

Course Description

Conceptual photography aims to express ideas and concepts through pictures. Conceptual photography is derived from conceptual art. Both hold that the idea or concept is paramount in the creative process. Conceptual photography is where you use still photography to tell your story. You can use a series of photos to tell your story or a single very from start to finish.

Custom Courseware

Course Objective

Students will get to know their professional working method from the birth of the idea to its final development in the photograph, and subsequent editing and retouching in Adobe Photoshop. At the end of this course, The Students will have started an artist's path as well as a professional path in the field of photography.

Department of Television, Film and Photography

Course Learning Outcomes

By the end of the course, students will be able to:

- develop a deeper understanding of the concept of photography as a means of narrative
- communicate an idea or story effectively with photographs
- be able to create meaningful visual stories
- critically examine the digital landscape of communication technology and its impact on narrative forms and genres for storytelling
- developed skills in using technology as a tool in the communication of ideas

Compiled by Nasir Mahmud

Instructor: Nasir Mahmud

Class: Tuesday, 7 am to 12 am

Classroom: #70050

Course Description

Conceptual photography aims to express ideas and concepts through photos. Conceptual photography is derived from conceptual art. Both hold that the idea or concept is paramount in the creation process. Storytelling photography is where you use still photographs to tell a story. You can use a series of photos to tell your story. Or you can use a single image. You can use photos to tell a whole story, from start to end. Or you can give your audience story fragments.

Course Objective

Students will get to know their professional working method, from the birth of the idea to its final development in the photoshoot, and subsequent it's editing and retouching in Adobe Photoshop. At the end of this course, The Students will have started an artistic path to tell stories in photographic series both behind and in front of the Camera.

Course Learning Outcome.

By the end of the course, students will have:

- developed a deeper understanding of the concept of storytelling and the power of narrative;
- communicated an idea or story effectively with photographs;
- Be able to create meaningful visual stories.
- critically examined the digital landscape of communication technologies as emergent narrative forms and genres for storytelling;
- developed skills in using technology as a tool in the communication of stories.

Instructor: Nasir Mahmud.

Class: Tuesday, 9 am to 12am

Classroom # 708SB

Course Materials

Readings

A custom courseware will be made available through a print shop.

Assessment

Class Attendance: 5%

Written reports: 5%

Photo Assignment (2): 20%

Midterm: 20%

Course final: 50%

Grading scale:

Marks obtained (%)	Grades	Grade Point
80-100	A+	4.00
75-79	A	3.75
70-74	A-	3.50
65-69	B+	3.25
60-64	B-	3.00
55-59	B	2.75
50-54	C+	2.50
45-49	C	2.25
40-44	D	2.00
Less than 40	F	0.00
	I	Incomplete
	W	Withdrawn

Recommended Books:

1. On Photography by Susan Sontag
2. Camera Lucida by Roland Barthes
3. The elements of photography by Angela Faris Bely, Focal Press
4. The Photographer's Eye - Composition and Design for Better Digital Photos - 2007 - by Michael Freeman
5. World History of Photography by Naomi Rosenblum, (3rd edition)
6. The Photography Storytelling Workshop_ A five-step guide to creating unforgettable photographs by Finn Beales
7. Perception and Imaging_ Photography as a Way of Seeing

Weekly lecture schedule

Week 01: The elements of photography

Framing and borders

Week 02: The elements of photography

Focus: Aperture Lenses and Depth of Field

Shutter Speeds: Time and Motion

Materials and Process: The aggregate image

Week 03: Photography and Art

History

Week 04: Introduction to Conceptual photography

Introduction

Week 05: Conceptual photography methodology

Creation of the images

Week 06: Conceptual photography-production

Production

Week 08: Storytelling through photography

Introduction

Week 09: Process of storytelling

Step-1 Pitch

Step-2 Preparation

Week 10: Process of storytelling

Step 3 Shoot

Week 11: Process of storytelling

Step 3 Shoot

Week 12: Process of storytelling

Step 4 Editing and retouching

Week 13: Process of storytelling

Step 5 Presentation and review

Week 14: Process of storytelling

Step 5 Final Presentation

Week 01: The elements of photography

Framing and borders

What is the photographic image exactly?

