Course Name: ASTU 4260 Photography and the Web
Instructor: Paho Mann
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Office Hours: Monday and Wednesday from 2–3pm

Course Description and Course Structure

*Photography and the Web* will cover current and recent shifts in photography in the context of web technologies. We will discuss changes in photography brought about because of these technologies. We will also look at what in the medium has not changed, but simply shifted with the new technology.

This class will introduce a diverse set of tools meant to increase the ability to actively participate with these technologies. These tools will range from automated online galleries to advanced website building tools to video editing software. This will not be a design or software class, but will rather concentrate on how to empower artists to use these technologies in their creative and professional practice. We will create professional websites, webart sites, and video projects.

The class will be structured around student presentations, technical demonstrations, online video tutorials, open studio time, and class discussions. Some course work and research of websites will be posted online as a collaborative blog.

This is a studio class. You will be expected to plan ahead and work during class time.

Course Objectives and Learning Outcomes

Professional website: The Internet has become central in sharing the work of artists. Each student will make a ‘portfolio’ site representing his or her artistic accomplishments in a professional manner. This site may take many formats, but all should include an artist statement/bio, resume, contact info and visual documentation of your work.

Video projects: The recent introduction of the ability to capture video in almost every entry-level camera and phone once again pushes lens based media towards exciting new territories. Each student will complete several video projects. Structures and techniques central to these projects include: narrative photo essay, video, and time-lapse photography.

Everyday Project: TBA

Course Requirements:

Required Readings


We will read and discuss the Introduction and Part 1: Cultures.

Other readings may be assigned throughout the semester.
Material and Resource Requirements

- DSLR capable of shooting HD video (if your camera does not shoot video please see me for alternatives)
- Portable hard drive
- YouTube or Vimeo account
- A registered domain name
- Host space or online CMS
- Cable Release with Intervel Timer for your DSLR camera [Canon] [Nikon]
- Tripod

Grading

Grades will be based on:

Everyday project: 20%
In progress review of Everyday project: 10%

Professional website: 30%
In progress review of final project (trailer): 10%

Final video project: 20%
Exam: 10%

Attendance Policy

Regular and punctual attendance is mandatory.

1. Three unexcused absences will be tolerated.
2. More than three absences will require a note from a doctor or a note from the art office explaining a critical family/personal problem in order to be excused.
3. More than three unexcused absences will affect your final grade by at least one letter grade per absence.
4. Most lectures, demonstrations, and assignments will occur at the beginning of class periods and will not be repeated for those who come in late. If you are late to class, you will need to notify me at the end of the class period to replace an absence with a tardy. Three tardies will constitute an absence.
   A tardy is considered to be arrival 5 minutes after the beginning of class.
5. Assignments that are turned in late will receive one letter grade lower per day for each day they are late.
6. Examinations missed may only be made up with an official doctor’s excuse.
7. Critiques missed may not be made up and grades will reflect the student’s failure to participate in the critique discussions.

American Disabilities Act:
The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

Course Risk Factor:
According to University Policy, this course is classified as a category three course. Students enrolled in this course are exposed to significant hazards which have the potential to cause serious bodily injury or death. In this class, those risks are related to improper use/handling of chemicals and electrical devices. Students enrolled in this class will be informed of potential health hazards or potential bodily injury connected with the use of materials and/or processes and will be instructed about how to proceed safely.

The College of Visual Arts and Design also requires the following statement:
“Students who are pregnant or will become pregnant during the course of the semester are advised to check with their doctor immediately to determine if any additional risks are reason to postpone this course until a later semester. Upon request, your professor will provide a list of chemicals and safety issues for your doctor to review. Material Safety Data Sheets are available on all chemicals. It will be up to you and your doctor to determine what course of action to take.”

Building Emergency Procedures: In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

Center For Student Rights and Responsibilities: The following statement reminds students of their rights and responsibilities within the academic community – “Each University of North
Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.”

The instructor retains the right to change the syllabus with or without notice.

