Dear student, dear officer,

please find our course descriptions as taken from the 2013/2014 LdM Course Catalog.

Consider that not all courses are offered each term. Refer to the LdM course schedule issued for each term.

**Photo Camera**

Whether you are requested a “FILM” camera or a “DIGITAL” camera, both should be “MANUAL”.

a) If you are requested a **MANUAL FILM CAMERA** we suggest you do NOT buy “tourist” cameras or entry-level cameras. Consider the possibility of buying a guaranteed second-hand professional **SLR camera** (film single lens reflex camera) directly in Florence, for a cost of approximately 200-300 Euro, in order to get the most appropriate gear to learn photography as well as for a future career.

b) If you are required a **DIGITAL CAMERA** we strongly suggest that you buy a **DSLR camera** (digital single lens reflex camera) **with MANUAL function**. The amount of megapixels is not important.

Your professor can give you full information about this issue upon arrival.

**Materials and Equipment**

In addition to the camera, each student is required to have additional photo equipment which varies from course to course. To get an idea of the necessary equipment and materials please consult the relevant tentative course syllabus. Tentative syllabi can be obtained through your study abroad office and/or LdM contact person.

Most of the materials consist of basic equipment that students already posses. We suggest purchasing the consumer materials in Florence (films, photo paper, additional lenses, etc) considering the professors’ instructions and advices, and the projects given in class.

**Lab Fee**

All photo courses require a lab fee which ranges from 30 to 60 Euro depending on the course type.
PHO 120 F - Introduction to Classic Photography
Cr.: 3 - Contact hrs: 90
PHO 121 F - Introduction to Classic Photography (Summer only)
Cr.: 3 - Contact hrs: 60
Prereq: none
The course provides a basic approach to how the photographic analog camera works, while examining the technical aspects of developing and printing a photographic (black and white) film. Through technical and conceptual assignments, the student is expected to gain confidence in how to use the photographic medium in a creative and expressive way. In the final part of the course, the student develops personal ideas into an individual project. The aim is to impart a working vocabulary of basic photography, in order to allow the student to become familiar with the technical aspects of the photographic camera, as the main tool in converting visual and personal expression into photographic pictures. All basic black and white printing techniques and some basic digital post-production techniques will be covered. In the course students acquire confidence in knowing how to use their camera well, increased technical control of the medium, and develop a more critical eye. This course is 80% film and darkroom and 20% digital.

Note: Each student should bring or purchase a fully manual film camera with normal lens manual focus, fixed focal length lens (50mm preferred). Zoom lenses and/or autofocus lenses are discouraged. Digital cameras are not permitted. Each camera should have at least one lens. You'll have some difficulty with a compact camera because some settings are necessary to understand the basics in photography.

Lab fee required.

PHO 130 F / R / T - Introduction to Digital Photography
Cr.: 3 - Contact hrs: 90
PHO 131 F / R / T - Introduction to Digital Photography (Summer only)
Cr.: 3 - Contact hrs: 60
Prereq: none
The course provides a basic approach to how the photographic digital camera works. Students gain a broad knowledge of the history of photography and an appreciation of aesthetic concerns that enable them to express themselves in a more cohesive and creative manner. Basic classic photography skills including an understanding of focal length, aperture, shutter speed, composition, and quality of light are integrated with techniques specific to digital capture and the manipulation of images in Photoshop. Photoshop software is used to process and print photographic imagery. During the semester specific assignments help students to learn all basic digital techniques. In the course students acquire confidence in knowing how to use their camera well, increased technical control of the medium, and a more critical eye.

At the Florence site only this course is 80% digital and 20% film and darkroom, with some basic black and white developing and printing techniques.

Note: each student must be equipped with an SLR digital camera with manual function and with at least one lens. You'll have some difficulty with a compact camera because some settings are necessary to understand the basics in photography.

We strongly suggest a DSLR reflex camera (Any brand: Canon, Nikon, etc even if it is not a new model). At least the camera MUST HAVE a Aperture Priority AE, Shutter Priority AE, and Manual “M” function (time and aperture sets). Megapixels are not important.

