

PHOTO LIGHTING AND BUSINESS PRACTICES

MEJO 489

M/W 10AM Carroll 58

Instructor: Phyllis B Dooney

Email: Phy919@email.unc.edu

OFFICE HOURS

By appointment; *please reach out and schedule at least two days beforehand.*

REQUIRED TEXT

The Hot Shoe Diaries by Joe McNally
(eBook at Students Stores)

NOTES

This syllabus is flexible.

Be prepared for change.

Show up for each other. Be on time.



Photo © Lars Tunbjörk

In this course we will improve your technical abilities by teaching you how to see and utilize light, both natural and artificial. We will enhance your creative ability through visual exploration and build your portfolio with images that display your style. We will also explore basic business practices.

OBJECTIVES:

- To understand and apply the fundamentals of lighting in photojournalism
- To learn to see light and develop a personal style
- To enhance your beginning photojournalism portfolio
- To understand basic freelance business practices

At the end of the semester students will be able to:

- Effectively operate basic lighting equipment
- Analyze fashion, still life and portrait lighting techniques
- Conceive and execute conceptual images
- Understand freelance terms & create basic promotional materials



Photo © Mélanie Wenger

EXPECTATIONS

This class is about light, vision and style. To find your vision, you will need to push outside of your comfort zone daily, take risks and push your personal boundaries. Take ownership of your learning.

I expect you to have a clear concept and a plan behind your assignments.
I expect images that are advanced, properly focused, exposed and toned.
I expect you to make images that have excellent lighting and composition.
I expect professionalism including presentation, ethics and captions.
I expect your best effort, and I expect you to spend the time to be polished.

Please understand that this class requires a lot of work and a lot of pre-shoot preparation. Students need to coordinate ideas, people, props, gear and locations. Most problems can be solved by starting early and planning well. Wingding it at the last minute rarely works. Excuses for poor planning don't work either. Everyone is experiencing challenges. They are to be expected, in class and later in your career. Be a problem solver and make it your habit to use good planning and preparation.

>>> COVID 19 NOTE <<< Because of our unusual circumstances, planning and concept will be even more important. PRIORITIZE SAFETY.

CRITIQUES

Our goal: to discover what makes a compelling photo story, to draw attention to the strengths and weaknesses in your edit, and to prepare you to go out and make images that communicate more powerfully the next time. Critiques are essential to growth. Be honest, thoughtful and constructive. When receiving critique of your work, appreciate it – you want feedback in order to grow. Don't be so connected to your work that you lose sight of how it could be better. We are each other's best critics and supporters. We will all experience the arc of not-so-great results along with highlight moments.

Critiques will help guide your work as you refine your upcoming Portfolio, so ask for and give functional feedback. Most of my feedback for your work will be given during class critiques. Ask questions! Written feedback will occur with your Portfolio reviews. You must be in class to present your work for critique.

EQUIPMENT

You will need a digital 35mm DSLR camera system with manual controls, interchangeable lenses and a flash. We will use multiple flashes and light shaping equipment that is available for checkout from the school (see "EQUIPMENT ROOM" notes below for access). Compared to a lot of professional camera gear, the flashes we use are not expensive. If you can afford to buy your own gear, it will be very useful for freelance like weddings, senior portraits, etc. and should pay itself off after a few jobs. It is an investment, but once you have it you can begin freelancing and gain experience.

You may want to consider low interest student loans to buy your own gear.

If you borrow from the school, realize you are responsible for any lost, damaged, or stolen equipment, and your access to gear may be limited.

1) You will need to buy your own CF or SD cards - as large as possible. 2) You should have two hard drives for your personal photography archive, one is for backup. I suggest you get at least 4TB drives. Please format your drives before you start using them. 3) Finally, you may also want to buy your own light modifiers (Lumiquest, for example), some Cinefoil, and/or a mount (Flashpoint Universal Shoe Mount Stand, for example).

SOFTWARE

If you haven't already, you will need to activate your accounts for LinkedIn Learning and Adobe Creative Suite. You will need to download Lightroom Classic, and probably Photoshop from Adobe Creative Cloud. This is free to all students.

LinkedIn Learning: <https://software.sites.unc.edu/linkedin/>

Adobe Creative Cloud: <https://software.sites.unc.edu/adobe/>



Photo © Martin Parr

SYLLABUS

WEEK 1

M AUG 15: WELCOME! Review syllabus. Prepare for Equipment Room. Sign-ups. Lecture: LIGHT and BASIC CAMERA MECHANICS: "Exposure Triangle" (F-Stop, Shutter Speed, and ISO).

