

FUA Career Program: Photography

Program Structure

Level I – Fall

Mission

The aim of the beginning level is to provide students with a basic comprehension of photography, with reference to Italian culture and style. Students will be moreover introduced to basic classic and digital photographic techniques, visual communication concepts and web designing. Students will be taught to be aware of the concept of photography and to test their abilities, in order to develop their interest towards the professional photographic arts.

Core Courses

Introduction to Digital Photography Experiential Learning

This course will introduce students to the digital photography world with particular focus on updated techniques and how they can be incorporated into classic fine art photography. The course will explore the use of state-of-the-art computer software and techniques. The instructor will guide the student in learning to master photo computer software and how to control the scanning of a picture, transparency and negative to make a good quality digital print. Elements of photocomposition and graphic design, photo history, and relationships with other art mediums will also be addressed during the course. Basic photography experience will be helpful. A digital camera of at least 5.0 mega pixels with an optical zoom lens 3X or more is required.

Introduction to Classic Photography

This course involves theoretical and practical work both outdoors in the city of Florence and its environs and in the darkroom. Students will learn how to use the camera correctly, how to expose the film and the basic principles of black and white photography and composition. In addition, students will be given a broad overview of the history of photography. During the semester students will work on two projects and a final portfolio. Students must have a 35mm reflex camera.

Web Design

This lab-based course trains students to develop effective graphic design interfaces for the Web. Students will be introduced to new software and technical information for maps, hot spots, links and site management. Additional topics include: search engines, on-line services and Web development.

Visual Communication Design Fundamentals Studio I

This course introduces the student to the principles and basic elements of graphic design. Through a series of assignments and exercises, students will learn and practice hand, eye and problem-solving skills. Topics include: shape, basic color theory, framing, shape and color layout, formats, creative typography, logo creation, symbols and trademarks. The course focuses mainly on manual (non-computer) techniques.

Introduction to Photoshop

Adobe Photoshop is the leading software for photographers, graphic designers, and bookmakers. Photoshop is powerful software that requires a dedicated focus in learning how best to use the program to its full potential. This course, with the guidance of experienced teachers, will introduce the student to the creative and professional issues of Photoshop. The course is designed for students who have had experience in photography, graphic design, architecture, illustration or bookmaking. The Photoshop Laboratory is equipped with the most up-to-date computers and peripherals. Basic photography experience and knowledge will be helpful.

Optional Course

Italian Language is offered as an optional program component offered when regular core courses are not in session. Italian language is offered during the January or September intersessions.

Level II – Spring

Mission

The aim of the Intermediate level is to deepen student's knowledge in photography with special reference to the history. Students study digital and classical photography and will receive detailed information on the web and podcast techniques. Continuing students work on special projects and develop their skills in specific photographic topics.

Core Courses

Intermediate Digital Photography Experiential Learning

This course is for those students who have experience in the digital photography world and who would like to broaden their knowledge to a more advanced level. A deep focus on up-to-date techniques and technologies will be a major topic in the course, in addition to the refinement of visual and conceptual aspects of digital photography. The instructor will guide students in gaining advanced skills in photo computer software. The objective of the course is to create a mature visual expression in the digital photographic world.

Intermediate Classic Photography

The course will allow the students to develop a personal approach to the photographic medium. Exploring the classical photographic techniques, the student will achieve a full creative and technical control that will lead to a high quality final portfolio. During the course attention will be focused on the cultural, social, ethical, conceptual, artistic, economical and professional aspects of Photography. The most influential modern and contemporary artists in photography will be studied through slide shows, videos, books reviews, visits to photo and others art shows. Relationships of Photography and others art media will also be analyzed. The students will operate in a new and spacious darkroom and lab where they will have the opportunity to refine their printing and technical skills at the highest levels. The instructor will also stimulate students to broaden their knowledge of the psychological aspects of visual perception. A 35 mm SLR camera is necessary for this course.

Advanced Web Design

This course assumes students have a solid background in XHTML and CSS. The course builds on that foundation a basic level of knowledge of client-side programming, server-side programming, and data access required for E-Commerce web sites. Students are introduced to JavaScript to make websites dynamic on the client-side. After a brief introduction of XML, a review of basic database concepts, and SQL, server-side scripting is discussed in general terms so students understand what is required to collect information from html forms. A basic ASP application is built in order to demonstrate. Students gain a basic understanding of what is involved in building and maintaining a database-driven, E-Commerce website. The course finishes with a brief look at SVG (Structured Vector Graphics) and Flash.

History of Photography

This course proposes a history and appreciation of photography from the first photograph (1826) to present day. The following topics will be covered: the work of pioneer photographers Niepre, Daguerre, Talbot and Wedgewood; the rise and acceptance of photography as an independent art medium; the aesthetic and humanistic ideas and beliefs of photographers within their cultural and social contexts; the contribution of photography to the visual arts of painting, sculpture, drama, film, music, dance and literature.