Examples of SOME PROSUMERS with M function:
- Canon PowerShot SX120 IS
- Canon PowerShot G11
- Nikon Coolpix P90, L100
- Panasonic Lumix DMC-FZ18, Panasonic Lumix DMC-FZ35
Many other models with: Aperture Priority AE - Shutter Priority AE - Manual

Lab fee required.
PHO 150 F / PER 150 F / PDM 150 F / SCU 150 F - Expanding Creativity
Cr.: 3 - Contact hrs: 45
Prereq: none
Problem solving in the field of fine arts is coupling inspiration with practical solutions. Viewing the situation with an artistic eye, whether it be in drawing, painting, sculpture, graphic design, music or writing, the creator of the work must discover how to “put the line where he/she wants it to go”, using his/her talents to realize in a tangible form what he/she envisions in his/her imagination. The primary goal of this class will be for students to learn to express their true selves while transforming media in an artistic and mindful way. Students will learn to expand their thinking into areas of art other than their present chosen media.
Since the class is made up of students from various artistic experiences, there is a wide variety of outlooks to broaden perspectives.
Note: this is not to be considered a photo course, nor is it held in a photo lab. It is a cross-disciplinary course built upon the areas chosen by each student individually, and utilizing his/her preferred media and equipment.

PHO 185 F – Principles of Fashion Photography.
Cr.: 3 - Contact hrs: 90
The course provides a basic approach to photographic practice, with a focus on the essentials of fashion photography. A broad knowledge of the history of photography and major aesthetic concerns, combined with an overview of fashion photography to the present time (techniques, culture, esthetics, trends), help students increase their expressive and creative capacities. The course concentrates on the main technical aspects such as lighting, settings, locations, use of flash units, portable and studio units, and light metering. Students learn basic and creative classic photography skills (including an understanding of the use of the camera) and digital techniques for fashion applications, with emphasis on color digital photography using Camera Raw and Photoshop (used to process and print photographic imagery). Particular attention will be given to on-location shooting and studio photography activities, with practice photographing models. As far as possible students collaborate with the Fashion Department to develop fashion photography projects. For such projects students shoot pictures to meet the fashion application requirements of the project development team, thus experiencing a real working situation. This course is 70% digital and 30% film and darkroom.
Note: each student must be equipped with an SLR digital camera with manual function and with at least one lens. An SLR film camera is optional. A flash unit is strongly recommended.
Lab fee required.
You’ll have some difficulties with a compact camera because some settings are necessary to understand the basics in photography. We strongly suggest a DSLR digital reflex camera (Any brand: Canon, Nikon, etc even if it is not a new model). At least the camera MUST HAVE a “M” function (time and aperture sets). Megapixels are not important.
Examples of SOME PROSUMERS with M function:
- Canon PowerShot SX120 IS
- Canon PowerShot G11
- Nikon Coolpix P90, L100
- Panasonic Lumix DMC-FZ18, Panasonic Lumix DMC-FZ35
Many other models with: Aperture Priority AE - Shutter Priority AE - Manual
Lab fee required.

PHO 230 F - Intermediate Digital Photography
Cr.: 3 - Contact hrs: 90
PHO 231 F - Intermediate Digital Photography (Summer only)
Cr.: 3 - Contact hrs: 60
Prereq: PHO 120 Introduction to Classic Photography or PHO 130 Digital Photography, or equivalent.
This course consist of a series of workshops in which students learn how to master professional photography techniques. Students gain knowledge of the advanced artistic and commercial techniques in the field. The course is arranged as a series of lectures and practice sessions about these topics: digital photo theory (color spaces, color profiles, RAW), optimization of the shot (advanced white balance settings, bracketing, advanced exposure technique, advanced focus settings), and professional post-production. The latter involves the workflow from the original RAW to Photoshop activity, a non destructive adjustment method, techniques to manage noise and sharpness with external plug-ins, methods of managing the white balance, the professional
HDR workflow, the professional B&W workflow, and the workflow to prepare for the final utilization of the image for the web, for publishing, or for large-format printing. B&W film work includes professional image archiving methods, use of the large format 4"x5" view film camera, and selected darkroom techniques. Assignments reflect in part individual student interests. Class activities include field trip and studio sessions to develop the projects. This course is 70% digital and 30% film and darkroom.

Note: each student must be equipped with a SLR digital camera with manual function and with at least one lens. 
Lab fee required.

PHO 240 F - Intermediate Classic Photography
Cr.: 3 - Contact hrs: 90
PHO 241 F - Intermediate Classic Photography (Summer only)
Cr.: 3 - Contact hrs: 60
Prereq: PHO 120 Introduction to Classic Photography or PHO 130 Introduction to Digital Photography, or equivalents.
This course consists of a series of workshops in which students learn how to master professional film photography techniques. Students gain knowledge of sophisticated artistic and commercial techniques in the field, in the darkroom and in digital post-production. Course topics include shooting and exposure techniques, refinement of compositional capabilities, and enhancing negative processing and darkroom printing skills. Among the special camera features and techniques emphasized are medium format and large format view cameras, very slow or very fast film types and different developers, colored filters for shooting, and portable flash lighting. In the course practical darkroom work is fundamental to achieving good control of negative exposure and development and the tuning of a B&W print, while students learn how to adjust pictures professionally in digital post-production with Photoshop. Instructor presentations address techniques, course assignments, the history of photography, and different fields of photography as an art media. Much focus is placed on photographic trends of recent decades. Students leave the course knowing how to use their camera, lighting, and darkroom professionally, with increased technical control of the medium and a more critical eye. This course is 70% film and darkroom and 30% digital.
Note: each student must be equipped with a SLR film camera with manual function and with at least one lens. 
Lab fee required.

PHO 245 F - Landscape and Architecture Photography
Cr.: 3 - Contact hrs: 90
Prereq: PHO 120 Introduction to Classic Photography or PHO 130 Introduction to Digital Photography, or equivalents.
This course, focusing on the architectural and landscape aspects of this art medium, is divided into field practice outdoor/indoor shooting, darkroom technique sessions for B&W, and digital lab session for color. Under the instructor’s guidance, including analysis of modern and contemporary work, students learn how to select interesting subjects, and how to exercise good technical and compositional control. Focus is also placed on the use of a large format 4"x5" view camera fundamental for architectural photography. Lab practice provides students with the opportunity to learn to develop and print pictures correctly and to learn selected Photoshop techniques specific to Architecture and Landscape photography. This course is 40% film and darkroom and 60% digital.
Note: each student must be equipped with a SLR digital camera with manual function and with at least one lens. An SLR film camera is optional. A tripod is strongly recommended
Lab fee required.

PHO 260 F - Experimental Photography
Cr.: 3 - Contact hrs: 90
Prereq.: PHO 120 Introduction to Classic Photography, or PHO 130 Introduction to Digital Photography, or equivalents.
This is an inspiring course to develop individual expression via various techniques related to photography. Students will acquire familiarity with the many creative possibilities of photogram, hand-coloring, photo collage, photomontage, partial developing of prints, and chemical alterations such as toning and bleach. The course is not a darkroom course, but includes an introduction to black & white printmaking. The lessons will be
complemented by slide shows on history of photomontage and relations with contemporary art. Students will learn to combine multiple techniques, and to develop an understanding of concept and perception which will result in a final portfolio.

**NOTE:** each student must be equipped with (1) a photocamera with (2) at least one lens (a choice of lenses is preferable). The camera can be of any type: manual or digital; for tourist use, toy, compact or credit card type; small, medium, classic, automatic, autofocus, professional. A basic knowledge of film and darkroom photography is useful but not required.

**Lab fee required.**

**PHO 280 F - Fashion Photography**
Cr.: 3 - Contact hrs: 90
Prereq: PHO 130 Introduction to Digital Photography, or equivalent.
The course combines theory and practice as it explores technical, aesthetic, cultural, and historical aspects of fashion photography. It starts with a history of fashion photography from the beginning of the 20th Century up to the present, reviewing the continuous changes in fashion design styles and trends. As part of this analysis students address photographic composition as well as the target aspects of fashion photography. The course concentrates on the main technical aspects such as lighting, settings, locations, use of flash units, portable and studio units, and light metering. Students learn advanced and creative digital techniques for fashion applications, with emphasis on color digital photography. Various B&W and darkroom techniques covered include special creative B&W techniques, color toners for B&W prints, solarization, and colored filters for B&W. Particular attention will be given to on-location shooting and studio photography activities, with practice photographing models. As far as possible students collaborate with the Fashion Department to develop fashion photography projects. For such projects students shoot pictures to meet the fashion application requirements of the project development team, thus experiencing a real working situation. This course is 70% digital and 30% film and darkroom.

**Note:** each student must be equipped with a SLR digital camera with manual function and with at least one lens. A flash unit is strongly recommended. **Lab fee required.**

**PHO 286 F - Photojournalism**
Cr.: 3 - Contact hrs: 90
Prereq.: PHO 120 Introduction to Classic Photography, or PHO 130 Introduction to Digital Photography, or equivalents
This course supplies students with essential skills of photojournalism and documentary photography. Great attention is given to the approach to subjects and to how to carry out an assignment. The choice of the appropriate equipment, cameras, lenses, flash, is also discussed. Most work is carried out with digital cameras. Digital and computer methods and tools important for modern photojournalists are incorporated in the students’ workflow. Students learn to use Apple Aperture 2 for picture archiving, and an introductory web sharing tool. Classic B/W film, shooting, processing and printing are included; students do their own darkroom work during class time and open studio hours. Students closely simulate the activity of professional photographers by carrying out regular assignments from the instructor. Coursework may involve field trips for on-location shooting and interaction with other departments so as to implement joint projects. For such projects students must shoot pictures to meet the documentary, promotional or other needs of the project development team, thereby experiencing a real working situation. Problems related to contacting press agencies and publishing companies are also introduced. Presentations on international movements and their influence on documentary and press photography provide a historical base. This course is 80% digital and 20% film and darkroom.

**Note:** Each student must be equipped with an SLR digital camera with manual function and with at least one lens. A flash unit is strongly recommended. **Lab fee required.**

**PHO 300 F - Advertisement and Commercial Photography**
Cr.: 3 - Contact hrs: 90
Prereq.: PHO 130 Introduction to Digital Photography, or equivalent
The course combines theory and practice as it explores technical, aesthetic, cultural, and historical aspects of advertisement and commercial photography. It starts with a history of photography during the past 100 years. As part of this analysis students address photographic composition and the target aspects of advertising and
commercial photography. The course concentrates on a range of technical aspects of commercial photography such as lighting, settings, locations, use of flash units, portable and studio units, and light metering. Some focus is placed on the use of a large format 4x5" view camera and on refining B&W darkroom work. Honing skills in advanced digital photography technique and Photoshop make the course fundamental preparation for advertisement and commercial applications. Particular attention is given to still-life and studio photography, with practice in still-life set-up and shooting. Further activities may include on-location shoots and inter-departmental projects. As far as possible students work in contact with the Fashion, Interior Design and Graphic Design Departments to develop projects. For such projects students shoot pictures to fulfill the advertisement or commercial requirements of the project development team, thus experiencing a real working situation. This course is 80% digital and 20% film and darkroom.

**Note:** each student must be equipped with an SLR digital camera with manual function and with at least one lens. An SLR film camera is optional. A flash unit is strongly recommended.

**Lab fee required.**

**PHO 360 F - Photography Portfolio**

**Cr.: 3 - Contact hrs: 90**

**Prereq.: PHO 230 Intermediate Digital Photography, or PHO 240 Intermediate Classic Photography, or equivalents**

This course allows students to develop a personal approach to the photographic medium. Emphasis is placed on the development and refinement of individual vision and style that will result in a complete and well-developed portfolio. The purpose of the course is to prepare students to enter the professional world while stimulating their individual creativity. Close study of contemporary photography (and photographers) and art are fundamental tools for learning how to refine personal style. Students use equipment of their choice (digital camera, manual camera, medium format camera, large format camera: all camera types are allowed), and involves digital or manual activity in accordance with student interest. In the course students improve their ability to edit pictures and to show their own portfolios to galleries, critics, or collectors. All techniques needed by them for shooting, darkroom and digital lab work at the advanced level will be addressed by the instructor.

**Note:** each student must be equipped with the camera and materials of their choice.

**Lab fee required.**

**PHO 370 F - Advanced Darkroom Photography**

**Cr.: 3 - Contact hrs: 90**

**Prereq.: PHO 240 Intermediate Classic Photography, or equivalent**

This course consists of a series of workshops in which students learn how to master film and darkroom photography techniques. Students gain knowledge of specialized B&W techniques. The course combines a series of lectures and extensive hands-on sessions about shooting and exposure techniques, refinement of compositional capabilities, enhancing negative processing, and darkroom printing skills. Presentations cover the history of photography, assignments, as well as the different fields of photography as an art medium. The focus is on view camera to small format camera features, infrared B&W film photography, FB fine-art printing, lith printing, two-baths development, toners and cross-toning processes, warm and cold tone developers, push and pull of films, Beers processes, solarizations, and many other special darkroom techniques. Considerable darkroom work helps students to achieve good control of negative exposure and development and fine-tuning of a B&W print. Some attention is given to presentation techniques and to archival processes for creating exhibits or portfolios. This course is 100% B&W film and darkroom.

**NOTE:** each student must be equipped with a manual film camera with a choice of lenses and a flash unit, colored contrast filters for B&W photography, a tripod and a remote shutter release.

**Lab fee required.**