W AUG 17: Workshop: MENU SETTINGS and THE DIGITAL WORKFLOW, From Camera to Computer (bring your equipment (*camera and external hard drive*) to class).
DUE: READ HOTSHOE: Flash in Real Life, 80&20 = Good Light, Strobe Strategy.

WEEK 2

M AUG 22: Critique. Workshop: SPEEDLIGHT BASICS (bring your equipment to class). Partners (sign-up).
DUE: 01 WINDOW LIGHT.

W AUG 24: Workshop: SPEEDLIGHT BASICS (cont) (bring your equipment to class). Watch BOUNCE FLASH (<https://vimeo.com/734495661>, PASS: J489) and FILL FLASH (<https://vimeo.com/444702228>, PASS: J489). Discuss DIMMING THE SUN.
DUE: READ HOTSHOE: Part I. Watch GODOX CONTROLS (<https://vimeo.com/734496066>, PASS: J489). Magazine Story Assessment Presentations (1,2,3).

WEEK 3

M AUG 29: Critique.
DUE: 02 FLASH IN REAL LIFE.

W AUG 31: VISITING ARTIST (Mélanie Wenger).
DUE: Watch DIMMING THE SUN (<https://vimeo.com/734495894>, PASS: J489).

WEEK 4

M SEPT 5: NO CLASS (Labor Day).

W SEPT 7*: Workshop DIMMING THE SUN and DRAG SHUTTER (bring your equipment to class). **Meet at Merritt's Pasture (weather pending) for class.*
DUE: READ HOTSHOE: Part II (p 48-79) & Part III (Faces in the Forest).

WEEK 5

M SEPT 12: Critique.
DUE: 03 DIMMING THE SUN.

W SEPT 14: Workshop: DRAG SHUTTER (cont) (bring your equipment to class).
DUE: READ HOTSHOE: Part II (remainder of unread). Magazine Story Assessment Presentations (4,5,6,7).

WEEK 6

M SEPT 19: Workshop: MULTI-FLASH (bring your equipment to class).
DUE: READ HOTSHOE: Part III (read ones for your multiple light ideas). Magazine Story Assessment Presentations (8,9,10,11).

W SEPT 21: Critique.
DUE: 04 DRAG SHUTTER

WEEK 7

M SEPT 26: NO CLASS (Well-being Day)

W SEPT 28: Workshop: CONTRACTS + INVOICES.
DUE: READ HOTSHOE: Part III (read more for your multiple light ideas).
Magazine Story Assessment Presentations (12,13,14,15).

WEEK 8

M OCT 3: Critique.
DUE: 05 MULTI-FLASH.

W OCT 5: VISITING ARTIST (David Malosh).
DUE: PORTFOLIO I

WEEK 9

M OCT 10: Workshop: THE PORTRAIT.
DUE: 06 FREELANCE, Part A - Negotiation, Contract.

W OCT 12: Excursion: Photobooks (meet Alice Whiteside at Sloane Library).
DUE: READ HOTSHOE: Part IV.

WEEK 10

M OCT 17: Critique.
DUE: 06 FREELANCE, Part B - Portrait Series, Invoice.

W OCT 19: Lab.
DUE: READ HOTSHOE: Any remaining. Inspiring Photographer Presentation
(1,2,3,4,5).

WEEK 11

M OCT 24: Critique.
DUE: 07 FREELANCE - Website, Cover letter, Internship list.

W OCT 26: VISITING ARTIST (Trupal Pandya).

WEEK 12

M OCT 31: Critique.
DUE: 09 FASHION/ILLUSTRATION, INVOICE.

W NOV 2: Workshop: PITCH.
DUE: 08 FREELANCE - Final Project Pitch Session.

WEEK 13

M NOV 7: TBD.
DUE: PORTFOLIO II.

W NOV 9: Workshop: FINAL PROJECT UPDATE.
DUE: 10A

WEEK 14

M NOV 14: Lab.
DUE: Inspiring Photographer Presentation (6,7,8,9,10).

W NOV 16: Workshop: FINAL PROJECT UPDATE.
DUE: 10B

WEEK 15

M NOV 21: Lab.
DUE: Inspiring Photographer Presentation (11,12,13,14,15).

