



**MPMT 4930**  
 Photography  
 Composition and  
 Editing

|   |  |
|---|--|
| <p><b>WELCOME!</b></p>  | <p><i>Photography isn't the only way to capture the world, but it certainly is one of the most effective. Look no further than the nearest social media feed, news station, magazine article, or book cover to see it – photographs have power!</i></p> <p>MPMT 4930 <b>Photography Composition and Editing</b> is intended for students who want to harness the power of photography and explains the fundamental concepts about photography and photo editing from start to finish.</p>  |
| <p><b>HELLO!</b></p>  | <p>If you would like to be called by a name other than what I have on the UF registration please let me know. I am looking forward to meeting and working with you so please introduce yourself!</p>   |
| <p><b>MY CONTACT INFORMATION</b></p>                              | <p>Instructor: Professor Tim Sorel<br/>       Contact Info: <a href="mailto:tsorel@ufl.edu">tsorel@ufl.edu</a><br/>       Office Hours by Zoom or in person by appointment</p>   |
| <p><b>CLASS MEETINGS</b></p>                                      | <p>We will meet for one class before leaving for study abroad. Italy class dates will be announced per our travel schedule.</p>  |
| <p><b>CAMERA</b></p>  | <p>Students may use their own SLR camera or iPhone 12 or higher. In some cases, the instructor will lend CJC students Canon 80D camera and lens. Students who borrow CJC cameras sign a camera contract and are financially responsible for damage and or theft or CJC cameras and lenses.</p>   |
| <p><b>TEXTBOOKS</b></p>   | <p>No required textbook. Online instruction using Linked-in will be required viewing.</p>  |
| <p><b>COMPUTER &amp; SOFTWARE</b></p>                             | <p>Students must a laptop with the Adobe Creative Suite loaded on the maching prior to leaving the country. We will meet once in April to confirm this.</p>  |
| <p><b>ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES</b></p> | <p>I will be introducing you to a great deal of technical material and class attendance is important. Attendance in mandatory during study abroad in accordance with the rules of the program. Students who are late to class can have 2- points deducted from their final grade for each late to class occurrence. Assignments submitted after the due date will result in a 20% grade deduction for that assignment. Assignments submitted seven days after the dues date will not be accepted.</p>  |
| <p><b>STUDENT LEARNING OUTCOMES</b></p>                           | <p>By the end of the semester, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Identify the basics of photographic process</li> <li>2) Create compositions using depth of field, natural light, and the rule of thirds.</li> <li>3) Identify and use ISO, Aperture and Shutter Speed to capture images</li> <li>4) Use Adobe Lightroom for creative photo editing to enhance images</li> <li>5) Export and share digital images using optimal compression settings</li> <li>6) Deliver and receive peer assessment of creative works</li> </ol> |



### **STUDENTS WITH DISABILITIES**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

### **UF HONOR CODE**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

### **HELP WITH COPING**

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for Appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

### **COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations on line via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **CLASS RECORDINGS**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book or magazine.



**ASSIGNMENTS,  
PROJECTS, &  
GRADING**

**Undergraduate student grading:**

|                                     |        |
|-------------------------------------|--------|
| Photo and editing assignments ..... | 55 PTS |
| Online Tutorial Quizzes .....       | 10 PTS |
| Final Project.....                  | 35 PTS |

**Graduate student grading:**

|                                     |        |
|-------------------------------------|--------|
| Photo and editing assignments ..... | 40 PTS |
| Online Tutorial Quizzes .....       | 10 PTS |
| Final Project.....                  | 35 PTS |
| Analysis Project .....              | 15 PTS |

fractional point totals over .04 will be rounded up.

| <b>GRADING SCALE</b> |      |
|----------------------|------|
| 94pts or higher      | = A  |
| 90-93pts             | = A- |
| 88-89pts             | = B+ |
| 84-87pts             | = B  |
| 80-83pts             | = B- |
| 78-79pts             | = C+ |
| 74-77pts             | = C  |
| 70-73pts             | = C- |
| 65-69pts             | = D  |
| 64pts or below       | = E  |

**FORMAT OF  
CLASS**

MPMT 4930 will have a series of **hands-on assignments** designed to reinforce professional production skills needed for photography. All classes are designed to reinforce specific production skills needed to complete assignments. All assignments are designed to reinforce production skills needed to complete the course final project.

**ASSIGNMENTS**

**See Canvas for descriptions and due dates**

ASSIGNMENT 1) Shots from Venice or Florence

ASSIGNMENT 2) Camera control competencies

ASSIGNMENT 3) Color Correction and editing

ASSIGNMENT 4) Golden Hour Light

ASSIGNMENT 5) Architecture

ASSIGNMENT 6) Street Poses

ASSIGNMENT 7) Street Photography

Final project- Day in the life

\* Graduate research paper for graduate students only



## GRADUATE PROJECT

### **Project Goal**

Students taking this course for **graduate** credit will provide a written analysis of storytelling and modern day marketing.

### **Required Reading**

*Storynomics: Story Driven Marketing in the Post-Advertising World* by Mckee and Garace.  
(I have copies of this book I am willing to lend)

### **Analysis short answer. Half page to full page for each of the following:**

- 1) Discuss the author's theories on traditional advertising and changing landscape and challenges for chief marketing officers.
- 2) Discuss the author's storytelling examples that supported successful marketing efforts. Do you agree or disagree with the thinking? Support your position.
- 3) Demonstrate that you understand the differences between engaging storytelling verses process, hierarchy, chronology and journey-type narratives.
- 4) Discuss the authors eight stages of story design and the role of each.
- 5) Similar to what the authors discuss about the film *Moneyball*, provide an analysis of a different film and apply the eight stages of story, identifying each part of the story that assisted in keeping the audience engaged.
- 6) On page 77, the authors describe Dove's "Real Beauty Campaign" and why *Ad Age* named the campaign one of the best of the century. Consider this and provide a modern day example of a branding campaign that has used engaging storytelling to capture and hold attention of targeted consumers.



DATE

TUESDAY

OUTSIDE OF CLASS

CLASS 1  
DATES TBA

Exposure basics, aperture and the dynamic range of the  
iphone camera

CLASS 2

Framing, rule of thirds, depth of field, camera position  
composition, negative space, low light shooting

Work on assignment 1

CLASS 3

Light, finding natural light sources to work with.  
Photo editing 1- Lightroom

Work on assignment 2

CLASS 4

Points of view- changing your point of view- angle  
Photo editing 2- Lightroom

Work on assignments 3 & 4

CLASS 5

Architecture and landscape  
Photo editing 3- Lightroom

Work on assignment 5

CLASS 6

Exploring manual controls  
Photo editing 4- Photoshop

Work on assignments 6

CLASS 7

Getting inspired by the work of others  
Photo editing 5- Photoshop

Work on assignments 7

CLASS 8

Final project photo essay  
Photo editing 6- Photoshop

Plan final project

CLASS 9

One on one meetings final project prep

Work on final project

CLASS 10

TBA

Work on final project

ENJOY YOUR BREAK