The Photographer as Generalist
Instructor: Neal Menschel, Photojournalist/Photographer

Schedule: Class sessions: This is a six week course meeting on 6 Wednesdays beginning on January 14 continuing through February 18. Each class is held from 7:00 – 9:30 pm.
Field trips: There are two Saturday field trips, Jan. 24 to Half Moon Bay, beginning at Noon, and Feb. 7th in San Francisco beginning at 9am.

I will always be available after each class for questions, discussions, and portfolio reviews, and in between sessions via email.

There are no required texts for this course, however the instructor requests that students take some time to specifically look at examples of the different genres of photography covered in this syllabus. A list of internet links will be emailed shortly after registration. This will be considered your first assignment.

Materials - Requirements:
• A digital camera, preferably a DSLR.
• Either a wide angle to telephoto zoom or at least two lenses, a wide angle and a short telephoto. Ideally you should have the capacity of a wide angle going from at least 28mm, to a short telephoto of somewhere around 80 to 135mm. (These are 35 mm film equivalents). It would be preferable to have one of the lenses capable of close (macro) focusing.
• Camera flash cards with at least 8 gigs of memory.
• Lap top, or access to a computer with simple photo editing capabilities. Examples might be Apple Aperture or iPhoto, Adobe Light Room, and there are many others.
• 4 to 8 gig portable thumb drive.
• A shoe mount flash is handy but not necessary.
If there are any questions or need for clarification you can email the instructor.

Requirements for a Letter Grade and/or Credit/No Credit: There are three options for grades or credits:
• To receive a letter grade, (A, B, C, D, No Pass) weekly assignments must be completed and reviewed.
• Credit/No Credit - attendance and participation (as determined by the instructor) is required.
• No Grade Requested (this is the default option) no work is required; No credit shall be received; No proof of attendance can be provided. (Not suitable for those requiring proof of attendance/completion).
Goals and Objectives: The main goal is to create a comfort in using the knowledge, skills, methodology and strategies of content driven visuals to create meaningful and compelling images that reflect the many facets, possibilities, and complexities of photography; to develop a personal style and vision within each individual photographer.

∞ All the technique in the world doesn’t compensate for the inability to notice. 
Elliott Erwitt
∞ It’s all gestures and light!  
Jay Maisel

WEEK ONE
January 14, Wed. – 7:00pm - Portraits
- Lecture: Introductory photo session, bring equipment, and questions. What are everyone’s expectations, goals and how do we get there.
- Discussion of content driven visuals
- Introduction to Lore, how to use it between classes
- The nature of light - direction, quality, quantity
- Lighting, Natural and Artificial, Light modifiers, flash, reflectors, scrims, boxes, umbrellas, dishes, on and off camera light
- Portrait Slide Show
- Digital editing hand out
- First Assignment: “A Portrait.” Results due following week, January 21st. Three photographs revealing who the subject is…
  1. Tight, VERY tight, revealing headshot
  2. Give a sense of the subject through body language and/or gestures.
  3. Create a view of a person as they relate to their environment.
- Slide show of examples illustrating portraiture.
WEEK TWO

January 21, Wed. – 7:00pm - Nature/Landscape

• Discussion of first assignment experiences
• Discussion: Genres of outdoor nature and landscape photography
  Thinking out of the box – Making the ordinary extra-ordinary!
• Lecture/discussion of the basics of compositional guidelines, what
  happens within the rectangle: landscapes and composition – layers, lines,
  curves, patterns, tonal contrast, shapes, divisions, scale, and the frame
• Lens choices - focal length – from tele/wide to macro, aperture
• Camera stabilization
• Time, place, mood, ambiance, and light
• Slideshow illustrating the varied aspects of time, place, mood, ambiance,
  and composition
• 2nd Assignment The natural world, Due next week, January 28th. Three
  different photos, each one illustrating a different aspect of this evenings
  class and discussion.
• Hand out, Content Driven Images
• Photo review of first assignment (Portraiture).
• Preparatory information about the January 24th field trip (next Saturday)
  J.V. Fitzgerald Marine Preserve, 200 Nevada Ave. Moss Beach (Just
  North of Half Moon Bay approximately 6.2 miles, go left on California Ave
  to end then right on Lake Street).

WEEK THREE

January 28, Wed. – 7:00pm - Still Life, Found, and Macro

• Discussion of the “Natural World” assignment experience and field trip
• The world of Still Life and Macro: from the kitchen, home, neighborhood,
  to the parking, lot and beyond. It’s where you find it, anywhere.
• Lighting and Composition
• 3rd Assignment: Stills and Macros
• Slide show with examples
• Assignment is due February 4th, three photographs. Each photograph
  must illustrate a different subject. One close up, one from in the home,
  one from the neighborhood
• Note: restrict the assignment to only one block!
• Review student images on landscape and nature
WEEK FOUR
February 4th, Wed. – 7:00pm - The Street
- Discussion of the assignment “Still Life, Found, and Macro”
- Street Photography – Responding to the ironies, paradoxes, and subtle emotions played out in everyday life on the “street”
- Hand out of legal aspects of photographing in public
- Discussion of fieldwork, ethics, photography and the law
- A brief and somewhat biased media presentation on the history of street photography according to the instructor.
- More place, more character
- Timing
- People or no People… Architecture
- Video: Bruce Gilden and Eric Kim

4th Assignment: Could be from field trip, but not necessary. 3 photos
- Student review from January 28th assignment, still life/found/macro
- Brief conversation about next Saturday’s, (the 7th) field trip, SF Market Street. Meet in front of the main entrance under the clock tower of the Ferry Building on Embarcadero in SF at 9am.

WEEK FIVE
February 11th, Wed. – 7:00pm - Documentary and Sports
- Review of the San Francisco street experience
- Discussion of the Photo Essay/Documentary – How to create the narrative
- Sports Photography, What it takes, mental and physical
- Review of content driven images
- 5th assignment due February 18th: a story in photos OR 3 sports photos
- Examples of documentary photography and the photo essay
- Review of student photos of “The Street”
- Discussion of 6 final images for Smugmug Gallery!!!

WEEK SIX
February 18th, Wed. – 7:00pm - Wrap up and Review
- Review of the final assignment
- Discussion of personal style. From where does it come, and how can an individual develop it
- Discussion of publishing on demand, portfolios, websites, workshops, and other resources.
- Handout: Links, Books, Website templates, Publish on demand, Further development and education…
- Reminder for evaluations

"I don’t believe a person has a style. What people have is a way of photographing what is inside them. What is there comes out.” – Sebastiao Salgado