Instructor: Allen Morris  
Office: Mitchell B78  
Office hours: M/W 3:00 – 4:00 PM or by appointment.  
Email: morrisab@uwm.edu

Course Prefix: ART  
Course #: 350  
Section: 801  
Course Title: Visualizing Ideas in Photography  
Credit Hours: 3.00

Building: Mitchell Hall  
Room: B51  
Meeting days and times: T/TH 8:00 A.M – 10:30 A.M.

Course Description:  
Addresses critical theory and practices in photography, along with the aesthetic and technical challenges of digital photography and color capture, concentrating on camera operation, digital workflow practice and digital printing.

Pre-Requisites:  
Art 108, Art 118 or Film 117, Art 253, Art 212, Art 221, or Art 291; & admission to Art & Design program or Pre-Film/Film program or Inter-Arts/IAT program; or instructor consent.

Course Structure:  
Class sessions will be devoted to lectures, discussions, critiques, technical demonstrations, lab days, and field trips. Students will receive feedback on their work in the form of group critiques, as well as written evaluations of each assignment and individual meetings with the instructor throughout the semester. Students are expected to actively participate in all aspects of the class, including online activity and reading assignments. Critique is the primary component of the course and will take place regularly throughout the semester. At each critique students will be responsible for having a pre-determined number of new prints/works ready for review. The amount of required work will initially be determined by assignment, followed later in the semester by a quantity agreed upon between the instructor and student. This 3-credit course meets for 5 hours per week during the semester. Students are expected to devote an additional 6 hours per week outside of class to studying and working on assignments in order to achieve the learning goals of this course.

Course Objectives:  
This course introduces the student to the techniques and aesthetics of color photography with an emphasis on digital capture and workflow, as well as its historical and contemporary applications. It is designed to further the artistic skills, vocabulary and knowledge that you have acquired in the Introduction to Photography and Foundations classes. You will become familiar with color film, film scanners, digital image processing, inkjet printers, and digital cameras, as well as relevant artists and contemporary discourse surrounding the photographic image. Students will use Adobe Lightroom CC to develop an organized digital photography workflow with the minor use of Adobe Photoshop CC. Through a series of readings, assignments, and critiques you will gain mastery over the fundamental aspects of color photography and will be able to produce high-quality fine art inkjet prints. The goal of the class is for each of you to integrate these new skills into your current methodologies and conceptual practices as a developing artist.

Course Content:  
This course approaches photography as a fine art and a medium for conceptual expression and communication. In this context we will be exploring image construction, content, and the unique abilities of the photograph to communicate information, concept and emotion. Class content will include:

- Course work will be a combination of assigned & self-directed projects, along with regular readings & writing
- Technical demonstrations of the various processes we study
- Lectures, slide presentations, film viewings, gallery visits, and group discussions will stimulate an exploration and development of critical views
- Individual meetings will be scheduled to discuss different aspects of your learning process, participation and upcoming assignments, etc.
- We will explore the language of photographic analysis and criticism through individual and group critiques and assigned readings.
- There will be a series of individual conferences and evaluation discussions

**Course Competencies:**

This course approaches photography as a fine art and a medium for conceptual expression and communication. In this context we will be exploring color digital photography, content, and the unique abilities of the photograph to communicate information, concept and emotion. Class content will include:

- Students will demonstrate an ability to of digital color photography through image capture, digital editing / output, and group critiques
- Students will gain knowledge of contemporary art practice as it applies to their images
- Students will demonstrate skills for researching ideas and solving problems, appealing research to their photographic practice
- Students will develop the ability and vocabulary to conceptualize, verbalize, and execute images
- Students will demonstrate an increasing capacity for self-criticism and evaluation, leading to independently conceived and executed studio work

**Estimated Time Commitment:**

Time in class: 5 hours per week x 15 weeks = 75 hours
Time outside of class: approx. 7 hrs./week x 15 weeks = approx. 105 hours
Total time estimate: approx. 180 hours (approx. 12 hours/week)

Please note that this is an estimation of time investment. Students are evaluated on performance. To successfully complete the assigned coursework and meet the course objectives, student time investment may be more.