Introduction to Rich Media: Podcast Production

Today's visual delivery systems are getting smaller and smaller and don't require the standard size production teams. In the demanding market of broadcast immediacy and low budget news productions, traveling journalists today prepare their own visual material "on the fly" single handedly while on location to send to their client. Each student will be given a range of assignments while here in Florence that will recreate the on-the-go traveling news journalist. Students will learn how to create and deliver news, short documentaries and editorial pieces utilizing 'rich media' technology to output as pod casts. Pod casts have become a popular delivery tool for news, universities, corporations and much more. This course will cover the basics in final cut express, Photoshop and logic pro to incorporate video, still images and sound as well as preparing media for the web in podcast form.

Level III – Fall

Mission

The aim of this level is to deepen student's photography skills, their knowledge and evolution through the study of the most important contemporary artists and photographers. The study of digital techniques will be continued, and more challenging and creative techniques are practiced. Students are introduced to the video making techniques and learn how to manage the light and different type of print format.

Core Courses

Art Theory and Criticism

This course examines major philosophies and concepts that have contributed to the discussion of art theory, aesthetic discourse and contemporary criticism. Reading and analyzing various texts from Antiquity to the present,

we will be looking at the underlying questions and meanings of art and how they interact or conflict throughout the development of western thought. The aim of this course is to equip the student with a foundation in art theory in order to develop an informed critical approach. Texts cover in class will include writings by philosophers, critics and artists such as Plato, Alberti, Kant, Benjamin, Greenberg, Barthes, Baudrillard, Lippard and Trin T. Minha. The course will be in seminar format with no more than 10 students.

Landscape and Architectural Photography

The city of Florence, with its backdrop of Medieval and Renaissance buildings, coupled with the varied beauty of the Tuscan countryside, will offer students a stimulating range of opportunities for landscape and architectural photography. The course will be divided between outdoor field practice, and the exploration of digital techniques, printing and finishing. The lab practice will give the student the capability of elaborating and printing her/his own pictures correctly. Digital equipment will be used throughout the course. Students learn about the history, compositional issues and techniques of landscape and architectural photography by studying the work of influential photographers (e.g. Weston, Adams, Giacomelli, Strand, etc.) and by conceiving, shooting, printing and laying out a series of landscape/naturalistic/ architectural projects

Light in Florence and Tuscany

Dedicated to the awareness and application of natural light, this course introduces students to the concept of using light to beautify and enhance their photographs. Through a series of practical exercises and individualized projects students explore the quality and attributes of the natural light found exclusively in Florence & the Tuscan region. Furthermore, students are made aware of the cultural and historical significance of Florence and Tuscany by drawing comparisons between contemporary and historical artists whose work has gained inspiration from the region's unique ambiance.

Introduction to Creative Video-making Experiential Learning

This course provides students with the knowledge of the technical terms of creative video production and the skills to understand basic video shooting and editing techniques. Students will team up and follow a single project starting from the script all the way through editing and final output.

Teaching Assistant

Level IV – Spring

Mission

The aim of the fourth level is to develop student's ability and acquaintance. An overview of worldwide photography will be provided, in order to allow students to compare different cultures and to develop their own style, special focus will be given to the internship and the development of the promotional portfolio.

Core Courses

Advanced Videotaping and Post-production

In this advanced course students apply previously acquired skills to the final editing of a video. The video effects, the audio, and digital effects together with aesthetic and technical considerations are put into practice throughout the completion of the video project. The course objective is to connect the different productive stages in order to give students a comprehensive experience of the expressive power of this medium and to complete the process of professional video making. Students will use Final Cut Pro and After Effects.

Solo Exhibit and Publication of Solo Work

This course covers the multiple aspects of the design, preparation and execution of a personal exhibition or "launch". This includes the creation of a printed event catalog. Students will be put through the creative, administrative and logistical processes in order to successfully carry off their own solo show and event publication.

Special Project in Exploratory Digital Photography Experiential Learning

This is an advanced digital photography course intended for students who wish to explore and experiment with Photoshop in order to recreate "classic" photography techniques. Students will create their own digital work-flow with images produced from other classes in order to imitate typical photographic "looks" such as Agfa Rodinal, Kodak Kodachrome film, Fuji Velvia, solarization and other specific types. Composite printing and experimentation with different papers will also be employed and addressed in order to complete the desired final "look".

Portfolio Development IV

This course gives students the opportunity to develop a personal portfolio of creative work. Working with professional

design critics, students learn the fundamentals of assembling a portfolio for employment in the industry. Using Adobe Photoshop and Adobe Illustrator, they practice advanced rendering, theme pages, and print work. Areas of specialization are showcased.

Special Project in Digital Photography