PHOTOGRAPHY AND NEW MEDIA COURSE DESCRIPTIONS 2020-2021

Photography and New Media Courses

ACCF PTHP 190: History of Photography – *spring semester only*

ACCF PTTT 190: Traditional Photographic Techniques – *fall semester only*

ACCF PTDP 190: Digital Photography I – *fall semester only*

ACCF PTDP 290: Digital Photography II – *spring semester only*

ACCF PTBD 190: Basic Design – *fall semester only*

ACCF PTGD 190: Graphic Design

ACCF PTHM 490: History of Mass Media – *fall semester only*

ACCF PTDI 290: Digital Image Elaboration

ACCF PTCH 290: Chromatology – *spring semester only*

ACCF PTLT 290: Photographic Lighting Techniques – *fall semester only*

ACCF PTNM 290: New Materials Technology – *spring semester only*

ACCF PTLP 390: Landscape Photography – *fall semester only*

ACCF PTFP 390: Fashion Photography

ACCF PTPO 390: Portraits – *spring semester only*

ACCF PTGL 390: Graphic Layout

ACCF PTSL 390: Still Life – *spring semester only*

ACCF PTIE 390: Interior and Exterior Photography – *fall semester only*

ACCF PTWD 390 Web Design I

ACCF PTWD 490 Web Design II

ACCF PTPJ 490: Photojournalism

ACCF PTPP 490: Photography Portfolio

ACCF PTVW 490 Video Works I – *fall semester only*

ACCF PTVW 590: Video Works II

ACCF PTVW 690 Video Works III

ACCF PTHP 190: History of Photography – *spring semester only*
The objectives of the course are to provide students with the necessary background in order to understand the important social and artistic role that photography has played in the history of communications and to build the students' observational skills so that they will look at photographs in an active, critical way, understanding the photographer's ideas and the historical/ cultural/social context of the image. The program aims at illustrating the different ideas of photography developed over time, identifying trends and prevailing practices. Particular attention is paid to the transformations that the idea of photography has undergone in recent times, from digital pictures to contemporary art. The theoretical and conceptual study is complemented by the analysis of visual language, by the critical examination of the technical and aesthetic elements of photography in its development.

ACCF PTTT 190: Traditional Photographic Techniques – *fall semester only*
The objective of this course is to complete the student's introduction to the analogic (and even non-analogic) photography basics: composition, exposure, black and white film developing and printing. During the course each student will produce an individual body of work with an assigned theme. The result of this photographic research shouldn't be a "collection of single shots", but rather a coherent body of work, developing a clearly defined subject, through an adequate visual strategy. Each student will have to explain his/her project in detail: the research, the visual suggestions and the narrative strategies adopted, the possible extra equipment employed, the work schedule. Students will take photographs outside of class time and will develop and print them at school. There will be individual and group reviews during the course and a final group review at the end. Students will learn and practice procedures of black and white film development and printing.

ACCF PTDP 190: Digital Photography I – *fall semester only*
The fundamental aspects of digital photographic technique (shooting, composition, light) will be introduced through theoretical lessons and collective exercises. Some basic skills of archiving and image elaboration will be provided to help students manage their projects during the course. The second half of the course will present the main fields of photography: reportage, portraiture, artistic photography, commercial photography.

ACCF PTDP 290: Digital Photography II – *spring semester only*
The course content will include digital color on different supports, file typologies and characteristics and file archiving with Adobe Bridge and Adobe Lightroom software. The second half of the course will focus on a detailed and applied study of Adobe Photoshop software.

ACCF PTBD 190: Basic Design – *fall semester only*
This course aims to lay the foundations for correct planning in the design field. The objective of this course is to introduce the student to the world of design by way of original and experimental exercises and critical reflection. Through the study of the fundamental categories of design planning such as the study of Unity, Emphasis, Proportion, Balance, Rhythm, Color and other principles, the student will subsequently complete drawings related to personal research carried out on these principles, created with any expressive technique, and with the final objective of a good design that includes the interaction of form and function.

ACCF PTGD 190: Graphic Design
This course will include a study of images, of their significance and the dimensions with which the creative or graphic designer can play in order to communicate an idea. Analysis and principles will be explored in depth as well as distinctive aspects of the actual work and creative process of graphic artists. During the class students will create a brand (invention) by studying the client, the type of service offered, the particular message that should be transmitted and finally, the creation of the corporate identity. Through completion of these projects, several important aspects of the world of advertising and graphic design will be explored, as will the standard methods used by agencies in order to successfully develop ideas, such as: brainstorming, the investigation and creation of a brand and corporate identity and finally, the use of digital technologies.

ACCF PTHM 490: History of Mass Media – *fall semester only*
The course provides an introduction to the various issues related to modern mass communication and consists of an interdisciplinary overview of the traditional media (press, photography, radio, cinema, television) and new media (computer, internet). Class topics include the history of the media, their socio-cultural influence and the evolution of specific forms and techniques. The course also discusses the main theories about the media and provides students with the critical tools to face the complex world of mass communication in a conscious and personal way.

ACCF PTDI 290: Digital Image Elaboration
The course includes an in-depth analysis of digital photographic images together with a technical and critical approach to postproduction. It begins with an analysis of the IT characteristics of digital images and continues with the study of photo management and elaboration/processing software.
Topics will include digital color, file typologies and characteristics, Adobe Bridge® browser and backup systems. We will study raw file development in depth, using Camera Raw® interface and Adobe Lightroom® software as an on/offline manager, as a development software and as an output tool. The second half of the course will focus on a detailed and applied study of Adobe Photoshop® software including interfaces, menus, instruments, selections, channels, layers, layer masks and filters.

