

## COURSE CONTENT

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| <b>Course Code</b>    | DP3000  |
| <b>Course Title</b>   | Photographic Media and Presentation   |
| <b>Pre-requisites</b> | DN1012 Black and White Film Photography <u>or</u> DP2000 Photo Imaging I: Black and White Film Photography <u>or</u> DP2001 Digital Photography |
| <b>No of AUs</b>      | 3   |
| <b>Contact Hours</b>  | 39 hours, Studio Contact  |

### **Course Aims**

This intermediate-level photography course begins by introducing you to advanced digital processes alongside current professional practices to deepen your understanding of the production, installation, and promotion of exhibition-quality print work. The first half of the course will prepare you for preparing and producing work for gallery and museum spaces, and in the second half the focus will be on conceptual photographic methods in the expanded field beyond the white cube. This learning forms the foundation for advanced studies in contemporary photography and is essential preparation for careers related to fine art photography.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Analyse and reference contemporary photographic presentation methods.
2. Demonstrate fundamental techniques required for the production, management, and installation of exhibition-quality prints.
3. Apply knowledge of printing and presentation to the development of a relevant photographic project.
4. Produce a portfolio of documents that meet standard professional practices in printing and presentation.
5. Contribute to the learning environment by participating positively and critically in class discussions, critiques and activities relating to printing and presentation.

### **Course Content**

In this course, you will reinforce and build upon the concepts and processes introduced in DP2001 Digital Photography. You will also learn the necessary skills for the presentation and management of your work.

#### **Digital Fine Art Printing**

An overview will be given on the history of Digital Fine Art Printing. Necessary hardware and software components will be introduced as well as the aesthetic implications of various selections. Photoshop and Lightroom techniques for print production and the use of Raster Image Processors (RIPs) will be demonstrated alongside advanced-level image editing strategies. Colour management systems, spectrophotometers, colorimeters, and the use of reference charts shall be harnessed in the production of exhibition-quality prints. You will develop a familiarisation with various papers, which will inform your paper selection for different types of images.

### **Professional Practices**

Having produced high quality prints, you will then learn how to care for them by managing their handling, storage, framing, transportation and installation for exhibition in galleries and museums. The development and presentation of work also brings into play multiple professional engagements that an artist will have to manage. These include working with funding bodies and exhibition spaces, for example. Writing clearly and effectively is an essential skill that one must develop to manage not only your professional relationships but also your self-promotion. You will look at various forms of texts and documents that artists will encounter in their careers. These include contracts, releases, invoices, proposals, artist statements and biographies. The legal rights of photographers will also be touched upon.

### **Beyond the White Cube**

In the second half of the semester, our focus shifts beyond the white cube to consider photography in the expanded field. Class discussions will centre around various presentation strategies utilised by contemporary artists. A particular focus will be on photobooks and zines. You will be given instruction in Adobe InDesign to aid you with the development of your own print projects. This class will also investigate non-print media presentations such as installation and the exhibition of photography in digital spaces like social media. Through this survey of possibilities, you will come to an understanding of the implications of your presentation choices and the possible effect that remediation and duplication - be it physical or digital - has on your images.

### **Class Assignments**

In the first half of the semester, term assignments will allow you to demonstrate the key concepts and processes covered in class. The second half of the semester will be focused on the creation of a final project that will be determined by you. Throughout the semester, you are expected to keep a process journal and a document portfolio.

In the process journal, you will take technical notes in class and document your creative and technical process. This will include recording your camera settings and setups on shoot. This book will also be a space to document your ideas, concepts, inspiration sources and references. The document portfolio will contain the writing assignments that you are expected to complete over the semester and a researched list of galleries and museums, funding bodies, and residency opportunities.