

Photography Concepts

Midterm Project

Review your photographs up to this point. Choose six to seven categories to organize your best photographs. For example:

Flash and Natural Lighting
Categorical Photography
Macro Photography
Depth of Field
Action Photography
Portrait Photography
Shooting RAW Photographs

Create folders with your chosen titles, page numbers or spread numbers within your Midterm folder and drop (to copy option drag them in) ten or so of your best pictures in these folders. Utilize Bridge to help you maintain your File Management System. Once you place these in the appropriate folders, you now can easily navigate to them to begin creating your pages for your pamphlet. This pamphlet can be any type of pamphlet you choose to create. Some examples are a calendar, an ongoing info graphic, a magazine article, a picture book, or a brief. These are to be completed with the image editing tools available to you here at Fairmont State University and Pierpont. Do not buy extra software; it is not necessary. I have scheduled appropriate lab times to accomplish this. By midterm, you should have completed 5-6 spreads, and a book cover for a pamphlet. Make this pamphlet cohesive. Match up typefaces and font families, colors, layouts, and margins from one spread to the next. This pamphlet must incorporate tasks that you have learned to this point about photography. It must include EXIF, META and photographic techniques taught in this course. Demonstrate your knowledge of photography as it is applied to the task at hand. All artwork and photographs must be yours and all other resources cited. Do not title this Photography Concepts 2240 or do not make in reference that this is a class project. Treat it as self promotion as if you were using it in a portfolio. The key to success with this is to keep organized and stay on task. Always back up your files and change your file names from one edit to the next if you are indecisive. Use the suggested tutorials in the assignments to generate ideas and make your spreads. Be creative. Take time to experiment with a variety of layouts. Make sure you have corrected your photographs during post processing if they need it. (You have a number of options for post processing a photograph: iPhoto, Preview, Bridge and Photoshop are just a few of them.) You may also use open source applications such as GIMP or Scribus.

You can:

