

2023-24 Fall

HUMA1154 Photography (3 credits)

Course Instructor: Mr. Birdy Chu (Email: hmshun@ust.hk)
Date: L1 & T1 Wednesday
Time: 6pm – 8:50pm
Venue: Rm 4619, Lift 31-32

Course Description

This course provides an overview of the various forms of Photography, explores the relationship between visual communication and art. The course will examine the collaborative process between light and graphic, concepts and skills. The increasing influences of images and trends from visual media will also be discussed.

Camera Requirement

Students need to bring their OWN camera (**NOT smart phone**) to class, which need not to be a professional one, but it should be equipped with “**Manual mode**” in the shooting mode setting (e.g. M mode).

Intended Learning Outcomes

Upon completion of this course, students are expected to be able to:

1. Understand the usage of camera and lens, skills of photography
2. Apply photographic styles, compositions, usage of light and visual elements
3. Analyze photos through case studies, and the influences in the society
4. Explain the taught concepts and apply analytical skills to photography in both oral and written format”
5. Develop a theme, interpret a concept by a series of photos

Assignment Submission Policy

1. All photos must be taken on for after the course started, no old photos will be accepted.
2. All photos must be taken in the highest resolution setting of your camera.
3. Slight images adjustment / enhancement are acceptable.
4. Rename every photo with your name and append it with three digits numbering in ascending order.
5. **To prove you are the photographer, you should selfie every location that related with the submission.**

● *We learned through lectures, exercises, outdoor practice, demo, visits, project consultations, assignments critique and discussions.*

Course Schedule & Outline

Week	Date	Topics	Briefly outline what this topic will cover
1	Sep 6	Course Introduction Introduction of Photography	Course briefing Eg, Contents / Assignments / Presentations
2	Sep 13	Understanding camera & lens . Visual Elements	Usage of cameras & lens.
3	Sep 24 Sunday	Outdoor Shooting 1	Practical Workshops Exploring: Framing / Exposure / Aperture...etc
4	Sep 27	Mid Term sample (How to produce a photo project) .Research / Plan / Communication	Review outdoor photos (Check skills and visual elements)
5	Oct 4	Photo Books & Masters' works Appreciation	<ul style="list-style-type: none"> ➤ Asia / Western Culture Publication (Layout + Photo selection) ➤ Learning from Masterpiece (Case study)
6	Oct 11	Midterm project presentation (Group) 5 mins powerpoint presentation.	<p>Produce a set of 10 photos about a neighborhood/ community that can reflect the community's features and applied visual elements.</p> <p>(Research + References should be found in the ppt)</p>
7	Oct 18	Midterm project presentation (Conti) / Outdoor Class Preparation	
8	Oct 25	Outdoor Class (Portrait + Night Photography) *Bring Camera + Tripod Location 1 	Location: Central + Sheung Wan: https://www.google.com/maps/@22.2823613,114.1575773,3a,75y,40.69h,90.16t/data=!3m6!1e1!3m4!1sHFrHOUa8DbNEgDEMMGCT1g!2e0!7i16384!8i8192?entry=ttu Group A: 5:15pm – 6:45pm Please meet us here, Lobby of World Wide House 環球大廈 19 Des Voeux Road Central

		 <p>Location 2</p>	<p>Group B: 6:30pm – 7:50pm</p> <p>Please meet us here, Exchange Square Front Door. Central</p>
9	Nov 1	Portrait + Final Project (Preparations)	Consultations
10	Nov 5 Sunday	<p>Mid Term 2 (Portrait)</p> <p>Outdoor Photo Day (One Day Exam)</p> <p>Location: CUHK (Pond Crescent)</p> <p>Time: 2pm-4:30pm</p>	Selected 10 photos and upload to the CANVAS before 12am on the same day.
11	Nov 8	Mid Term 2 Presentation / Critique	Critique & Discussion
12	Nov 15	Mid Term 2 Presentation (Continue)	
13	Nov 22	Final Project Presentations	
14	Nov 29	Final Project Presentations (Continue)	

Contents may change according to the current situation.

Assessment

Assessment Tasks	Description
Attendance 10%	Students arriving 10 minutes after the beginning of each session will be counted as late. Being late or leaving early for more than 10 minutes twice will be counted as one absence.
Midterm project 1. 20% (2 as a group)	<p>Produce a set of 10 photos about a neighborhood, and reflect the community's features through the photo series.</p> <ul style="list-style-type: none"> • <i>Upload your PowerPoint presentation (PDF) to CANVAS</i> • <u>(Visual elements & Community research should be applied & found in the series)</u> • <u>Besides the regular ppt contents, all photos should also displayed in a single slide at the last page of the ppt.</u>
Midterm project 2. 30% (2 as a group)	<p>Outdoor Photo Day (One Day Exam) We will go to a location; students are required to capture the essence of your classmate, and echo with the environment. <i>*Students can dressed up/ Cosplay</i> <i>*Try to tell a story, message, a mood through your series.</i></p> <p>Selected 10 photos (5 photos for each student) and upload to the CANVAS before Nov 6.</p>
Final Project 40% (2 as a group)	<p>Submit a series of 10 photos that can present your favorite things about Hong Kong. (should be presented as a series/ a theme) (Project statement of 600 words is needed)</p> <p>Research and findings should be included in the statement. Explaining the concept and implementations are essential in the overall package. (5 mins presentation)</p>

Assignment Submission Policy

Late submissions will be penalized by 10% per day on the total mark the student has achieved in that assignment. Overdue more than one week will receive no mark.

- 1. Besides the regular ppt contents, all photos should also displayed in a single page at the last slide of the ppt.**
- 2. Every file & the front page of the presentation should include all members' full English name.**

Study Materials

1. Richard Salkeld, Basics Creative Photography, Reading Photographs, Bloomsbury Publication Plc, 2014 (Chapter 6, Pg 144-170)
2. The workbook of photo techniques, John Hedgecoe, Boston: Focal Press, 1997
3. Imaging Identity Text, Mediality and Contemporary Visual Culture, Johannes Riquet, Martin Heusser, Palgrave Macmillan, 2019
4. Photography, ATV News & Public Affairs production. c2007 (Video)
5. Langford's advanced photography: the guide for aspiring photographers, Michael Langford, Elsevier/Focal Press, 2011
6. The photography reader, edited by Liz Wells. Routledge, 2003
7. Each wild idea: writing, photography, history. Geoffrey Batchen, Cambridge, Mass: MIT Press, c2001
8. 寫真·日和：讓幸福入鏡的氛圍攝影手帖，MOSH books 編著；許明煌譯。台北：悅知文化，2009年8月
9. A world history of photography, Naomi Rosenblum., New York : Abbeville Press, c1984
10. Photography, A Critical Introduction, Liz Wells, Routledge, 2009

Academic Honor Code

- You must observe and uphold the highest standards of academic integrity and honesty in all your work throughout your study program.
- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
- Regulations for Student Conduct and Academic Integrity (<http://publish.ust.hk/acadreg/generalreg/index.html>)

Grading can refer to the Rubrics

Key Points:

- 1. Quality of photos (Visual elements / Consistent tone & theme / Impact) 70 %**
- 2. Overall project illustrated the theme with a reasonable approach and research. 20%**
- 3. Presentation skills & Format. 10%**