

## PHOT 165 SLO Assessment Exercise

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### Overview

The SLO (Student Learning Outcome) Assignment is a Photography Area assignment for all students enrolled in PHOT 165 - Color Photography I to demonstrate their knowledge, comprehension and application of photography's basic principles of vision, color theory and craft as a means of creative expression. The exercise will consist of making and printing a color photographic image and writing an artist statement.

### Student Learning Outcomes

The student learning outcomes (SLO's) for the PHOT 165 Assessment Exercise are as follows:

Create color photographs of creative expression that demonstrate the purposeful use of color photography's aesthetic attributes for an effective communication of personal vision, including the use of light, the use of color contrasts and color harmony, compositional organization, photographic description, emphasis and moments of exposure.

Demonstrate application of photographic tools, color materials and processes, including camera controls, color image exposure and processing strategies and color photographic printing techniques.

Demonstrate application of proper laboratory practices necessary for making and presenting color photographic prints of optimum technical quality, craft and professional standards.

Demonstrate application of critical thinking practices in describing, interpreting and evaluating the use of color photography as a means of determining their effectiveness in the communication of one's personal vision.

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### Preparation

Initially, it is strongly recommended that you review your contact sheets and edit your selection to one image that is visually engaging, reveals interpretive possibilities and meaning, and reflects command of camera aesthetics and technical craft. It is suggested that you consider images that demonstrate the following:

#### **Vision**

1. **Light** – The role and use of light, including direction of light (front lighting, side lighting, diffused lighting and backlighting) and how light shapes the subject being photographed, emphasizing or diminishing description, texture and volume.
2. **Compositional Organization** – The use of organization framing strategies and techniques, including compositional balance (rule of thirds, symmetrical and asymmetrical balance), considerations of visual space (depth of field with foreground-to-background relationships and use of frame edges), the placement and level of the horizon line.
3. **Photographic Description** – The ability to describe what is in front of the camera, including various vantage point strategies to reveal a point of view, figure-field relationships through separations of tone, shape, and pattern as well as the use of scale and perspective.
4. **Emphasis and Moments of Exposure** – The use of the camera's controls, including the aperture and shutter, to reveal visual content as controlled by the literal use of selective lens focus, depth of field and shutter speeds to reveal a deliberate moment of time.
5. **Use of Color** - The ability to demonstrate how color and colored light in photography can be used to not only describe the colors of objects and details of content, but also suggest the possibilities of a psychological, emotional and/or symbolic context, including various color theory considerations such as the color of light, color as a means of description and the application of color contrasts.

## **Craft**

1. **Image Quality** – The use of camera controls and light-metering techniques for optimum image exposure as well as employing proper laboratory procedures for producing images that reveal a full-range of tonal and descriptive information.
2. **Print Quality** – The use of proper laboratory procedures and image optimization techniques for producing photographic prints of optimum technical craftsmanship, including the use of primary controls (exposure and contrast), color balance and secondary controls (burning and dodging).
3. **Presentation** – The ability to employ controls for optimum print presentation, including cleanliness and retouching.

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## **Assignment**

### **The Color Photograph**

Review and edit your work from analog contact sheets, digital files and/or edited contact sheets made during the semester thus far and produce a final color print that demonstrates optimum use of photographic vision and the necessary procedures and controls for producing a well-crafted color photographic print. Your instructor will not be able to assist you with editing.

### **The Artist Statement**

Write an artist statement no longer than one page that discusses your sense of vision and your use of photography's aesthetic considerations to inform your intentions and suggest an interpretation of the photograph. You are encouraged to write drafts of the artist statement for content and grammatical review before the assignment due date. When writing about your photograph, utilize the discussion in the textbook, *Photography (London & Upton)*, to consider how to write about your photograph. Include the following in your discussion:

1. Description of the image with particular attention on the use of light, compositional organization, photographic description, emphasis, the moment of exposure and the use | role | function of color. How do these visual concerns provide an understanding of the content visually and suggest interpretive possibilities with particular attention on the use of color as a means of description, the color of light and the application of color contrasts?
2. Interpretation of the image for the photographer and audience. What is the photograph about? What concerns, ideas, and/or curiosities does the photograph reveal (emotional, psychological, sociological, cultural) with particular attention on the use of color (color expression from the Art of Color)?
3. Evaluation of the photograph in terms of communicating your intentions. What was the experience like when you made the photograph? What were your intentions and how does the photograph suggest that photographic meaning?

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## **Requirements**

For evaluation (see Course Calendar for Due Date), please complete the following requirements:

### Color Photographic Print

- The photographic image is required to be printed on 8" x 10" or 8.5" x 11" analog or digital color photographic printing material
- The final print is required to be retouched, sleeved in a protective plastic enclosure and turned-in a manila envelope.

### Artist statement

- Required to be **typed, no longer than 1 to 2 pages**, and turned-in with print.