**Studio Assignments:**

Over the course of the semester a four unique photographic exercises will be given. Each will have its own separate goals, objectives and procedures for completion. An extensive overview will be provided as each project is assigned. This will include a synopsis, guidelines, background notes, and resources. Each of these exercises will be considered as potential content streams for the final project during the second half of the semester.

Each exercise will be designed to address a particular issue related to the class content, but will also be structured in a way that allows for the development of individual subject matter within the prompt that is given. You will be required to write a project proposal and/or statement for certain assignments.

In addition to the above outlined assignments, there will be a final self-directed project in which you will explore a concept or idea that is interesting to you as an artist and create a well thought out body of work. Along with the photographic aspect of this project, you will also research and inform yourself about other practicing artists whose work aligns itself with your topic of interest. This research will be the basis of a written research paper and will be presented to the class during your final critique.

**Grading Breakdown:**

Exercises: 10%
Assignments: 50%
Research Paper: 10%
Technical Exam: 10%
Participation: 10%
Attendance: 10%
**Grading Policies:**

**Attendance Policy:**
Attendance at all scheduled meeting times is mandatory, including scheduled open lab periods. All students are expected to be punctual and prepared to engage with the course material at the start of class time. It is important that students are present at all lectures/demos and participate in discussions. If a student is absent from class for any reason, he/she should notify all instructors via email as soon as possible. Late arrival (tardy) or early departure of up to 15 minutes will count towards absences, so that two such incidences will result in one absence. Late arrival or early departure exceeding 15 minutes is considered an absence. All absences, late arrivals, and early departures will result in loss of participation points for that day.

Students are allowed 3 absences over the course of the semester. If students are permitted to remain in the class after 3 absences, their final grade will be lowered by 5% (tardies and early departure will be lower grade by 2.5%) for each subsequent absence, up to 15% of their final grade. After the sixth absence the student will be asked to withdraw or automatically receive a failing grade for the course.

Excused absences are permitted in severe circumstances, and must be documented. It is the student's responsibility to provide documentation. Examples of excused absences: hospitalization, emergency doctor visits, death in the family, etc. Scheduling a medical or dental appoints during class time will not necessarily constitute an excused absence. **Excused absences will not allow students to retain participation points for that day, nor will the student be allowed to exceed six absences.** Students who are not able to attend for an extended period of time may consider doing a medical withdrawal. Students are also encouraged to discuss their situations with the Assistant Dean of Students for Student Support.

**Students are responsible for identifying content missed during their absence.** Generally, the instructor will not have time to review class material individually or to provide instruction over email. If the student has to miss a class, they should contact classmates first to determine what was information was covered that day. If the student has further questions after speaking with someone in the class, they should then contact the instructor. Although students are allotted 3 absences, do not think of them as days to freely take off. **Not being here is not being here, and any missed class time will negatively impact the student's performance and grade.**

**Image Capture During Class:**
Those needing to utilize class time for image capture must submit a request in advance of the class period to the instructor in the form of a proposal, outlining their rationale, including plan to utilize the time, and goals for the session. The student must have verification that they can utilize class time prior to not attending class or risk being counted absent for that day. In addition, photo documentation of the capture session is to be emailed to the instructor within 12 hours of the class session.

**Electronic Device Usage:**
Turn off all cell phones, etc. before coming to class. Text messages, unrelated web browsing, etc. are not permitted during class time. **If students are distracted or otherwise not engaged with the class, they will be given one warning for the semester, after which the student's final grade will be penalized.** If the student has an emergency that requires cell phone contact, notify the instructor before class starts and silence the phone.