**Week One**
Monday 1/14
- Go over syllabus
- Introduce project: Everyday – first review is due Monday 2/11
- Email List [fill out contact info here]
- Introduce book: Lawrence Lessig - Remix: Making Art and Commerce Thrive in the Hybrid Economy. [download pdf of Remix here]
- Buying a domain name and server space
  - We will be using WordPress to build portfolio sites. A list of hosts recommend by WordPress can be found here.
  - Bluehost offers student pricing.
  - Shop around. Read Reviews. Ask before you buy.

Wednesday 1/16
- Review:
  - Using Adobe Bridge and Photoshop to resize and organize files
  - Building Presentations with Bridge, Photoshop and PowerPoint
- Lecture:
  - Structure and terminology of websites
  - Elements of an ‘Artist Portfolio Site’ [Handout]
  - Examples of Portfolio sites
- Studio Work:
  - Organizing your portfolio site resources

**Week Two**
Monday 1/21
- Martin Luther King Jr. Day - no class.

Wednesday 1/23
- HTML and CSS
  - Overview of HTML [http://www.w3schools.com/html/default.asp]
  - Overview of CSS [http://www.w3schools.com/css/default.asp]
- Studio Work:
  - Organizing your portfolio site resources

**Week Three**

Monday Jan. 28: Forum with Kiki Smith in the Light Well on Jan 28th @ 2pm. Please make every effort to attend and consider preparing a question for the artist. You can watch the Art21 video about Smith [here].
Tuesday Jan. 29: NASHER LECTURE SERIES FEATURING KIKI SMITH. Tickets for students will be made available through the Dean's office - more info coming.

Monday 1/28
- Overview of CMS (content management systems)
- WordPress
  - Installation
  - Front end vs. back end
  - Making a post
  - Making a page
  - Making a menu
  - Adding images and video
- 2012 Theme
  - Customizing 2012

Wednesday 1/30
- WordPress
  - Theme -A

Week Four
Monday 2/4
- WordPress
  - Theme -B

Wednesday 2/6
Studio Work:
- WordPress
  - Theme - C

Week Five
Monday 2/11
- In progress Review: Everyday
  - You should have made a minimum of 84 images on 28 different days by this point.
- Studio Work:
  - Building your site

Wednesday 2/13
- Studio Work:
  - Building your site

Week Six
Monday 2/18
- Individual meetings

Wednesday 2/20
- Individual meetings
Week Seven
Monday 2/25
- Crit Professional Websites

Wednesday 2/27
- Crit Professional Websites

Week Eight
Monday 3/4
- Intro: Photography + Video + Web
- In progress Review: Everyday
  - You should have made a minimum of 147 images on 49 different days by this point.
Wednesday 3/6
- Time-laps

Week Nine
Monday 3/11
- SPRING BREAK

Wednesday 3/13
- SPRING BREAK

Week Ten
Monday 3/18
- Studio Work:
  - Time-laps

Wednesday 3/20
- The Still image and sound

March 21, 6pm - Dornith Doherty and Misty Keasler at the Ammon Carter [link]

Week Eleven
March 25, 3pm - Penelope Umbrico, Art Building Room 223 [link]

Monday 3/25
- Studio Work:
  - The Still image and sound

Wednesday 3/27
- Video Capture and Editing

Week Twelve
Monday 4/1
- Studio Work:
o Video Capture and Editing

Wednesday 4/3
  • In progress Review: Trailer

Week Thirteen
Monday 4/8
  • Studio Work:
    o Video

Wednesday 4/10
  • Studio Work:
    o Video

Week Fourteen
Monday 4/15
Wednesday 4/17
  • Studio Work:
    o Video

Week Fifteen
Monday 4/22
  • Final Crit: Everyday
Wednesday 4/24
  • Final Crit: Everyday

Week Sixteen
Monday 4/29
  • Final Crit: Video

Wednesday 5/1
  • Final Crit: Video