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**Evaluation Standards**

The PHOT 165 SLO Assessment Exercise will be evaluated on the effectiveness of your abilities to demonstrate the principles discussed in the **Preparation** section of the assignment as follows:

**Engagement with Exercise and Completion of Assignment Criteria**

Completion of a color photographic print and artist statement, including a description of the photograph and the use of photography's aesthetic attributes and use of color, an interpretation of the photograph and what concepts/ideas the photograph reveals/suggests, and an evaluation of the photograph, the photographer's intentions and the effectiveness of photograph to communicate those intentions.

**Execution of Vision**

Completion of assignment objectives, and execution of aesthetic considerations (use of light, compositional and framing considerations, vantage point and figure-field considerations, emphasis, moment of exposure considerations and use of color)

**Technical Execution**

Use of camera controls and image processing (use of shutter / aperture combination, focus, image exposure and processing) and print execution (image sizing, correct density and contrast, color balance, use of burning/dodging techniques, retouching/finishing)

100% of points	Exceptional performance, effort and accomplishment in demonstrating engagement with project considerations and superior technical execution.
90% of points	Excellent performance, effort and accomplishment in demonstrating engagement with project considerations, though minor attention necessary with either critical inquiry, aesthetic and/or technical execution considerations.
80% of points	Very good performance, effort and accomplishment in demonstrating engagement with project considerations, though additional attention necessary with one of the criteria considerations, including critical inquiry, aesthetic and/or technical execution.
70% of points	Satisfactory performance, effort and accomplishment in demonstrating engagement with project considerations, though additional attention necessary with at least two of the criteria considerations, including critical inquiry, aesthetic and/or technical execution.
60% of points	Unsatisfactory performance, and effort in demonstrating engagement with project considerations, though additional attention necessary with at least three of the criteria considerations, including critical inquiry, aesthetic and/or technical execution.
0 pts	Assignment Criteria not completed

# PHOT 165 SLO Assessment Exercise Evaluation

Name \_\_\_\_\_ / 100 ( % ) \_\_\_\_\_

\_\_\_\_ | 30 **Engagement with Exercise and Completion of Color Photographic Print and Artist Statement**

- \_\_\_\_ Exceptional | \_\_\_\_ Excellent engagement and completion of assignment objectives and requirements
- \_\_\_\_ Additional attention in engaging assignment objectives and criteria, including completion of the following:
  - \_\_\_\_ Color Photographic Print
  - \_\_\_\_ Artist Statement including the following:
    - \_\_\_\_ Description of photograph and use of photography's aesthetic attributes (use of light, compositional organization, photographic description, emphasis, moment of exposure & use of color)
    - \_\_\_\_ Interpretation of photograph (what concepts and ideas does the photograph reveal (emotional, psychological, sociological, cultural with attention on color)
    - \_\_\_\_ Evaluation of photograph (what were photographer's intentions and effectiveness of photograph to communicate intentions)

\_\_\_\_ | 30 **Execution of Photographic Vision**

- \_\_\_\_ Exceptional | \_\_\_\_ Excellent and consistent use of aesthetic considerations
- \_\_\_\_ Additional attention in consistent use of following aesthetic considerations:
  - \_\_\_\_ Light (use and direction of light, and how light shapes subject)
  - \_\_\_\_ Compositional Organization (use of framing strategies and considerations of visual space)
  - \_\_\_\_ Photographic Description (use of vantage point strategies and figure-field considerations)
  - \_\_\_\_ Emphasis and Moment of Exposure (use of focus, depth of field and deliberate moment of exposure)
  - \_\_\_\_ Use of Color (use of color as a means of description, the color of light and the application of color contrasts)

\_\_\_\_ | 40 **Technical Execution and Craftsmanship with Camera, Image Processing, Print and Print Finishing**

\_\_\_\_ | 10 **Technical Execution | Camera**

- \_\_\_\_ Exceptional | \_\_\_\_ Excellent and consistent technical execution of camera
- \_\_\_\_ Additional attention in consistent use of following technical considerations:
  - \_\_\_\_ Shutter | Aperture Combination      \_\_\_\_ Under | \_\_\_\_ Over Image Exposure
  - \_\_\_\_ Image Processing      \_\_\_\_ Intentional Use of Focus

\_\_\_\_ | 20 **Technical Execution | Print**

- \_\_\_\_ Exceptional | \_\_\_\_ Excellent and consistent technical execution of camera
- \_\_\_\_ Additional attention in consistent use of following technical considerations:
  - \_\_\_\_ Image | Print Density ( too light | dark )      \_\_\_\_ Image | Print Contrast ( too flat | too contrasty )
  - \_\_\_\_ Secondary Controls ( burning \_\_\_\_additional density / \_\_\_\_less density ) | dodging \_\_\_\_additional density / \_\_\_\_less density )
  - \_\_\_\_ Color Balance ( \_\_\_\_\_ Color Cast present)

\_\_\_\_ | 10 **Technical Execution | Print Finishing**

- \_\_\_\_ Exceptional | \_\_\_\_ Excellent and consistent technical execution of camera
- \_\_\_\_ Additional attention in consistent use of following technical considerations:
  - \_\_\_\_ Image | Print Sizing      \_\_\_\_ Overall Cleanliness | Retouching Technique