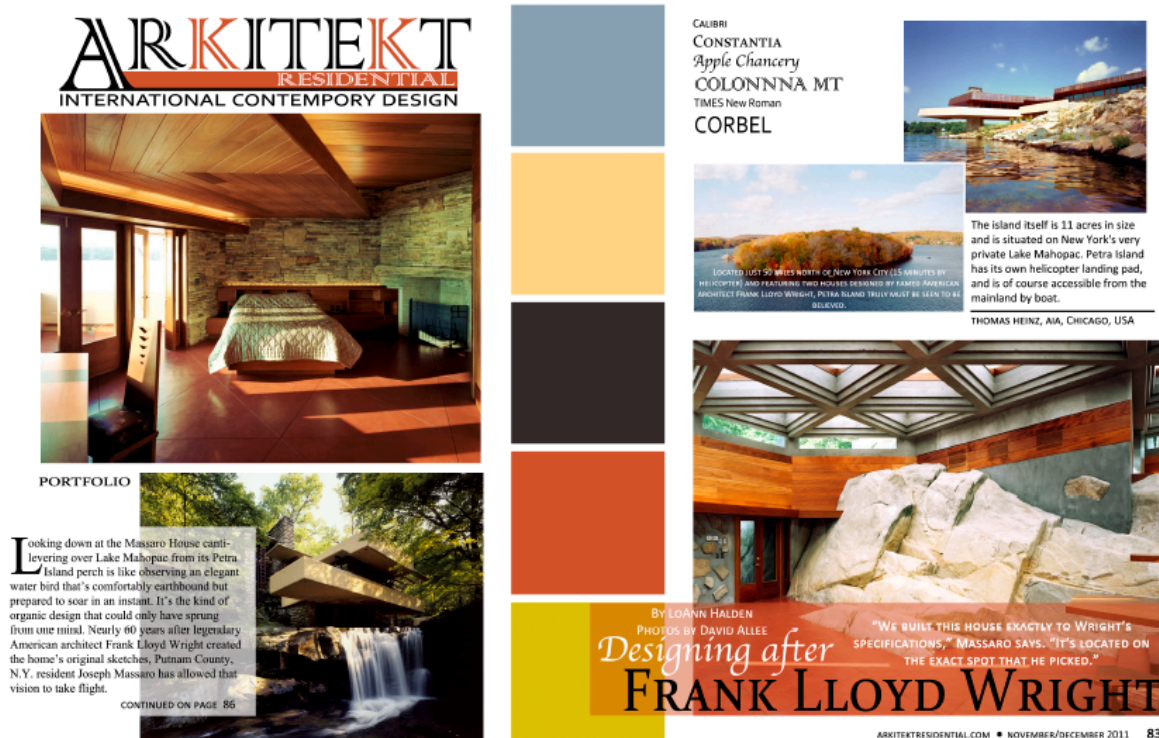
Burn s DVD and make a DVD Cover,

Publish this electronically,

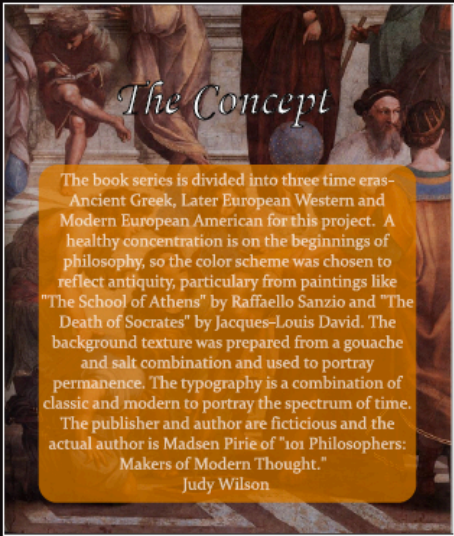
Or print this for presentation to your instructor once you are finished.

Use an innovative way (besides screen shots) to publish this. It will depend on how you originally set up this spread as to what options are available to present. Turn in a Design Brief, Design Grid or a Styles Sheet with the project and turn it in on **3/7 at the beginning of class. WARNING-DO NOT** wait until the last minute to burn your DVD, print the pamphlet, or upload it. It may take over 1/2 hour to burn or upload to the appropriate site and all print jobs should be preprinted or peer reviewed.

Example of a Styles Sheet:




Example of a Design Brief:




The Concept

The book series is divided into three time eras—Ancient Greek, Later European Western and Modern European American for this project. A healthy concentration is on the beginnings of philosophy, so the color scheme was chosen to reflect antiquity, particularly from paintings like "The School of Athens" by Raffaello Sanzio and "The Death of Socrates" by Jacques-Louis David. The background texture was prepared from a gouache and salt combination and used to portray permanence. The typography is a combination of classic and modern to portray the spectrum of time. The publisher and author are fictitious and the actual author is Madsen Pirie of "101 Philosophers: Makers of Modern Thought."
Judy Wilson



LEW	The Great Philosophers: Descartes	AUTHOR REED
LEW	The Great Philosophers: Hegel	AUTHOR REED
LEW	The Great Philosophers: Hobbes	AUTHOR REED
LEW	The Great Philosophers: Hume	AUTHOR REED
LEW	The Great Philosophers: Rousseau	AUTHOR REED
LEW	The Great Philosophers: Schopenhauer	AUTHOR REED
LEW	The Great Philosophers: Spinoza	AUTHOR REED
MEW	The Great Philosophers: Russell	AUTHOR REED
MEW	The Great Philosophers: Satre	AUTHOR REED
AG	The Great Philosophers: Aristotle	AUTHOR REED
AG	The Great Philosophers: Plotinus	AUTHOR REED
AG	The Great Philosophers: Plato	AUTHOR REED
AG	The Great Philosophers: Socrates	AUTHOR REED
AG	The Great Philosophers: Thales	AUTHOR REED

