

488C
PORTFOLIO DEVELOPMENT SEMINAR
SPRING 2010

YOU WILL HAVE A WEB PAGE FOR THIS CLASS WITH UPDATED INFORMATION.
THE PAGE IS PART OF YOUR SYLLABUS AND YOU ARE REQUIRED TO CHECK IT
EACH WEEK. www.schwepkerphoto.com/capstoneupdates.html

LEAD INSTRUCTOR: PETER SCHWEPKER
FACULTY: SAM MINKLER, LAURA CAMDEN, RUSS GILBERT, DR. GENE BALZER AND
JERRY FOREMAN

Your work will be adjudicated by the collective opinion and input of the faculty and, if possible, outside photography sources during and at the end of the semester. The long measure of your work will be determined by your weekly PROFESSIONAL work and presentation in the final portfolio analysis.

PROFESSIONAL means you must produce great content, a strong presentation and knowledge of your subject during your final oral presentation. This is a capstone class, not PHO 181 or a lower division and lower expectation class. You are expected to dedicate at least six hours a week to your project.

In your final presentation PROFESSIONAL means you dress for and present yourself and your work as if you were going to a huge job interview. You should have a professional quality portfolio with carrying case complete with labeled CD's and business card.

ABOUT GETTING AN "A"

NO ONE IS ENTITLED TO AN "A" IN THIS CLASS. YOU START FROM ZERO AND
WORK YOUR WAY UP FROM THERE.

AN "A" STUDENT WILL:

- Submit his or her formal subject proposal on the first day of class, Jan 11. (No handwritten proposals will be accepted). Any final revisions are due by the second class period, Jan. 20. The class will meet on Wednesdays from that time, except during midterm review and portfolio presentations.
- Have one's weekly work prepared BEFORE class. We have a huge class and will not wait for photos to open in Photoshop. Use relatively small files for class. Have your presentation prepared before class, which will be on Wednesdays. If we have to wait for you to produce your weekly work, you will be asked to step aside for others who are prepared. If you get bumped to the end of class and we run out of time, it will count as though you were not prepared. **SO BE PREPARED TO SHOW YOUR NEW PHOTOS WITH PREVIOUSLY EDITED WORK. WE WILL NOT HAVE TIME TO DEAL WITH FUMBLING PRESENTATIONS.** Also, this is to be NEW work. I will, from time to time, check your metadata to see when your work was finished.
- Have no more than one unexcused absence on regular class sessions. If you are more than five minutes late, it will count as non-attendance. This includes field trips. (Do NOT schedule photography shoots during your WEDNESDAY class. It will not count as an excused absence

PHOTO CAPSTONE SYLLABUS, SPRING 2008, PAGE 2

(IF YOU ARE ILL THE DAY OF CLASS, YOUR WORK MUST BE SUBMITTED. IT IS YOUR OBLIGATION TO HAVE YOUR NEW WORK DELIVERED TO CLASS.

IF YOU ARE EXPERIENCING AN EXTENDED ILLNESS, YOU MUST NOTIFY SCHWEPKER OR ANY OF THE PROFESSORS AND FOLLOW THROUGH WITH A VERIFICATION OF YOUR ILLNESS BY A DOCTOR.

• You MUST meet weekly assignments. And each week's presentation must reflect new work. We may look at your metadata for information about your shoot. Included in that metadata is information about when you did your shooting. Do not stack three weeks into one, unless authorized by a professor in this class. (As an example, if you are attending a photo conference, new work is still required when you return, but you may be allowed to do two weeks of work ahead of time). **Failure to show means a zero for that week. A weak effort or repeated frames from a previous week will be grade in get a failing grade for that week.** Good to great performance will bring you a grade in the 80's or 90's. Your weekly average for the semester will count as 40 per cent of your grade. Your weekly grade will be determined by the instructor observing your work during class. (We will likely divide into groups due to the large size of this class).

