

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

PHO 14 - Introduction to Photographic Portfolios and Books

3 Unit(s)

Prerequisite(s): PHO 4

Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course introduces students to the production of professional portfolios, hand bound books and digital online publications. A broad practical and contextual introduction to book design will be covered as well as advanced digital imaging techniques. Students will also learn to plan, develop and implement photographic projects with particular emphasis on conceptual thinking and the development of individual style.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Develop a hand bound book using the basic principles of design and publishing.
- B. Plan, develop, and publish a portfolio of photographic work.
- C. Explain the importance of theme, narrative, conceptual overview and aesthetic consistency in the portfolio development process.
- D. Identify and perform the proper color adjustments, scale, and paper quality for a photographic project.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture

<u>Topics</u>	<u>Hours</u>
1. Color Theory and Principles	2.00
2. History of Photography	2.00
3. Book design principals	4.00
4. Project Proposal	4.00
5. Analyzing and Editing Photographs	3.00
6. Photoshop CS2 Filter	2.00
7. Portfolio Development/Personal Interviews	3.00
8. Hand Bound Book Materials	2.00
9. Advanced Sharpening Technique	2.00
10. Portfolio Development	4.00
11. Self promotion/self marketing	2.00
12. Final Critique	4.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Camera/Computer Basics	4.00

2. Book Design Principals	12.00
3. Development of Personal Style	5.00
4. Portfolio Proposal	3.00
5. Photoshop CS2 Filter	4.00
6. Portfolio Development/Personal Interviews	11.00
7. Advanced Sharpening Technique	3.00
8. Development of Personal Style	6.00
9. Photographic Critique	3.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Collaborative Group Work
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Discussion
- E. Demonstrations
- F. Problem-Solving Sessions
- G. Multimedia Presentations

V. METHODS OF EVALUATION

- A. Quizzes
- B. Portfolios
- C. Homework
- D. Class participation
- E. Lab Projects
- F. Written Assignments
- G. Short papers
- H. Portfolio Presentation

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the assigned text on Layout and Design in the class text. Using the basic concepts of design, prepare a two page design for a book incorporating the instructor supplied images.
 - 2. Read the instructor handout on the principles of portfolio design. Choose ten of your best digital images and prepare a presentation design layout for an internet based portfolio hosting website. Be prepared to defend your design in an oral presentation to the class.
- B. Writing Assignments
 - 1. Read the class chapter on the role of subject themes in book design. Review one of the photography books suggested by the instructor. Write a 200-300 word analysis of what you think are the two major themes. Be prepared to discuss your response in class.
 - 2. Choose one of the professional photography portfolios from the instructor supplied list of internet websites. Write a 200-300 word analysis of how your chosen site reflects the basic principles of online portfolio design discussed in the class text. Be prepared to discuss your analysis in class.
- C. Out-of-Class Assignments
 - 1. Choose two internet websites from an instructor supplied list that host professional photography portfolios. Create a chart that compares technical requirements, design

- templates available, tutorial assistance and total cost. Be prepared to discuss your findings in class.
2. Choose two internet websites from an instructor supplied list that offer digital photography book publishing. Create a chart that compares technical requirements, design templates available, tutorial assistance, quality of construction and total cost. Be prepared to discuss your findings in class.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Volk, L. & Currier, D. No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers. 1st Edition. Focal Press, 2010.
- B. Zia, S. How to Publish a Book on a Budget. 1st Edition. Lulu.com, 2012.

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