

Ferré Rangel School of Communication

SYLLABUS

TITLE:	Negative, Printing, and its Digital Application
CODE:	FOT 115
PREREQUISITE:	N/A
REQUISITES:	35mm SLR camera with manual measurement system
CREDITS:	3 credits 45 weekly hours 1 term 80 analogue lab hours

DESCRIPTION

Study of the theoretical and technical foundations of black and white photography and its application to digital language. Practical experience in the use of 35mm equipment and sensitive materials. In addition, it emphasizes the behavior of natural light, the development of basic developing and printing techniques, and the aesthetic appreciation of photographic works. Requires 35mm SLR camera with manual measurement system and analog laboratory.

JUSTIFICATION

The basic knowledge of photographic techniques in Visual Communication is essential for those students who aspire to be communication professionals. The language of photography is one of the most effective means of communication to convey a clear and precise message at any cultural level without language barriers. Effective communication through photography entails the proper handling of photographic equipment, as well as knowledge about the behavior of light and sensitive materials. It also requires the development of aesthetic, critical, and self-critical capabilities to evaluate the quality of the image and its effectiveness. This balance of knowledge, skills, and attitudes is of vital importance in the training of a photographer as a professional and human being.

COMPETENCES

The course develops the following competences in students:

- **Communication**
- **Critical questioning**

OBJECTIVES

After completion of the course, students will be able to:

1. Apply the basic concepts for narrating a story through an image or a series of images.
2. Use the various styles of natural light and composition.
3. Implement different techniques for recreating various photographic styles.
4. Operate the basic mechanisms of a camera.
5. Employ the basic film development techniques.
6. Adapt to the different basic printing techniques for RC paper.

CONTENTS

I. Visual Culture

- A. Importance of the image in contemporary and postmodern society
- B. The image's impact on the viewer
- C. The use of the image as an agent of change
- D. Narrating a story through an image or a series of images

II. Theory of Light

- A. Basic principles of natural light
- B. Quality and direction

III. Composition

- A. Elements of the composition
- B. Control of details and perspective
- C. Rules of thirds
- D. Dominant lines
- E. Use of space

IV. Photo Styles

- A. Short shutter time
- B. Long shutter time
- C. Panning
- D. Depth of field
- E. Selective focus
- F. Portrait photography
- G. Animal photography

- H. Sport and events photography
- I. Architecture photography
- J. Social interest
- V. Analog and Digital Camera Components
 - A. Parts of the camera
 - 1. Manual
 - 2. Electronic
 - 3. Digital
 - B. Shutter system
 - 1. Definition
 - 2. Speed scale
 - a. Short shutter time
 - b. Long shutter time
 - c. Panning
 - C. Diaphragm
 - 1. Definition
 - 2. F-number
 - a. Depth of field
 - b. Selective focus
 - D. Exposure
 - 1. ISO, Shutter speed, and f-number
 - 2. Exposure bracketing
 - E. Light metering
 - 1. Reflective light vs. incident light
 - 2. Metering modes
 - a. Evaluative
 - b. Partial
 - c. Center-weighted and spot
 - F. Photo lens
 - 1. Definition
 - 2. Focal length and its uses
 - a. Normal
 - b. Wide-angle

- c. Telephoto lens
- d. Zoom
- e. Macro

VI. Film development process

- A. Developing procedures in metal tanks
- B. Evaluation of negatives
- C. Proper storage of negatives
- D. Characteristics of film
- E. ISO effect

VII. Printing process

- A. Parts of the enlarger
- B. Parts of the timer
- C. Process for making datasheets
- D. Process for making prints
- E. Basic “dodging” and “burning in” techniques
- F. Basic touch-up
- G. Characteristics of RC paper

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Procedure-oriented coaching
- Multimedia presentations
- Classes demonstrating a technique’s theoretical and practical aspects and analogue laboratory
- Demonstration and practical exercises assigned to the student
- Projects
- Teamwork
- Self-evaluation
- Peer evaluation

EVALUATION

Compositions	10%
Partial assignments	30%

Final project or exam	30%
Participation	<u>30%</u>
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

BIBLIOGRAPHY

- Anchell, S. (2015). *The Darkroom Cookbook. [Alternative Process Photography]* (4th ed.). Routledge.
- Davis, H. (2017). *The Photographer's Black and White Handbook: Making and Processing Stunning Digital Black and White Photos*. Monacelli Studio.
- Kimmerle, C. (2015). *Black & White Artistry: The Creative Photographer's Guide to Interpreting Places and Spaces*. Amherst Media.
- Manuwal, J. (2016). *The Film Photographers Processing Log Book: A Basic Checklist*. CreateSpace Independent Publishing Platform.
- Marquardt, C. & Andrae, M. (2016). *The Film Photography Handbook: Rediscovering Photography in 35mm, Medium, and Large Format*. (1st ed.). Rocky Nook.
- Read, M. (2018). *Mastering Bird Photography: The Art, Craft, and Technique of Photographing Birds and Their Behavior*. Rocky Nook.
- Sammon, R. (2015). *Rick Sammon's Creative Visualization for Photographers: Composition, Exposure, Lighting, Learning, Experimenting, Setting Goals, Motivation and More*. Focal Press.
- Sampson, M. (2015). *Dark Room Photography Guide #1: How to Make Your Own Dark Room and Set Up Darkroom Equipment*. [Kindle DX]. Amazon.com.
- Wagner, K. (2018). *300 Photography Tricks: Learn How to Shoot Photos Like a Pro*.

Independently published.

For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC HONESTY, FRAUD, AND PLAGIARISM

Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a zero in the evaluation and/or repetition of the assignment, an F(*) in the course, suspension, or expulsion as established in the document *Política de Honestidad Académica* (DAEE 205-001) effective in August 2005.

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