

Applications of Scientific Photography III



2061-553 calendar & policies
spring 2009

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Welcome to JPHB 2061 - 553.....

You have in front of you a course that will challenge you in new ways. I hope you will enjoy the type of assignments that you will be getting involved with. There will be a considerable amount of material to cover and learn. The quarter will move by quickly and some of you will feel some pressure as we explore various applications of photography that require the use of electronic flash for the production of visual communications assignments. The course is purposefully designed to challenge you. Challenges are a reality and to be a GOOD professional you are going to have to learn how to deal with - as well as - produce under pressure.

My expectations of you will be high. To achieve your goals, I will expect you to work diligently and always act as a professional. Presume me to be your client, and always strive to get MY repeat business. By doing this, YOU can create a positive experience while gaining new experiences in the course's various learning opportunities.

One my major criteria for success in my classes will be the timeliness of your submissions. Deadlines are a reality. It is expected that your work will be submitted on time in a professional fashion and will be furthered explained on the following pages. If these explanations need further clarifications, please see me.

Each assignment has been created with specific learning objectives to be accomplished by you. Each assignment will also allow you to strive for high quality results. Each assignment will have specific submission requirements that will be clearly stated when the work is given. Please submit the work this way. This is what is expected in a professional environment.

I am getting excited about the opportunity to work with you this spring quarter as I re-write the course schedule and consider what assignments we will produce. I can show you how to be successful and I can try my best to teach by setting an example for you, but I can't make you learn new things. Taking on new challenges and wanting to grow will come only from a desire within you. Dedication, enthusiasm, and setting personal goals will be the keys to success in your chosen field as well as your personal life.

During my long time here at R•I•T, I have come across the following quotes that I believe to be core principles of successful people. Hopefully they will in some small inspire you to be outside of your comfort zone.

enthusiasm

You can do anything you want with enthusiasm. Enthusiasm is the yeast that makes your hope rise up to the stars. Enthusiasm is the sparkle in your eyes, it is the swing in your gate, the grip of your hand, the irresistible surge of your will and the energy to execute your ideas when the obstacles seem too great. Enthusiasts are fighters. They have staying qualities. They have fortitude. Enthusiasm is at the bottom of all progress. With it there is accomplishment, without it there are only alibis.....

Henry Ford 1914



Enthusiasm is the germ of success. No one can accomplish anything worth anything without it!

Anonymous

I believe, everything that we do every day is a personal REFLECTION of who we individually. The way we handle ourselves, the way we speak, and the manner in which we work is a statement about who we are. I am sure this has been stated so many times it is trite. "It's not what you say, it's what you do". I believe to a certain extent that you can control your own destiny by the daily choices you make. I believe that everyone has the ability and energy to succeed if they can find the passion to try. One of the most important ingredients for success is prior planning and anticipation. Chance will absolutely favor a prepared mind. Anticipate as much as you can prior to starting your work.

If you have any questions, I can be reached at:

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tentative Course Calendar Spring 2009

week 1

Mon 9 "ROLES & GOALS" - Objectives for quarter

Producing Instructional Media
Assn – #1 Task Analysis

Wed 11 Introduction to ophthalmic photography

week 2

Mon 16 Ophthalmic photography workshop
Assn #2 Ophthalmic photography

lab Ophthalmic Photography workshop

Wed 18 Ophthalmic photography workshop

lab Ophthalmic Photography workshop

week 3

Mon 23 Public relations Photography
Portable Electronic Flash
Assn # 3 - Public relations and making good light

Wed 25 Electronic Flash – getting better results
More public relations photography – the environment

week 4

Mon 30 Electronic Studio Flash; Goals & Tools
4th floor STUDIOS
Assn #4 Lighting/Portraits/Data
Ophthalmic Images Due

April

Wed 1 Light painting and forensic photography
Assn #5 Night photography and light painting

Week 5

Mon 6 ChronoPhotography – Time Based Imaging
Assn #6 Range of Motion and Stroboscopy
Assignment - The Final Project

Wed 8 Crit #2 - public relations photography

week 6

Mon 13 Crit Assn #3 studio lighting portrait/data

Wed 15 Use of Medical/Scientific Flash Techniques
Assn #7 - Flash in surgery/dentistry/botany/dermatology

week 7

Mon 20 Crit Assn - #1 – Task Protocol
Final Poster Work-in-progress review

lab Medical Photography

Wed 22 Science Photography and important science photographers

lab Medical Photography

week 8

Mon 27 Photographing live small animals using electronic flash

Wed 29 CRIT #7 - medical images

week 9

Mon 4 Africa

Wed 6 Class shoot – corporate photography shoot

week 10

Mon 11 CRIT - #6 Time based imaging

Wed 13 CRIT - #5 Painting with light

Week 11 Quarter personal project –crit

SUBMISSION POLICIES for JPHB 553

I believe that the way you present your work speaks a great deal about the amount of effort that has gone into that work and the way you feel about the work. Please keep this in mind and handle your submissions accordingly.

