intermediate Photo+Graphics

The Course

Advanced Photo+Graphics is the third course in the FHS Photo+Graphics series. This is a repeatable course, meaning that students may take it over and over and still get credit for it. The content of this course challenges students to complete more difficult and complex tasks in photography and graphic design than they have done up to this point. An emphasis is on completing “real world” projects and in creating a collection of quality portfolio pieces. Because the course is repeatable, exact content and projects change each semester and are often based on the students in the course at the time. This allows students to specialize more in the areas of photography and design that interest them most, especially when completing “Choice” projects.

As students progress through this course they will complete a series of units. Generally, each unit has 3 components, one in design, one in digital photography, and one in standard photography. Naturally, these areas often overlap. Instruction and practice is typically followed by a series of lab days during which students work to complete their projects. The plan for this semester is:

The Plan

- Unit 1 Des: Visual Grammar
Dig: What is it?
Film: Architectural & Urban Landscape
- Unit 2 Des: Monogram Reworking**
Dig: Narrative Still Life
Film: Depth of Field Review
- Unit 3 Des: Type Page Design
Dig: Manipulation
Film: Bracketing Shots
- Unit 4 Des: Magazine Advertising**
Dig: Product Photography
Film: Animals & Filter Review
- Unit 5 Des: Business Web Page Design
Dig: Photojournalism
Film: Emulsion Transfer
- Unit 6 Des+Dig: Calendar Design & Production**

What You'll Learn

The student who successfully completes this course will be able to:

- utilize either digital or standard photography to meet specific communication needs.
- manipulate artwork and photos
- utilize industry standard software for design, photography, and artwork.

Grades Are Earned

- develop film, make enlargements to specification and mount prints.
- utilize the design process and apply fundamentals of design in creating “real world” projects that require combining various design elements (i.e. type, photos, artwork, copy).
- describe type and graphics according to industry standards.
- conduct research to gather information for communication purposes.
- write various styles of copy to accompany design work and complete the communication/message.
- incorporate understanding of audience characteristics into advertising
- design a web page.
- mount & present portfolio quality pieces that demonstrate both photographic and graphic design skills and abilities.
- name career and educational options related to photography & graphic design.

Completed quizzes, assignments, and projects will demonstrate whether students have mastered the skills and concepts taught in class. There is no textbook, but the teacher will provide required readings.

Regular attendance and consistent effort are essential to your success in this course. Ample time is allowed for the completion of projects during class, but if you are unable to complete work on time due to illness or other causes beyond your control, see the teacher to make arrangements to get your work in. Also, if you are absent, it is your responsibility to see the teacher regarding missed work. The lab will be open most days before and after school for students who get behind or for those who just want to put in some extra lab time.

The grade you earn in this course is based on the number of points that you accumulate. Each assignment, project or quiz will have a point value and the criteria for the evaluation of each project will be distributed as projects are assigned.

You may earn up to 10 “Daily Points” on days selected by the instructor. These points are earned by being positively and actively involved in classroom activities for the entire class period. Students who are absent (unexcused) will not have an opportunity to make up these points.

You may also earn up to 30 “Workplace Points” in each 6-week grading period. These points are earned for being to class and ready to work on time and for making sure all **unavoidable tardies and absences are excused through the attendance office**. Unexcused tardies “cost” 5 of these potential points and unexcused absences “cost” 20 (!) of these points. If you are absent or tardy, make sure to get excused through the attendance office. Failure to do so could have a negative effect on your grade! (One exception: If you are **less than 10 minutes** late and have a note from an FHS teacher/staff member, come directly to class with that note and your tardiness will be excused.)

Late Work

Deadlines are important in the world of work, especially to photographers and graphic designers. Deadlines are also important in this course. Late work will be docked, and after a given time will no longer be accepted. If work is late due to technical difficulties that are beyond your control in the classroom, exceptions will be made and announced in the classroom. Late work will also be accepted if the student concerned has been ill (excused) or unable to attend school (excused) and makes arrangements with the teacher. Students who are absent (unexcused) will receive no points for work completed in their absence. Work (larger projects) turned in late because of this absence will automatically be docked points (10%-50%).

Grading Scale

Letter grades will be assigned as follows:

93-100%	= A	80%	= B	67%	= D+
90%	= A-	77%	= C+	60%	= D
87%	= B+	73%	= C	under 60%	= F
83%	= B	70%	= C-		

Expected Behavior

- Respect the personhood and property of others.
- All school rules apply: no hats, follow the dress code, keep cell phones and ipods, etc. put away unless you have special permission to take them out.
- Keep the classroom/lab a clean & safe place.
- Be in class on time and prepared to work. Always bring paper, pen/pencil and class handouts. Check the white board for class start-up instructions.
- Use the restroom before class. When unavoidable, you will be allowed to use the restroom during class time.
- Permission to leave the classroom for any reason (shooting, restroom, etc.) is permission to leave the classroom for that purpose only. Students must always have a pass from the teacher and sign out when leaving the classroom.
- All school rules apply as regards attendance and tardies. Please note that an unexcused tardy of more than 10 minutes will count as an unexcused absence. The first time you are tardy you will get a warning and/or a call home by teacher. A second tardy will result in required after-school Study Table time. A third tardy will result in a referral to the school administration. **DON'T BE LATE!**
- **NO FOOD OR DRINK** of any kind is allowed in the classroom/lab areas! A sealed water bottle is acceptable only in the area designated by the teacher.

Consequences

- Violation of class rules will result in the following progression of consequences:
 1. verbal warning
 2. parent notification
 3. detention (with the teacher or through the referral process)
 4. referral to a principal for discipline
- In the case of a serious violation of the rules, steps 1-3 may be skipped and the student will be immediately referred to a principal for discipline.
- Abuse of hall pass privileges will result in a loss of the privilege to leave the room during class time for any reason.
- Besides detention/referral, unexcused tardies and absences will result in the loss of workplace points and may result in a loss of daily points and assignment or project points.

Lab Fee

There is a **\$15.00 lab fee** for this course. **This fee must be paid in the ASB office as soon as possible!** The lab fee covers various supplies used in class (darkroom and digital photo paper, inks, chemicals, batteries to keep our digital cameras running, etc.) If the lab fee is a problem for you, please see Mrs. Peters about it as soon as possible.

Supplies & Equipment

Required Supplies

- a folder (expandable?) or pee chee just for this class to hold photos, negatives, handouts, etc.
- a large manila envelope (recycle one from home) to turn in your photo work

Required Equipment

- a 35mm camera (manual is best, automatic is okay, but APS will not work for us). You will NOT need to have your camera at school all the time, only as announced. IF you do not have a camera, borrow one from a relative or friend who will allow you to keep it all semester. IF you are not sure if your camera is the right kind, then bring it in and I will check it for you. IF you cannot find someone to borrow a camera from, you will need to purchase one. In this case, do not invest in an expensive camera, instead, get an inexpensive automatic 35mm camera to use for now. Get some experience before making an investment! Also, you might consider looking for a camera at a garage sale. If for some reason you are still unable to get ahold of a camera to use, I will have a few cameras in classroom that students may use during class time only.
- You may choose to use your own digital camera for class if you like, however, you do NOT have to have one of your own. Digital cameras will be provided for use during class time.

Recommended Supplies

- A "lab shirt" to protect your clothing
- Colored pens or pencils