ACCF PTCH 290: Chromatology – *spring semester only*
This course aims to introduce fundamental theoretical and practical concepts of color as it is used in photography. It examines the physical and digital features of color – its psycho-perceptual, symbolic, cultural and semiotic aspects as it is applied to artistic, communicational and photographic environments.

ACCF PTLT 290: Photographic Lighting Techniques – *fall semester only*
The objective of this course is to demonstrate the fundamental importance of lighting in visual and photographic imagery and the characteristics of different types of lighting so that students can use them according to their own photographic purposes.

ACCF PTNM 290: New Materials Technology
The aim of this course is to provide students with the background knowledge and technical skills to create and publish a photography project using a smartphone exclusively. The final project will be completely shot, post-produced, edited and published using only the smartphone (CMS websites

with mobile interface, blogging platforms, photo presentation and sale platforms, social networks for photographic purposes).

ACCF PTLP 390: Landscape Photography – *fall semester only*
This course aims to introduce students to the technical knowledge of large format photography along with the typical language of landscape photography, which will be learned through the study of the main features of architecture and of historic Italian landscape painting, as well as examples of landscape photography throughout history.

ACCF PTFP 390: Fashion Photography
This course aims to provide students with the cultural and technical tools needed to design and direct the production of photographic images for the world of fashion, whether as art directors of their own collections or as stylists for fashion shoots and advertising campaigns During the course, various topics related to the language of photography will be discussed, in addition to the principles of art direction and the research of trends for the proper construction of photographic fashion images.

ACCF PTPO 390: Portraits – *spring semester only*
The course aims to introduce the students to contemporary portrait practices and to basic portrait lighting techniques, adding to their visual encyclopedia and contributing to their portfolios. A significant part of the course will be dedicated to basic artificial lightening techniques. Students will create a coherent body of work developing a clearly defined subject through an adequate visual strategy.

ACCF PTGL 390: Graphic Layout
This course offers an in-depth study of graphic advertising. Students will work on practical graphic advertising exercises: advertising posters, leaflets/flyers, brochures, etc. In this theory/practical course, students will learn to work with graphic formats commonly used in the professional market. Students will learn to understand and respond to the expectations of their future clients/company and also learn to manage graphic and communicative advertising in a professional setting.

ACCF PTSL 390: Still Life – *spring semester only*
The course aims to analyze the different aspects of still life photography, analyzing, on the one hand, the technical/ commercial language and, at the same time, the aspect of creative planning.

ACCF PTIE 390: Interior and Exterior Photography – *fall semester only*
This course aims to introduce students to the technical knowledge of large format photography along with the typical language of architectural photography. This path will be developed and discussed with the help of exercises throughout the duration of the course.

ACCF PTWD 390: Web Design I
This course introduces the tools and programs used to develop websites in order to promote different kinds of companies. Students will learn how to design and create a website taking into consideration the internet network requirements, the internet communication needs and the location of information for internet users. Students will be encouraged to work on their own projects in order to develop their personal fields of interest.

ACCF PTWD 490: Web Design II
This class continues to guide students through the design, promotion, and successful launch of their own personal portfolio website, showcasing their works as students and serving as a continuously updatable platform for their professional career.

ACCF PTPJ 490: Photojournalism
This course will discuss criteria which define news or general interest stories, as well as the guidelines for a correct narration. The various languages of photojournalism will be analyzed, such as news, reportage and story-telling. Topics will include the markets of photojournalism, the relationship with agencies, free-lancers, work and the making of an assignment. The second half of the course will be dedicated to shooting techniques in photojournalism, file handling and postproduction. It will discuss the organization of work, including professional ethics as well as the rights and duties of photojournalists.

ACCF PTPP 490: Photography Portfolio
The purpose of the course is to introduce the student to the world of work: helping them to select an area of specialization and gain an understanding of its requirements, guiding the student in creating and producing a professional portfolio suitable for the specific chosen field of work. The course aims to be an open space for meeting and discussion, a reference point for the autonomous development of a high profile photographic project/projects that students will develop during the fifth and sixth semesters as final projects. The course orbits around 4 meetings each semester, with photographers, curators and photo editors who will be invited to present the singularity of their own area of work.

ACCF PTVW 490: Video Works I – *fall semester only*
During this course, students will be exposed to all aspects of the production cycle from pre-planning to post production. They will learn to create a video project starting from a storyboard. The second part of the course is structured on two levels. On the one hand, the theoretical lessons foresee a detailed study of editing. On the other hand, practical exercises will consolidate and increase the student's knowledge. The course will introduce students to specific editing software, through practical exercises, and with the typical language used to create a story through images.

ACCF PTVW 590: Video Works II
This course aims to impart technical knowledge of specific editing software (Adobe Premiere) through practical exercises and with the typical language used to create a story through images. Lectures will involve a detailed study of editing, and practice exercises will consolidate and increase student's knowledge of video works.

ACCF PTVW 690: Video Works III
This course aims to impart a more advanced technical knowledge of specific editing software (Adobe Premiere) through practical exercises and with the typical language used to create a story through images. Students will: apply basics concepts in non-linear video modification, film direction and digital sound editing; shoot, capture, edit , and output short video projects; organizing footage and editing it into a coherent sequence; set-up and shoot these short video projects using a variety of ap-

propriate chamber angles , shots, and framings; apply techniques for establishing or breaking continuity in a video sequence; edit a video sequence to synchronize it to a musical soundtrack or a dialogue and apply a variety of techniques for compressing or expanding the perception of time in a video sequence.