**Adherence to Deadlines:**
All missed work (lecture / demo notes, assignments, exams, and assigned readings) is the responsibility of the absent student and must be made up within a week of returning to class. **All work not turned in by the due date will automatically be downgraded one full letter grade. Work not turned in within one week following the original due date will be downgraded a second letter grade. Incomplete, improperly labeled/captioned, missing files/prints or misplaced work will be considered late.** Resubmission of work initially turned in on time is available, but will not necessarily guarantee an improved grade. **All resubmits and late works are due by the end of week 14.** Finished pieces must be the work of the student receiving the grade. **No service bureaus can be used without the express permission of the instructor.**
Participation:
Students are expected to actively participate in all aspects of the class. Class participation includes the active contribution to class discussions and critiques, including online components that facilitate the sharing of ideas. Appropriate classroom behavior and attitude is essential to contributing to a productive atmosphere.

Critiques:
Students are required to display work on their assigned critique day and to prepare / revise a statement. All students are required to vocally participate in all critique days. Number of images will be based on assignments, and will subsequently be based upon the student’s proposal and agreed upon by the instructor prior to the critique. **Students who attend critique without completed work will be assessed a 20% reduction in the final grade for that project.**

Criteria for Evaluation:
Grading in art classes is different from non-art classes in a variety of ways. You will gain the most from this course if you concern yourself less with your grade, and focus on investing yourself in the process of art making. Your work will be graded based on creativity, content, technical proficiency, and your ability to develop ideas and discuss your work.

- Strength and complexity of concepts
- Level of energy and initiative devoted to coursework
- Technical quality of work
- Evolution and development of work with regards to photography as a tool for visual expression
- Understanding of the history and issues related to photography
- Acquisition of critical and artistic vocabulary
- Evidence of effort and risk undertaken in the work
- Originality in thought and execution
- Positive response to feedback and critique sessions

Grading System:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Point Equivalent</th>
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<tbody>
<tr>
<td>A/4.00</td>
<td>Superior Performance</td>
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<tr>
<td></td>
<td>- Truly exceptional work</td>
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<td></td>
<td>- Successfully brings visual and/or conceptual insight and demonstrates mastery of technical skills. Surpasses expectations.</td>
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<tr>
<td>A-/3.67</td>
<td>95-100 points</td>
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<tr>
<td>B+/3.33</td>
<td>89.5-94.9 points</td>
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<tr>
<td>B/3.00</td>
<td>Above Average</td>
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<tr>
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<td>- A thoughtful interpretation of visual and/or conceptual ideas with skilled (or improving) technique</td>
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<td>- Exceeds the requirements of the assignment and/or class</td>
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<td></td>
<td>86.2-89.4 points</td>
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<tr>
<td></td>
<td>82.8-86.1 points</td>
</tr>
</tbody>
</table>

Grading Opportunities:
Grading in art classes is different from non-art classes in a variety of ways. You will gain the most from this course if you concern yourself less with your grade, and focus on investing yourself in the process of art making. Your work will be graded based on creativity, content, technical proficiency, and your ability to develop ideas and discuss your work.

All homework, assignments, projects, individual meetings, final project, and final portfolio will be graded on their fulfillment of the prescribed guidelines, technique, presentation, originality, and written statement. All work that is turned in late will only be eligible for a grade of a B or lower, regardless of when it is turned in, and is not eligible for resubmission. **Incomplete, improperly labeled/captioned, missing files/prints or misplaced work will be considered late.** Resubmission of work initially turned in on time is available, but will not necessarily guarantee an improved grade. **All resubmits and late works are due by the end of week 14.** Finished pieces must be the work of the student receiving the grade. **No service bureaus can be used without the express permission of the instructor.**
Grading System:
These grades are not computed in the GPA:
W Course dropped by student after fourth week of semester or first quarter of shorter session
I Incomplete (see policy below)

What is a C:
A grade of C is considered a passing grade and is given to deserving students who put forth average effort. Plus and minus marks will be added to each letter grade for further differentiation. Expect that no more than one-third of students in the class will receive an A. Attending all classes and completing all coursework in a timely manner will not guarantee an A. Grades are not subject to negotiation; if you are worried about the possibility of receiving less than an A, you are welcome to arrange meetings with me to discuss what you can do to improve your grade on future assignments. Alternatively, you may simply drop the course.

Drops and Incompletes:
A student may drop a full-term course(s) through the end of the eighth week of classes. Incompletes will be considered ONLY for situations in which the student is maintaining a "B-" or better grade, and is unable, because of illness or other circumstances beyond one’s control, to complete the coursework. Students must complete coursework for an Incomplete during the first eight weeks of the next semester’s enrollment (excluding summer sessions). Access to department facilities for the purpose of completing course requirements is extended two weeks into the next semester. More information about Incompletes is available at http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S31.pdf

Required/Recommended (*) Materials/Software:
- dSLR (10MP minimum)
- 35mm SLR camera with Manual Controls and 50mm lens
- Laptop computer equipped with Adobe Lightroom CC or 6
- Portable Hard Drive with at least 250 GB of free space.
- Professional quality inkjet paper (Epson, Ilford, Red River, Moab)
- Pocket folders (no manila envelopes)
- Digital gray card

Required Reading:
- Handouts (found on D2L)
- Lynda.com

Note: Additional readings will be assigned that correspond to projects, class activities, and labs.
Readings of General Interest
Wells, Liz The Photography Reader, 2003
Evans, Jessica and Hall, Stewart. Visual Culture: The Reader, 1999
Mirzoeff, Nicholas. The Visual Culture Reader, reprinted 2002

Lab Fee:
There is a $75 lab fee, which covers the use of the digital labs.

Purchasing Resources:
B&H Photo
www.bhphotovideo.com
1-800-947-6650
Freestyle
www.freestylephoto.biz
1-800-292-6137
Adorama
www.adorama.com
1-800-223-2500
Mike Crivello’s Cameras (local)
www.mikecrivellos.com
1-262-782-4303
Riverwest Film and Video (local)
820 E. Center Street, MKE
UWM Craft Center
www.craftcenter.uwm.edu
1-414-265-8433
KEH (used camera & repair)
www.keh.com/
1-770-333-4200
Goodwill (used cameras)
www.shopgoodwill.org
Red River (low cost inkjet paper)
www.redriverpaper.com

Online Resources:
Lynda.com
www.lynda.com
PSOA Online Slide Library
www.uwm.edu/Library/digilib/art/index.html

Disabilities Accommodations:
In the spirit of providing equal access to students with disabilities and in compliance with state and federal laws, UWM is required to provide accommodations to students with documented disabilities. If you have a learning disability, a chronic illness, or a physical or psychiatric disability that may have some impact on your work for this class and for which you may need accommodations, please notify Student Accessibility Center (SAC) to receive Verified Individual Services and Accommodations (VISA) at x5822 or go to their website at http://www4.uwm.edu/sac/ preferably before the end of the drop/add period so that appropriate adjustments can be made. Policy available at http://www.uwm.edu/Dept/DSAD/SAC/SACltr.pdf

Additional University Policies and Procedures:
Accommodation for Religious Observances:
Students will be allowed to complete examinations or other requirements that are missed because of a religious observance. http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S1.5.htm

Students Called to Active Military Duty:
Both the University of Wisconsin System and UWM have policies in place to accommodate students who must temporarily set aside their educational pursuits when called to active duty in the military.http://www3.uwm.edu/des/web/registration/militarycallup.cfm
Health Insurance:
It is strongly recommended that all students have health insurance that includes emergency room and hospitalization coverage. The UWM Student Association offers a Student Health Insurance Plan (http://www4.uwm.edu/studentorg/sa/executive/student_health_insurance.cfm), which covers most major medical illnesses or injuries. The University does not provide blanket medical coverage to students. Students are strongly encouraged to secure their own health insurance, either through their parents, the Student Health Insurance Plan or some other program.

