Course Name: ASTU 4260 Photography and the Web
Instructor: Paho Mann
E-mail: pahomann@unt.edu
Office OSH 157 Hrs: Thursday 3:30pm – 5:30pm and by appointment

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.

**Collaborative blog:**
This blog will consist of links and descriptions of artists and websites from the following broad categories: professional portfolio pages, online video sites, and other art related websites. The sites will be researched, presented, and posted by students throughout the semester. This database will be used to provide context for the
websites built during the class, and as a resource for further study after the class has ended.

**Course Requirements:**

**Required Readings**
Lawrence Lessig - *Remix: Making Art and Commerce Thrive in the Hybrid Economy.* Other readings may be assigned throughout the semester.

**Lynda Tutorials**

**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
- Digital media for websites (images/video/sound...)
- YouTube or Vimeo account
- A registered domain name
- Host space or online CMS
- Cable Release with Interval Timer for your DSLR camera
- Tripod

**Grading**

**Grades will be based on:**
Tech project: 10%
In progress review of final project (trailer): 10%
In-class presentations and blog posts: 20%
Professional website: 30%
Final video project: 30%

**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.
STUDENT ACKNOWLEDGEMENT:

I ______________________ (print) acknowledge that I have read the course syllabus. I understand the course structure, grading and attendance policies as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

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Calendar

Week One 8/29 & 8/31

Monday
Go over syllabus, Set-up presentation schedule
Intro to book: Lawrence Lessig - Remix: Making Art and Commerce Thrive in the Hybrid Economy

Wednesday
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’
Examples of Portfolio sites

Week Two 9/5 & 9/7

Monday
Labor Day (no classes)

Wednesday
Content Management Systems (CMS)
Overview of CMS systems

Week Three 9/12 & 9/14

Monday
Class Presentations of blog posts:
Demo:
Content Management Systems
Studio Work:
Organizing your portfolio site resources

Wednesday
Melanie McWhorter Lecture

Week Four 9/19 & 9/21

Monday
Lecture:
Review of website options
Studio Work:
Portfolio site

Wednesday
Demo as necessary
Studio Work:
Building your site
Week Five 9/26 & 9/28

**Monday**
Class Presentations of blog posts:
Demo as necessary
Studio Work:
Building your site

**Wednesday**
Demo as necessary
Studio Work:
Building your site

Week Six 10/3 & 10/5

**Monday**
Class Presentations of blog posts:
Demo as necessary
Studio Work:
Building your site

**Wednesday**
Demo as necessary
Studio Work:
Building your site

Week Seven 10/12 & 10/14

**Monday**
Review Professional Websites

**Wednesday**
Review Professional Websites

Week Eight 10/17 & 10/19

**Monday**
Intro: Photography + Video + Web

**Wednesday**
Time-laps

Week Nine 10/24 & 10/26

**Monday**
Studio Work:
Time-laps

**Wednesday**
Intro: The Still image and sound
Week Ten 10/31 & 11/2  
**Monday**  
Demo:  
The Still image and sound  

**Wednesday**  
Demo:  
The Still image and sound  

Week Eleven 11/7 & 11/9  
**Monday**  
Demo  
Video Capture  

**Wednesday**  
Demo:  
Video Capture and Editing  

Week Twelve 11/14 & 11/16  
**Monday**  
Demo:  
Video Capture and Editing  

**Wednesday**  
In progress Review: Trailer  

Week Thirteen 11/21 & 11/23  
**Monday**  
Studio Work: Video  

**Wednesday**  
TBA  

Week Fourteen 11/28 & 11/30  
**Monday**  
Studio Work: Video  

**Wednesday**  
Studio Work: Video  

Week Fifteen 12/5 & 12/7  
**Monday**  
Final Crit  

**Wednesday**  
Final Crit