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ART 350

An Introduction to creative problem solving and visual literacy using the camera as a tool of exploration.

Week 1. Orientation, equipment and course requirements. Bring your camera to the next three classes. Film cameras should be unloaded.

Week 2. Lecture: The Camera.

Week 3. Lecture: Assignment #1 - Elements of the Scene: Line, Shape, Texture, Pattern. Demo: Loading a slide projector and transporting digital images from your camera to the class computer.

Week 4. First assignment due: Critique of Assignment #1. Load the projector/class computer with no more than 4 images each of: Line, Shape, Texture, Pattern, in this order. This and all slide assignments will be stored in a thin folder and given to me at the end of class. The slide should be in a clear slide page with your name and assignment written on each slide. Digital images will be kept on the class computer for the semester.

Week 5. Lecture: The Museum Report & Assignment #2 - Color Bright/Strong/Intense and Muted/Subtle/Quiet Color.

Week 6. Color - Critique.

Week 7. Lecture: Assignment #3 Fragment/Vantage Point.

Week 8. Fragment/Vantage point- Critique.

Week 9. Lecture: Assignment #4 Depth: Near/Far Depth, Linear Perspective.

Week 10. Critique. #4 Depth -Near/Far Depth, Linear Perspective.

Week 11. Lecture: Assignment #5 Relationship.

Week 12. Relationship- Critique.

Week 13. Lecture: Assignment #6 Human form/Portrait. Slides: Elliot Erwitt/Portraits.

Week 14. Assignment #6 Human form/Portrait Critique.

Week 15. Assignment #6 Digital photography overview.

Week 16. Exam review.

Week 17. Exam-- 200 points Have your Scantron Sheet and Pencil Museum report due--200 points. Final. Binder, graded test, graded museum report all returned.

Assignments

1. Elements of the Scene:100 points

Line
Shape
Texture
Pattern

2. Color: 100 points

Color: Bright/Strong/Intense
Color: Muted/Subtle/Quiet

3. Fragment/Vantage point:100 points

4. Depth: 100 points

Near/Far Depth
Perspective Linear

5. Relationship:100 points

6. Portrait/Human Form:100 points

7. Exam. 200 points

8. Exhibition report.200 points

Supplies

- Textbook: Photographic Composition: Guidelines for Total Image Control through Effective Design. Tom Grill and Mark Scanlon AMPHOTO, 1990
- **6 -8 rolls of Fujichrome, ASA 200**, 24 or 36 exposure, or any **E6 daylight film**. (For film users)
- **10 clear plastic slide pages**. (For film users)
- A **super thin (1/2") folder** to house your slide pages, handouts, notes and assignments.
- A **Scantron sheet** and **#2 pencil**. (Bookstore)

Processing for color slide and negative film.

New Lab (Best E6/C41 lab in the Bay Area) **Robyn Color** (Dip/Dunk Film Processing)

651 Bryant. Between 4th & 5th.
San Francisco, CA
(415) 905-8555

870 Harrison St.
SF, CA (www.robyncolor.com)
(415) 777-0580

2. Retail Suppliers for film, paper etc..

Kaufmann's Cameras
555 San Mateo Ave
San Bruno, CA
(650) 588-2886

Kaufmann's Cameras
154 W 25th Ave
San Mateo, CA
(650) 574-3429

Calumet

2001 Bryant St. (Between 18th & 24th.)
San Francisco, CA
(415) 643-9280

Keeble and Shuchat

290 California DR.
Palo Alto CA.
(650) 327-8996

Adolph Gasser

181 Second Street.
San Francisco, CA (415) 495-3852

Bear Images

417 Lambert Ave
Palo Alto 94306

3. Galleries and Museums**Robert Koch Gallery**

49 Geary St.
San Francisco CA
(415)421-0122

Frankel Gallery

49 Geary St.
San Francisco, CA
(415) 981-2661

Oakland Museum

1000 Oak St.
Oakland, CA
(510) 834-2413

S.F. Museum of Modern Art

151 Third St.
Between Mission and Howard
San Francisco, Ca. (415) 357-4000

4. Camera Repairs.**International Camera Technicians**

720 Villa (Between Castro and Hope streets)
Mountain View, CA
(650) 961- 5825

Grade Sheet

Make this the first sheet in your binder

Name _____

Assignment #1 **Elements of the Scene:**

Line _____

Shape _____

Texture _____

Pattern _____

_____/Grade.

Assignment #2 **Color:**

Color: Bright/Strong/Intense _____

Color: Muted/Subtle/Quiet _____

_____/Grade.

Assignment #3 **Fragment/Vantage point:**

Fragment _____

Vantage point _____

_____/Grade.

Assignment #4 **Depth:**

Near/Far Depth _____

Perspective Linear _____

_____/Grade.

Assignment #5 **Relationship:**

_____/Grade.

Assignment #6 **Human Form/Portrait:**

Human form _____

Portrait _____

_____/Grade.

Exam.

_____/Grade.

Exhibition report.

_____/Grade.

_____/Final grade.