Academic Misconduct:
The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. http://www.uwm.edu/Dept/OSL/DOS/conduct.html

Discriminatory Conduct (Including Sexual Harassment):
The University will not tolerate discriminatory conduct. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. http://www4.uwm.edu/secu/docs/other/S47.pdf

What is Copyright?
Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to use their materials. You must get permission to use copyrighted original works of authorship if you plan to make your project available to the public in any way. For more on gaining permission see. http://www4.uwm.edu/ltc/copyright/getting-permission.cfm

Grade Appeal Procedures:
A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides. These procedures are available in writing from Kyoung Ae Cho, Chair, Department of Visual Art. http://www4.uwm.edu/secu/docs/other/S28.htm

Drops & Incompletes:
No drops are permitted after the 5th week of the semester. A notation of “incomplete” may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student’s control, has been unable to take or complete the final examination or to complete some limited amount of term work. http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S31.pdf

Complaint Procedures:
Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. http://www4.uwm.edu/secu/docs/other/S49.7.htm

FERPA:
http://www4.uwm.edu/current_students/records_grades/ferpa.cfm

Grading & Grade Records:
http://www4.uwm.edu/academics/grades.cfm
Final Examination Policy:
https://www4.uwm.edu/secu/docs/other/S22.htm
University Policies Pertaining to Students:
Regarding Students with disabilities, Religious observances, Students called to active military duty, Incompletes, Discriminatory conduct (such as sexual harassment), Academic misconduct, Complaint procedures, and Grade appeal procedures please refer to:
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Academic Misconduct Policy:
- Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing assigned work.
- Academic work submitted by students shall be the result of their thoughts, research, or self-expression. Plagiarism will not be tolerated and will result in automatic failure of the course, along with possible expulsion from the University.
- Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework.
- The software programs that you use in the labs are licensed to the college as the original purchaser and as such are not available for students to duplicate for their personal use. Do not use university equipment to duplicate software for other students or to produce work-for-profit. Do not copy or scan copyrighted material for use in your projects.
- For more information on Academic Misconduct, go to http://www4.uwm.edu/osl/dean/conduct.cfm

Professional Behavior in the Classroom:
- You must be punctual and completely ready to engage with the class at the start of class. Turn off and stow all cell phones and other non-course related electronic devices before coming to class. Text messages, unrelated web browsing, chatting, posting, etc. are not permitted during class time. If you are distracted or otherwise not engaged with the class you will be given one warning for the semester, after which your final grade will be penalized. If you have an emergency that requires cell phone contact, notify the instructor before class starts and silence your phone.
- Demonstration of a professional attitude is required. This includes, but is not limited to arriving to class on time, participating for the whole period, and turning in projects on time. Students are expected to show professional courtesy to other students, as well as to the instructor, in class and via online discussions; this will be a factor in overall grading.
- Behavioral issues will be handled with discretion (typically one warning), and if they continue, the student will be asked to leave the class and will be counted absent for the day. Continued behavioral problems will be reported to the Dean of Students.
- Lab Day attendance is mandatory and is recorded at the beginning of and throughout every workday. Failure to show up for class and work during lab time will automatically impact the course grade, regardless of work quality. There are demonstrations, sharing sessions, quizzes, and possibly guest lecturers that require your attendance.
- Students are encouraged to meet with the instructor to discuss professional behavior during office hours. In the event of an unsatisfactory resolution, students are invited to contact the department head.
- Your opportunities for success in this course will be enhanced by your ability to conduct yourself in a professional manner at all times and to work cooperatively with other students and faculty.