Creating a POSITIVE perception of your work

Effective “packaging” is an important tool for YOUR success.

Name you files correctly, make good prints, demonstrate pride in your product

1. Consider me as your client. When preparing the work, ask yourself if you like your results and ask “if it you would pay for it?” That is the ultimate test of your quality and reputation. If you can objectively answer yes, chances are good that I might also agree. If the work has problems that are obvious, chances are good that I will notice them too!!!
2. Keep all components of your submission together. This will include different things for different assignments. Please pay attention to what is requested and what should be turned in. Submit your work in appropriately sized portfolio envelopes. This is a REQUIREMENT. One assignment per portfolio envelope and no plastic bags will be acceptable. I will deduct points for this

***5 points will be deducted if you do not help me with this**

PARAMETERS FOR EVALUATION

1. **TIMELINESS OF SUBMISSION**
Strict attention will be paid to the work is due.

*Work not up for critique will be considered late!
2. **CRAFTSMANSHIP**
All efforts should exhibit your highest degree of craft and skill. This includes, photographic execution and file capture, images processing and print quality, and its subsequent submission.
3. **My PERCEPTION of your WORK**
Photographic work must exhibit STRONG print quality and preparation for display if requested, e.g. quality of over matt. When other materials are requested, they must also demonstrate the effective professional practices. Digital files will be required to be submitted as requested. When Digital files are expected they must be published on the

server no later than 30 minutes before class. Work not submitted by 9:30 will not be reviewed in CRIT.

4. REQUIREMENTS

Each piece should be executed as requested. Submit the proper size prints as requested, and mounted when asked. Basically follow the directions of the request so that the objectives of the assignment are met.

5. FILES

All Digital files from the shoot will need to be submitted to the server. Organize the submission using the following naming convention

mrp_1.tif

Files should be 1500 pixels and as TIF file format.

Non-compliance will result in the loss of 5 points per project.

6. OBJECTIVES

The assignment must have met the specified learning objectives as described. **Failure to do so will result in the loss of 5 points per project.**

7. "SURPRISE ME"

We all know that some aspects of photography are subjective. To guarantee that your work receives highest reviews, work to photograph things in a new way. Your solution should produce photographs that cause people to share, "cool". Your photography should be more than a photomechanical record.

RE-SUBMISSIONS

Any assignment can be redone for a higher grade, provided it was turned in on time. If your original work was late, I will not accept a resubmission. Secondly, it can only be redone within the two week period following the original due date. This will force you to be a critical judge of your own work. Re- submission must be accompanied by the original work and my comments. If you have a question of how I feel about something before it is returned, please feel comfortable in approaching us.

LATE GRADING POLICY, re: due dates, etc.....

As students in a professional course of study, it is your responsibility to produce the highest quality work you are capable of within the allowed time period. Work produced for this class specifically must be done in a timely fashion. Due dates for your assignments have been created with reasonable time allotments for completion, so be organized and diligent with your planning and production. If someone asks you to be in Buffalo on Wednesday and you don't get there until Thursday, you have not met their need. The same approach will hold true for this course. Due dates are my reality for you. If you are struggling with a concept but are making reasonable attempts to complete the effort, come see me before the work is late so that we may discuss the situation.

The standards of this class are high and I am going to push you to create your best effort. Relative to standards, every assignment will be graded on its' own merits. It will be evaluated for meeting the stated objectives, quality, etc. I am looking for GOOD work. Your work can receive any letter grade ranging from A to F, and the grade it receives will reflect how successfully you completed the assignment and meeting the above-mentioned criteria. I am looking for the foremost quality and timeliness, however other intangibles such as effort and professionalism will always be taken into account.

TO BE ON TIME Work must be up in critique at 10:00am

- WORK ON TIME- will receive full credit and can be redone
- WORK 1 WEEK LATE -will lose 1 full letter grade & may not be redone
- WORK 2 WEEKS LATE - will lose 2 letter grades & may not be redone

ANYTHING LATER THAN TWO WEEKS, please see with me.....

- 1) ALL ASSIGNMENTS MUST BE SUBMITTED FOR SATISFACTORY COMPLETION OF THIS CLASS
- 2) IF YOU FAIL TO SUBMIT ANY ONE ASSIGNMENT YOU WILL MAY THE COURSE.

FINAL GRADE:

70% - Projects

20% - Final Project

10% - Lecture/Lab Miscellaneous/Attendance

Please make every effort to be on time. Exceptions will be made for certain situations if they are handled in a professional fashion and they are discussed with me. If you are not satisfied with your grade, see me. This is not a dictatorship and I am open to your comments but I expect you to be on you're "A" game as well.