W NOV 23: NO CLASS (Thanksgiving)

WEEK 16

M NOV 28: Workshop: FINAL PROJECT UPDATE.
DUE: 10C

W NOV 30: LDOC

>> FINAL <<

TH DEC 8, 8:30AM: FINAL EXAM
DUE: **PORTFOLIO III**, FINAL PROJECT PRESENTATIONS

RUBRIC

PORTFOLIO I (22%)

- 01 Window light portrait
- 02 Speedlight - Flash in Real Life
- 03 Speedlight - Dimming the Sun & Color Balance
- 04 Speedlight - Drag Shutter
- 05 Speedlight - Multiple Flash

PORTFOLIO II (22%)

- 06 Freelance, Part 06A - Contract
- 06 Freelance, Part 06B - Portrait Series, Invoice
- 07 Freelance - Website, Resume, Internship list
- 08 Freelance - Final Project Pitch Session
- 09 Fashion/Illustration, Invoice

PORTFOLIO III

(33%)

10A
10B
10C
Final Project

MISC

Participation/Effort (15%)
Magazine Story Assessment Presentation (Pass/Fail) (3%)
Inspiring Photographer Presentation (5%)

GRADING SCALE

>92%=A; 90-92=A-; 88-89=B+; 83-87=B; 80-82=B-; 78-79=C+; 73-77=C; 70-72=C-;
68-69=D+; 60-67=D; <59=F

MENTAL HEALTH

Your mental health and sense of well-being is important! If you are overwhelmed by symptoms, such as anxiety or depression, please reach out to [CAPS](#) (Counseling and Psychological Services) 24/7 at 919-966-3658.

ATTENDANCE + CLASS POLICY

We need each other. Part of your grade evaluation will include participation. The success of this class depends in large part on the quality of class discussion. I distinguish between attendance and engagement and encourage everyone to be *active participants in the class*. Be present, ask questions, offer your opinions, and challenge yourself and others! Absolutely no phones in class.

PERSONAL DAYS (unexcused absences): You will be allowed **2 personal days**; after that 2 percentage points per absence will be deducted from your final grade. Personal days are for anything: you just feel gloomy that morning, your car broke down, you have a job interview, or you are not necessarily sick but you feel crummy, for example. Of course, please let me know when you are taking a personal day. If you miss a class you should turn in your assignment the day it is due to receive a grade.

EXCUSED ABSENCES: For all illness related absences, including COVID-positive results, students may seek an official excuse for absence(s) from the [University Approved Absence Office](#) (UAAO). UNC-Chapel Hill's 2020 attendance policy stipulates that "No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences." **The UAAO process has been streamlined for students who test positive for COVID.** Any student who tests positive at Campus Health or who reports a positive test to Campus Health will be instructed to isolate.

Students should submit a request to the UAAO. Tests conducted at Campus Health will automatically generate a UAA form. If you miss a class (cleared by UAAO) you should turn in your assignment the day it is due to receive a grade.

ZOOM: ZOOM is for those of you who are experiencing health issues that would fall into an 'excused absence.' You are welcome to join via Zoom but attending on Zoom without notice or explanation will adversely affect your grade. MEETING ID: 978 8967 1403 | PASS: MEJO489. Recorded classes can be found in the Panopto folder in Sakai.

EQUIPMENT ROOM

Equipment Room Hours: 9:30 a.m. - 4 p.m. Mon. - Friday

1. **Install the VPN**

Instructions at:

- ★ Watch HOW VPN video: https://youtu.be/YZYTb93Q1_0
- OR read: <https://guides.lib.unc.edu/equipment-room/vpn>
- Optional: Why VPN video: <https://youtu.be/aUCb2zSHiCY>

2. **Reserve Gear in Connect2** (with short video)

- Bookmark: <https://equipmentroom.mj.unc.edu>
- Never borrowed gear before? Instructions at
 - Read: <https://guides.lib.unc.edu/equipment-room/check-out>
 - OR
 - Video: <https://youtu.be/dGGZBoX2BDI>
- Please text us if you can't login (see below for our text number)

3. 🔥 Put **Equipment Room text number** in your phone (919) 442-8077 🔥

4. Our **Terms & Conditions** are below. Notably: **You are financially responsible for equipment checked out.** This may mean paying for lost or damaged equipment.

5. **Equipment Room Quiz:** <https://go.unc.edu/fall21-equipment-quiz>

▶ Please take this quiz / exercise which explains lots of info. about using the Equipment Room ▶

HONOR CODE

The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

SEEKING HELP

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem

- whether the problem is difficulty with course material, a disability, or an illness.

DIVERSITY

The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

SPECIAL ACCOMMODATIONS

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

ACCREDITATION

The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://hussman.unc.edu/accreditation>. No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas.