

VISUAL AND MEDIA ARTS

Digital Photography and Videography

Course Description:

Lab Atlanta's Visual and Media Arts course explores the range of creative expression through the lenses of digital photography and videography, in particular. In a one-semester course, students will learn the basics of DSLR photography, videography and video editing using Canon DSLR cameras and Adobe Premiere Pro software, both industry standards. We will incorporate drone images, dolly sliders, as well as time-lapse and slow-motion videography. In both documentary films and photo essays, we will document Lab Atlanta's group field work as well as each student's individual dialogues with the city. Additionally, students will learn and apply principles of graphic and web design in order to share their creative works with a global audience.

Course Objectives:

- Master the technical basics of photography (aperture, shutter speed, ISO, exposure, focal length, depth of field, lighting), videography (frame rates, basic audio capture, etc.)
- Gain familiarity with photo and video editing software and sharing tools
- Gain familiarity with emerging photographic hardware and software
- Explore role of photography and video in current and emerging media landscapes
- Gain hands-on experience evaluating and working with new and emerging photo and video tools
- Cultivate students' facility with artistic elements and the principles of design expressed through Medium.com's web-design platform
- Reflect on the characteristics of their own and others' artwork (via self, peer and artistic critiques)
- Discuss and critically assess works of art
- Connect artistic expression to other disciplines and life experiences

Learning Experiences:

The Digital Photography and Videography course includes both art appreciation and art making. Students will have ample opportunities to create and self-reflect through art critiques on their own work and pieces made by peers and working contemporary artists. Students will grow familiar with the concepts, issues, practical applications, and knowledge of art and the artistic process through interactions with practicing artists. Through the questioning, uncovering, art making, and feedback processes, students will better comprehend how works of art reflect their understanding of Atlanta and themselves.

Instructional Resources:

This course will achieve its objectives by blending an analytical and practical approach to making art, in collaboration with Atlanta-based art institutions and visiting professional artists. Lab Atlanta will provide digital cameras to all students. Lab Atlanta computers will be equipped with the necessary digital editing and composition software to support students' work.

Assessment:

The Visual and Media Arts assessments are performance based: students will maintain a portfolio to document their creative process and reflections. The portfolio will also reflect each student's evolution and growth in art-making, art critique, and understanding contemporary artists' works. Students' digital portfolios, narratives, and final art piece will be assessed by collaborating professional artists, as well as by Lab Atlanta faculty.

Grading Rubric:

- Active engagement with course material (demonstrated by class participation, prompt completion of homework assignments, constructive peer assessment, etc.): 20%
- Creative portfolio: 70%
- 2 Documentary Films: 20%
- 4 Photo Essays: 20%
- Student's Choice: 20%
- Exhibit Piece + Artist Statement: 10%
- Weekly Social Media Post(s): 10%

Curricular alignment:

50.002217 Media Art Comprehensive II - Expands concepts taught in Media Arts I by creatively exploring diverse purposes and audiences. Individuals investigate various techniques using multiple platforms, such as animation, broadcast, film, graphic design/illustration, photography, and web design. Media Arts II, expands digital media knowledge by designing a wider variety of media arts products and productions.