

# PHOTOGRAPHY : IMAGE, ORDER & IDEA

SPRING 2022

Credits: 3

Course Number: PGY2441C

Meeting Times + Location: T, TR 8:30am - 11:30am FAD 0329

Instructor: McKinna Anderson ([mjanderson@ufl.edu](mailto:mjanderson@ufl.edu))

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## **COURSE DESCRIPTION:**

Photography today occupies a multitude of aesthetic and functional utilizations. Pictures are a means of instant communication, exist as the threshold of social media sharing, are taken to commemorate, saved as nostalgic keepsakes, made as conceptual art pieces, as well as a million other possibilities. In this course, students will engage with contemporary photography in both technical and conceptual frameworks. Through demonstrations, group activities and projects students will be encouraged to challenge perceived parameters of the photograph and how it can exist as an art object and assess multiple methods of image production, collection, and development. Through research and practice we will study and experiment with how images are made, what they can consist of, and alternative methods of presentation. Students will also learn professionally applicable skills such as studio lighting, digital photography, and inkjet printing.

## **OBJECTIVES + GOALS:**

- Hone technical competency in chosen photographic process
- Create articulated visual and/or conceptual relationships between work made and method of presentation
- Maintain physical or digital sketchbook outlining concept development, personal research, methods of making and showing, as well as project proposals for each given assignment
- Create a reference list of practice-related artists and exhibitions to further build upon
- Competency in studio lighting and image printing
- Ability to professionally install and de-install your own work

**REQUIRED READING:**

All required readings will either be made available for students on the course Canvas page located under 'files', or printed and given out during class.

There will not be a required textbook for this class.

Note: Readings will be discussed on the day they appear on the schedule. I will remind you during the class beforehand, but always check the schedule and carve out time beforehand to have the readings done by the day they are listed.

**REQUIRED + RECOMMENDED MATERIALS:**

- SD memory card
- Physical sketchbook or digital method of sketching ideas
  - External hard drive (Highly recommended)
- Roll paper (either luster, glossy, matte, etc)

**SUPPLIES / MATERIALS WEBSITES & LOCATIONS:**

- B&H Photo <https://www.bhphotovideo.com/>  
420 9th Ave New York, NY 10001
- Adorama Camera <https://www.adorama.com/>
- Freestyle Photo <https://www.freestylephoto.biz/>
- SoMa Art 435 S Main St. Gainesville 32601
- Michaels Art Supply Store 3644 SW Archer Rd. Gainesville, FL 32608  
<https://www.michaels.com/>
- JOANN Fabrics and Crafts 3202 SW 35th Blvd. Gainesville, FL 32608  
<https://www.joann.com/fabric/>
- Lowe's Home Improvement 2564 NW 13th St. Gainesville, FL 32609  
<https://www.lowes.com/>
- The Home Depot 5150 NW 13th St. Gainesville, FL 32609  
<https://www.homedepot.com/>
- The Repurpose Project 1920 NE 23rd Ave Gainesville, FL 32609  
<http://www.repurposeproject.org/>
- Hobby Lobby 6111 W Newberry Rd. Suite B Gainesville, FL 32605  
<https://www.hobbylobby.com/>
- Amazon For external harddrive, SD memory card, etc.  
Amazon.com

Included in the course fee, students will have access to equipment checkout regulated by the UF photography department. This includes digital and analog cameras, lighting equipment, backdrops, projectors, etc. Information on equipment checkout will be covered during the first week of classes. If equipment is lost, damaged or disrespected students access to equipment checkout will be revoked.

### **ATTENDANCE:**

Students are allowed 2 unexcused absences. Things happen and come up unexpectedly, so I encourage you to utilize these two opportunities for when the unexpected does inevitably take place. Any additional unexcused absences will result in the deduction of one full letter grade per unexcused absence.

Group critiques can not be rescheduled, nor will I be able to individually critique your work after the assignment is due.

### **LATE WORK**

In order to receive full credit, all work must be turned in on time. If extenuating circumstances do arise, documentation must be provided.

### **ATTENDANCE EXTRA CREDIT:**

If you have more than two unexcused absences you do have the opportunity to make up one missed class by attending a virtual or physical art-related event such as an artist lecture, panel discussion, or exhibition reception. In order to receive credit you will need a picture, or screenshot (if held on zoom), of yourself at the event, along with a 150 word reflection on what was shown, how it was installed, and/or what was discussed.

### **SELF ADVOCATE:**

If you find that you need help, clarification, or want to further discuss anything regarding the course, do not hesitate to reach out. You have the option to schedule meetings with me, send emails, or stay after class in order to receive any additional information you need. Do not put this off or wait until the last minute. Once you find yourself in a position of uncertainty, do check the syllabus, calendar, and project outline first, then reach out to me. If you wait until the week of critique, you have waited too long.

### **ABSENCES AND EMERGENCIES:**

If you do need to be absent for an emergency, illness, court appearance, death in the family or to observe a special religious holiday, it is the students responsibility to inform me

ahead of time by email. If you are absent it can be excused with a written excuse provided. If you are struggling with attendance and time management please reach out with your concerns when you encounter them, not at the end of the course.

Please see University of Florida Attendance Policies and criteria for excused absences at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **ONLINE COURSE EVALUATIONS:**

I encourage you to participate in online course evaluations. Your professional, respectful, and insightful feedback on the course is important to me and the execution of this class.

### **CULTIVATE COMMUNITY**

Throughout the semester you will be given the opportunity to collaborate with different members of the class in various class assignments, critiques, and the final exhibition. Since this class is centered on discussion, presentation of artists, exhibitions, conceptual ideas, methods of making & showing and your individual practice, you will get to know each other well. Utilize this -get to know the people within the class, have studio visits, set up pop-up shows or opportunities to show your work alongside your peers. The art world is a network of artists that hinges on individuals connecting to a whole; collaborating, creating collectives and group shows are all things you will encounter as you move forward through your career, start now.