Facility Access:
The student photo lab requires that you submit a signed work permit for the semester, along with a signed contract of responsibility (sign-in/out sheets) for any photography equipment that you borrow. MIT B49 & B51 are only available when a class is not scheduled. MIT B84 & B74 are available during posted lab hours. Those who are wanting 24-hour access can apply to be a Lab Attendant. In exchange for voluntary service (two 2.5 hour shifts per week and lab clean-up) the student receives unlimited access to the labs! For more information, ask your instructor or contact area head, Joseph Mougel (mougel@uwm.edu).
Lockers:
PSOA Box Office will handle both locker rentals and student MAM passes. Students ID is required to verify enrollment status. A pop-up Student Services/Info Desk will be set up in the Theater Lobby: open 9am-4pm M-R and Fri 9am-2pm through September 16th. There students can get lockers and MAM membership stickers on their student ID. Lockers are $7 per semester and can be paid in credit or debit if students prefer that to cash. Lockers are to be cleared at the end of the Winterim and Summer semesters, unless arrangements have been made with the Box Office staff.

The Photography area provides merit based flat file drawers, with seniors having priority, followed by advanced & intermediate photography students, and then Lab Attendants. Please see your instructor for details. Flat file drawers are to be emptied at the end of the semester if the student does not anticipate enrollment the following semester.

Health and Safety:
UWM, PSOA, the Department of Art and Design, and the photography area are committed to providing students, faculty, and staff with a safe and healthful learning and work environment and to complying with all applicable safety laws and regulations and safe work practices. Rules and safety guidelines for maintaining a safe working environment in this shop/studio/class will be provided to you at the beginning of the course (i.e. students must wear protective eyewear, students may not eat or drink in the studio, etc.). Students are expected to keep the photo lab clean and ABSOLUTELY no food is allowed in the computer labs and darkrooms.

B74 DIGITAL LAB GUIDELINES:
SECURITY
+ Students and faculty access B74 via lock box code.
+ The door must be kept closed/locked at all times [DO NOT PROP OPEN THE DOOR].
+ Downloading, installing, or changing any computer settings is strictly prohibited.
+ There is to be no food or non-water drink allowed in the lab [EVER] (water in a sealable container is allowed in the digital lab).
+ Use of cell phones is not permitted.
+ Failure to follow these rules will result in a loss of lab access.

ACCESS
+ During scheduled class times, students enrolled in the class have priority in the lab.
+ Outside of scheduled class time, current photo students have equal access to use individual workstations.
+ If you would like to use a workstation during a class, you must ask the instructor for permission before the class begins. Do not come in during class to ask for permission. It is up to the individual instructor to grant permission to computers for students not in their class.
+ Only students enrolled in a photography class (with digital requirements) are allowed to use the lab.
+ Intro Photo students will need to see Lab Attendant for access to the digital lab.

SAVING FILES
+ It is required that students purchase an external drive for backup.
+ The university provides storage via OneDrive, part of the 365 Outlook.
+ This is temporary/in process storage and will be periodically deleted as the drive fills up.
+ Students are to be conscientious and delete their files when they are done with them.
+ Files saved to the Main Drive or the Desktop are automatically deleted at log-out.
PERIPHERALS & INKS
+ Each of the workstations has specialized peripherals for printing and scanning.
+ If you do not know how to use the equipment ask one of the instructors for assistance.
+ Do not modify the cables on the peripherals – ask an instructor for help.
+ Only change an ink cartridge when the red light is solid.
+ Remove the empty cartridge and exchange it for a full cartridge at the Photo lab cage in B84.
+ If you are unsure of how to change an ink cartridge, don’t hesitate to ask.
+ Intro Photo students will have a Lab attendant change ink cartridges.

FINISHING
+ Save your files (back-up, back-up, back-up!)
+ Log out of the computer.
+ Push in your chair.
+ Make sure that the door closes (locks) behind you.

HOUSEKEEPING is everyone’s responsibility: never touch the LCD screen, recycle and/or throw away all trash, paper scraps, etc. Turn off the viewing lights when not in use, and turn off room lights when leaving the lab.

Syllabus subject to change
*Continued enrollment in the class constitutes an agreement between the student and instructor to adhere to the policies and procedures outlined in this syllabus.

**Instructor reserves the right to make adjustments to this syllabus as the semester progresses, should the needs of the class require such a change.