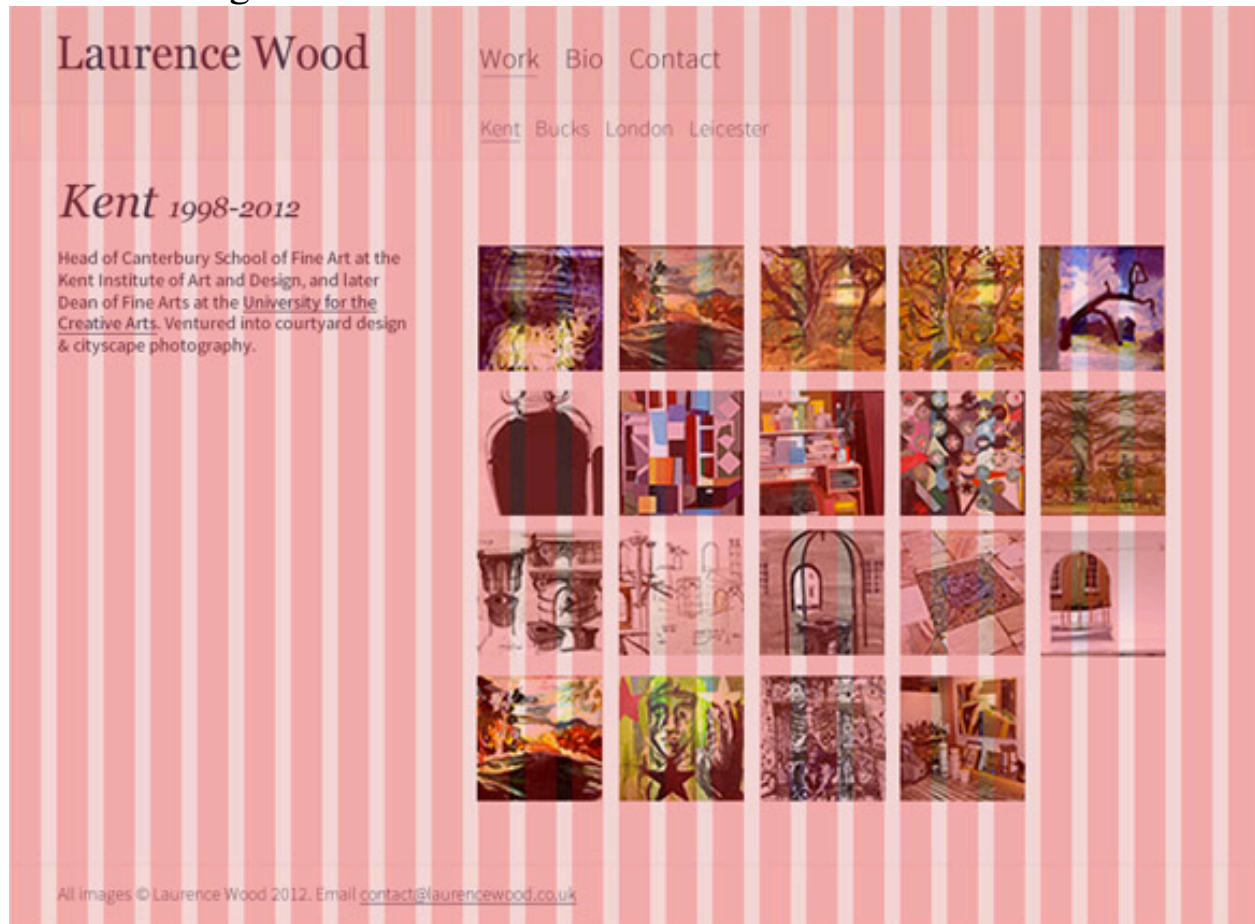


LEW The Great Philosophers: Karl Marx

AUTHOR REED

This example is actually a combination of a design brief and a styles sheet. Pay attention to the left side to understand what a brief should contain.

A Design Grid is a Template with highlights in place of text, placeholders where pictures should be generally placed and column spaces set. Page numbers, color swatches and printers' marks may be demonstrated on a grid-Example of a Electronic Design Grid:



<http://www.zdnet.com/web-design-stuck-on-the-grid-7000005240/>

<http://contentsmagazine.com/articles/made-to-measure/>

10

MIDTERM PORTFOLIO RUBRIC

Concepts Level	0	1-2	3-4	5-6	7-8	9-10
Skill Set	Student does not apply the proper tools	Student fails to meet proper use of the tools	Student uses the tool but does not complete the task	Student uses the tool improperly but completes the task poorly	Student uses the tool properly completes the task with some awareness	Student uses the tool(s) properly with excellent awareness
Presentation	Student does not present	Student starts the presentation then does not finish	Student completes the presentation poorly using applications wrong	Student completes the presentation with missing elements	Student completes the presentation with in-cohesive ness	Student completes the presentation with co-hesive ness
Originality	Student does not complete the portfolio	Student completes the portfolio partially and follows only by example	Student completes the portfolio with no originality	Student completes the portfolio but only shows originality in very few pieces	Student completes the portfolio with originality but missing elements	Student completes the portfolio with originality and no missing elements
Application	Student does not demonstrate proper applications	Student only demonstrates few applications	Student demonstrates the applications in error	Student demonstrates the applications with some error	Student demonstrates the applications but does not expand on use	Student demonstrates the applications with ease and expansion
Deadlines and Time Management	Student fails to meet proper due date or does not complete the assignment	Student turns in incomplete assignment to meet the deadline	Student turns in complete assignment on time but the work is weak in all other categories showing no attention to detail	Student turns in complete work on time but fails to meet skills task at hand	Student meets the deadline with the task at hand complete but no initiative to improve	Student meets the deadline with the task at hand complete and initiative to improve.