Framing the **first photographic element**

Affecting visual quality and photographic meaning through conscious framing

Organizing the frame: Vantage point, juxtaposition and picture plane

Contact sheets: Key to choosing the best frame

Cropping: cropping after the fact

Borders: the exterior edge of the frame

Traditional darkroom border techniques

The digital realm Border without film edges

Chapter Exercise

Portfolio

Multiple Frame

Using multiple frames

Multiple-panel panoramas

Making contact sheet

Chapter Exercise

Portfolio

Ref book: The elements of photography by Angela Faris Bely, Focal Press

Week 02: The elements of photography

Focus: Aperture Lenses and Depth of Field

Focus the **second** photographic element

Aperture a brief technical background

Depth of field a brief technical background

Camera without lenses

Affecting visual quality and photographic meaning with apertures and lenses

Digital darkroom focus effects

Chapter exercise

Portfolio

Shutter Speeds: Time and Motion

Shutter speed the **third** photographic element

Shutter speed: a brief technical background

Affecting visual quality and photographic meaning using shutter speeds

The Delineation of time in a photograph

Traditional darkroom technique for overlapped and blurred

Chapter exercise

Portfolio

Materials and Process: The aggregate image

Material and process: technical consideration and visual outcomes

A cases study in the effect of materials and process

In the gallery: Display materials and consideration
Chapter exercise
Portfolio pages conclusions
Tutorials

Week 03: Photography and Art

1839-1890 1st phase Photography and Art
1875-1925 New technology, new vision new users
1890-1929 Another SPECT (2nd phase 1890-1920)
To 1945 Documentation : the social science scene
1920-1945 Art, photography and Modernism
1920-1980 Word and picture: PHOTOGRAPHS IN PRINT MEDIA
Since 1950: The straight image
Since 1950: Manipulation and colour
? Contemporary

Ref Book:

03_World History of Photography by Naomi Rosenblum, (3rd edition)
03_The photographer's eye-Museum of Modern Art (2007)
B & H \video and Text

Week 04: Introduction to Conceptual photography

Introduction

Is it art?
What does it mean, and to whom
The sender, channel and Receiver
Concept difficulty
Creating titles and description
Symbolism, Metaphor, Similes and anthropomorphism
Composition and post processing tech
The pretty and ugly factor

Book 03_Suler, J. (2013). Conceptual Photography. In the 4th edition of Richard Zakia's Perception and Imaging,
Focal Press (Elsevier), Oxford, pp. 102-11

Conceptual photographs presentation

Written report on selected conceptual photographer

Week 05: Conceptual photography methodology.

Creation of the images

Student report presentation
Presentation_ Misha gordin (Book 04)
(Source internet)

Week 06: Conceptual photography-production

Pre production, art direction, setting,
shooting, editing
(Source internet)

Week 07: Visual narratives through photography

Photo essay

05_The Photographer's Story_ The Art of Visual Narrative

(Book 06_ Creating visual narratives through photography by Mike Davis)

Book 07_Visual stories _Vincent Laforet

Book_08_The power of visual storytelling)

Week 08: Storytelling through photography

The power of image

Sparkling the Imagination

Where to start

What you will need

Gear

(Book_09_The Photography Storytelling Workshop_ A five-step guide to creating unforgettable photographs)

Single picture vs series

(Book 08_Storytelling Single picture vs Series

Book 11_Revealing Stories)

World press books presentation and review by the student

Week 09: Process of storytelling

Impact of storytelling

10_Creating Impact_ The Fundamentals of Storytelling in Street Photography

Storytelling (Storytelling 101)

5 steps method:

Step-1 Pitch

Step-2 Preparation

09_The Photography Storytelling Workshop

Week 10: Process of storytelling

Step 3 Shoot

Week 11: Process of storytelling

Step 3 Shoot

Week 12: Process of storytelling

Step 4 Editing and retouching

Week 13: Process of storytelling

Step 5 Presentation and review

Week 14: Process of storytelling

Step 5 Final Presentation

Custom Courseware

Department of Television, Film and Photography

TSP413

Concept Photography and Storytelling

Compiled by Naeir Mahmud