### **What is to be expected of you:**

- To welcome challenge (know that you're within a supportive environment)
- To treat your peers and their perspectives with respect
  - There will be times we disagree, don't see eye-to-eye, and hold different feelings and beliefs, welcome the opportunity to experience someone else's perspective and show respect in the same manner you would like to receive.
- To give honest feedback
- To engage with new ideas, materials, and presentation methods
- To be part of a community-centered classroom

### **What you can expect from me:**

- To be fully present and actively listening and engaging with each student
- To end class on time or within three minutes of the scheduled course time (unless previously notified about schedule changed)
- That I will promptly notify students about changes regarding the schedule or syllabus

- Availability to discuss projects, readings, questions and concerns regarding the class and its material
- To respond to email correspondence within 24hrs
- To grade and return assignments in a timely manner

### **GRADE BREAKDOWN**

Projects 65%

Participation 20%

Readings/Research/Homework 15%

A+	100 - 97	C	76 - 74
A	96 - 94	C-	73 - 70
A-	93 - 90	D+	69 - 67
B+	89 - 87	D	66 - 64
B	86 - 84	D-	63 - 60
B-	83 - 80	F	Below 60
C+	79 - 77		

\*Attendance will be factored in as 10% of each project grade

### **ACCOMODATIONS AND DISABILITIES RESOURCES:**

Disabilities are not barriers to making incredible and important work, but I do need to be made aware of what is being navigated to better support your practice. This includes, but is not limited to physical illness, language limitations, chronic disease, learning disabilities, diagnosed deficit disorder. Students requesting accommodations must first register with the Dean of Students Office, Disability Resource Center (352) 392- 8565, [www.dso.ufl.edu/drc/..](http://www.dso.ufl.edu/drc/)

In doing so the student will receive documentation to present to their professor. This procedure should be followed as early in the semester as possible.

### **LINKS TO GENERAL UNIVERSITY POLICIES AND SERVICES:**

- Student handbook  
<https://handbook.uonline.ufl.edu/>
- Counseling and wellness  
<https://counseling.ufl.edu/>
- U Matter We Care

<https://umatter.ufl.edu/>

- Shands Emergency/Trauma

<https://ufhealth.org/uf-health-shands-emergency-room-trauma-center>

- Safety and Security

<https://welcome.hr.ufl.edu/getting-started/essentials/campus-safety-support/>

- Nighttime shuttle services

[https://www.dso.ufl.edu/documents/nsfp/Campus\\_Safety\\_-\\_SNAP.pdf](https://www.dso.ufl.edu/documents/nsfp/Campus_Safety_-_SNAP.pdf)

### COURSE SCHEDULE:

Week:	Assignments / Objectives:	Due:
<b>1</b> 1.6	<b>COURSE INTRO</b> <b>R:</b> Review syllabus, course structure, class expectations, content overview	
<b>2</b> 1.11  1.13	<b>T: Introduce Project 1 (P-1)</b> <ul style="list-style-type: none"> <li>- Equipment checkout overview</li> <li>- P-1 presentation &amp; discussion</li> </ul> <b>R:</b> Personal Presentations - Introductions	   R: Personal Prezi
<b>3</b> 1.18 1.20	<b>T:</b> Reading Discussion  <b>R:</b> Work Day / one-on-ones	T: Reading Discussion  R: P-1 Proposal
<b>4</b> 1.25 1.27	<b>T:</b> Work Day  <b>R: PROJECT 1 CRITIQUE</b>	  <b>R: P-1 CRIT</b>
<b>5</b> 2.1 2.3	<b>T:</b> Introduce Project 2  <b>R:</b> Demo Day: Studio lighting, backdrops	
<b>6</b> 2.8  2.10	<b>T:</b> P-2 Research & development, one-on-one's, work day  <b>R:</b> Reading Discussion / Work Day	T: P-2 Proposal Due  R: Reading Discussion
<b>7</b> 2.15 2.17	<b>T:</b> Work Day  <b>R: PROJECT 2 CRITIQUE</b>	  <b>R: P-2 CRIT</b>
<b>8</b> 2.22 2.24	<b>T:</b> Introduce Project 3  <b>R:</b> Reading discussion	  R: Reading Discussion

<b>9</b> 3.1 3.3	<b>T:</b> Research & Development, one-on-one's, work day  <b>R:</b> Work Day	R: P-3 Proposal Due
<b>10</b> 3.8 - 3.10	~~Enjoy your Spring Break~~ Don't forget about P-3 Critiques!	
<b>11</b> 3.15 3.17	<b>T:</b> Work Day  <b>R: PROJECT 3 CRITIQUE</b>	<b>R: P-3 CRIT</b>
<b>12</b> 3.22 3.24	<b>T:</b> Introduce Project 4  <b>R:</b> Reading Discussion	R: Reading Discussion
<b>13</b> 3.29 3.31	<b>T:</b> Work day / one-on-one's  <b>R:</b> Reading Discussion	R: Reading Discussion
<b>14</b> 4.5 4.7	<b>T:</b> In-progress critiques  <b>R:</b> work day	T: In-progress crit
<b>15</b> 4.12 - 4.14	<b>T:</b> in-progress meetings / work day  <b>R: P-4 CRITIQUE</b>	<b>R: P-4 CRIT</b>
<b>16</b> 4.19	<b>T: FINISH P-4 CRITS</b>	<b>T: P.4 CRIT</b>