Use this Rubric to understand further your areas of concentration.

By the way, the following is also an example of a midterm exam for this class:

Photographic Concepts 2240

Midterm Exam Sample

Name: _____

Complete the sentences, answer all questions completely and illustrate and explain where needed.

(20) 1. What do the following acronyms signify and mean?

SLR

EXIF

ISO

EV

USB

AEB

PPI

FE

AF

WB

(1) 2. Latin words, literally translating to "dark room", which describes the action of light from a pinhole seen in a darkroom on an opposite wall as an inverted image is _____.

(2) 3. Who has been recorded as producing the first photograph and what did he call his process?

(2) 4. Who brought photography to the masses and what was his slogan?

(2) 5. Describe photojournalism. How did this term come about?

(1) 6. Why is it better to have a 6-megapixel camera verses a 2-megapixel?

(2) 7. Out of the two image sensors discussed in the book, list the acronym for one. What is an image sensor?

(1) 8. 20-35mm is a _____ angle lens.

(1) 9. Anything over 100mm is thought to be _____.

(1) 10. What type of removable memory do most cameras utilize today? No acronym please.

(1) 11. Most cameras come with a _____ flash.

(1) 12. What is a typical range for a flash to work?

(1) 13. This mode pre-flashes the subject to try to minimize reflected light.

(1) 14. _____ flash reduces shadows outdoors or in otherwise adequate lighting when the flash might not fire.

(1) 15. _____ flash mode fires at the end of a long exposure and is mostly used so that light trails the subject in a night photograph.

(1) 16. Images can be transferred from a camera to a computer by a _____.

(2) 17. Name the types of viewfinders found on a digital camera.

(10) 18. What is a way to batch process photographs for web sharing on a Mac Computer?

(1) 19. _____ layers used to edit an image in Photoshop may be added and then turned off to prevent altering the original image.

(1) 20. A _____ image is a combination or stitching of 2 or more photographs.

(1) 21. Which of the two types of viewfinders on a digital camera is the most accurate gauge of the potential image?

(2) 22. It is good to have an extra _____ and extra _____ when you plan to go on a shoot.

(1) 23. _____ memory cannot be removed from the camera and is not recommended for picture taking purposes all the time.

(2) 24. What are the two distinct control systems on a digital camera?

(1) 25. A _____ protects the image sensor from being exposed when the camera body is stored away without the lens.

(1) 26. What makes a lens more expensive than another?

(2) 27. What do silver halide and Image sensors have in common? What is silver halide?

(1) 28. The size of the camera's aperture _____.

(2) 29. A wide aperture _____ A small aperture _____.

(2) 30. What does Tv signify? What is this setting used for?

(2) 31. State two good situations that call for increasing the ISO setting on a digital camera.

(1) 32. In bright sunlight, set the lens opening to f/16 and the shutter speed to the reciprocal of the ISO: The Traditional _____
_____.

(2) 33. The logic behind the camera's automatic settings: The photographer wants to take a picture using the _____ available shutter speed to minimize camera _____ and motion blur from objects moving inside the picture.

(6) 34. Name three common metering modes and explain their differences.

(3) 35. What is bracketing? What are two features on a digital camera that can be bracketed?

(1) 36. What are sweet spots?

(3) 37. Out of the nine compositional rules explain three of them.

(2) 39. Two ways to use flash:

(1) 40. _____ can take the place of an external flash for a photographer.

(2) 41. Define noise. How do photographers eliminate noise?

(1) 42. Another name for close-up photography is _____
photography.

(1) 43. A _____ tripod works well with indoor and close-up photography.

(1) 44. What line of sight takes better close-up photography?

(1) 45. What is the best way to prevent motion blur and camera shake, hint: use a _____.

(5) 46. What is a digital darkroom? What does a digital darkroom contain? Name the advantages of a digital darkroom over a traditional darkroom.

The numbers in parenthesis are the point value on the original exam total. You may complete this and turn it in for 5 additional bonus points on your midterm project.