Photo Practice Directions

why?

In the selection and shooting of building images, where one will serve as the template for the Building Practice, design principles learned thus far must be considered and applied in order to tell a clear and interesting story. This is art direction that applies to all types of media and design projects. Art direction falls under advertising, PR, newspapers, magazines, motion pictures, theater, video and many design projects. Art directions leave a lasting impression, organizes the complex, delivers a clear message and brings about human emotion.

how

Keep in mind this practice will require light in the form of sunshine. Do not put off shooting the photos to the last minute. The weather may not be good and no extensions will be granted for poor weather. Check the forecast and plan in advance. Do a scouting mission for the right buildings ahead of time and if that day does not have the right light set up a schedule to return under the right conditions. It is what professionals do. Identify the buildings that will make good stories. Calculate when the light (sun) will be in the right position. Think about where you need to take the shots to get the best perspectives. Shoot MANY shots from different perspectives. When professionals go on location it is time consuming and expensive. They do not waste the opportunities when they are there. The chances of getting to go back can be slim and costly. Get the shots while you can. Phones work fine for this assignment. Download them to your computer and check them for quality and size. They should be at least letter size (portrait or landscape). Test them by opening an Adobe Illustrator document (print, letter size). Does each of the 5 images you are going to submit fill the drawing board or come fairly close?

setup

1. Create a folder on the desktop and name it Building Photos. Make sure to keep ALL the materials connected with this practice in that folder.

2. Download and place ALL your best photos to the Building Photos folder. Use folders within that folder to organize your images by building. Name each folder with a name for the building.

3. Select the best 5 photos according to the practice. Make sure they are .jpg or .png only. You must select these yourself. It is testing you on the objectives below. Name each of the five photos with your last name, first name and give the building a name. If you have more than one photo of the same building also number them.
Sample: IngersollChrisDrinko.jpg
        IngersollChrisHotel1.jpg
        IngersollChrisHotel2.jpg
        IngersollChrisBank.jpg
        IngersollChrisHome.jpg

4. Submit the 5 images to the proper place on Blackboard by the date and time due. Submit as often as you like but only the last 5 photos submitted will be viewed and graded.

5. Be sure to keep the folder with all the images available in your cloud. You may be asked to retrieve them during crit.

support materials

PhotoChecklist.pdf

optional support materials

Kandinsky, Wassily. *Point and Line to Plane*. N.p.: Dover Publications, 1979.

Popova, Maria. "The Dot and the Line: a quirky vintage love story in lower mathematics by Norton Juster, animated by Chuck Jones." Brain Pickings. Accessed July 8, 2020. https://www.brainpickings.org/2014/02/14/the-dot-and-the-line-juster/

MAKE SURE there is a folder on the cloud with all your images.

0bjectives

What **audience**; with what **behavior;** under what **condition**; to what **degree**.

Upon successful completion of this practice a **student** will be able to: **independently construct,** building images that **deliver clear messages** through the **application** of the **design principles** positive and negative space, points, lines and planes, focus, gravity, rhythm, movement, common fate and/or similarity. (Bloom: Apply - Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.)

Upon successful completion of this practice a **student** will be able to: **independently compose, building images that apply the power of perspective.** (Bloom: Create - Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.)

Upon successful completion of this practice a **student** will be able to: **independently choose, clear, in focus, building images with proper lighting.** (Bloom: Apply - Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.)

Upon successful completion of this practice a **student** will be able to: **independently judge** the visual language needed to **deliver art direction that** leaves a lasting impression, organizes the complex, delivers a clear message and/or brings about human emotion. (Bloom: Evaluate - Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.)

Upon successful completion of this practice a **student** will be able to: **independently use** cloud space to **organize and manage** digital assets. (Bloom: Apply - Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.) Software level: beginner.

Design related soft skills in this practiced: openness to feedback, initiative, meeting deadlines, creative problem-solving, time management, flexibility, learning from mistakes, observation, innovative mindset, critical thinking, perseverance and grit.

Design related hard skills in this practiced: digital asset management, basic information design, tangible evidence of basic software and design skills.

Practice level: Level one of a scaffold learning path and is essential for completing the building practice.