**WEEKLY GRADE AVERAGE= 40% OF YOUR FINAL GRADE
FINAL PORTFOLIO AND PRESENTATION=50% OF YOUR FINAL GRADE
WORK ETHIC AND ATTITUDE=10% OF YOUR FINAL GRADE**

• You will be allowed only one subject change, and that must be approved by me and another photo faculty member and recorded in writing BEFORE Wednesday, Jan. 20. No changes in subject may be proposed after Jan. 20 (applies to photojournalists, too). Your adherence to your proposal is part of your grade. **YOU ARE EXPECTED TO HAVE PHOTOGRAPHS THE SECOND WEEK OF CLASS EVEN IF YOU CHANGE YOUR PROJECT.**

An "A" student will:

- Exhibit a cooperative spirit with teammates and faculty.
- Work with dedication and consistently.
- Show the process of learning new ideas and concepts as the semester progresses.
- HAVE MARKET-READY PROFESSIONAL CONTENT IN HIS OR HER FINAL PORTFOLIO.
- HAVE A PROFESSIONAL PHYSICAL APPEARANCE IN HIS OR HER FINAL PRESENTATION. THIS MEANS DRESS AS THOUGH YOU ARE ON A JOB INTERVIEW!

**YOU WILL HAVE ONE ABSOLUTE PORTFOLIO DEADLINE (MONDAY, APRIL 12)
AND ONE REVISED PORTFOLIO DEADLINE (MONDAY, APRIL 26)**

You are required to meet the April 12 portfolio deadline regardless of illness and other end of the world tragedies. Please understand that you must be working on your portfolio during the entire semester and end of semester casualties will not be an excuse for missing deadlines, just as it is not an excuse in the real world.

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**FIRST PORTFOLIO DEADLINE
MONDAY, APRIL 12, 2010**

(A POINT A MINUTE DEDUCTION WILL BE IN FORCE FOR LATE PORTFOLIOS. YOU ARE RESPONSIBLE FOR YOUR PORTFOLIO DELIVERY EVEN IF YOU ARE SICK. NO EXCUSES FOR LATE PORTFOLIOS. PLAN A WEEK AHEAD. THIS IS LIKE A JOB INTERVIEW.)

Your portfolio should be finished at this time. First deadline is provided so you may have feedback from instructors and professionals to improve your final portfolio due two weeks later.. This is your DEADLINE week. If you do not present your entire portfolio at this time, it will be late and you will not be eligible for your second deadline, which means you fail the class. If your portfolio is so weak that the collective faculty assumes you have not prepared for this deadline, your grade for this first attempt will constitute your final grade with no second opportunity to "improve your work.

THE PRESENTATION TIME MAY RUN A WEEK, APRIL 12, 14, AND 16 SO BE PREPARED TO ATTEND CLASS ON MONDAY, WEDNESDAY AND FRIDAY.

**YOUR REVISED PORTFOLIO DEADLINE
IS APRIL 26, 2010**

(You do not need to revise your portfolio. It is an opportunity for you to do so. But you will need to attend the final class session on April 26. If you do not revise your original portfolio, you will leave it with the instructors for grading. If you DO revise your portfolio, it will be due on time April 26. Penalty for late portfolios.)

(A POINT A MINUTE DEDUCTION WILL BE IN FORCE FOR LATE PORTFOLIOS. YOU ARE RESPONSIBLE FOR YOUR PORTFOLIO DELIVERY EVEN IF YOU ARE SICK. NO EXCUSES FOR LATE PORTFOLIOS. PLAN A WEEK AHEAD. THIS IS LIKE A JOB INTERVIEW.)

DIGITAL PRESENTATIONS

Photojournalism portfolios are judged by digital presentations throughout the industry. Your digital presentation MUST be of a high professional quality. You may present an additional small printed portfolio which you may leave with an employer after your presentation. Your presentation MUST be a top quality slide show or movie complete with caption information in some form. We will NOT be waiting for files to open during your presentation, so do not open individual files in Photoshop. Rather, work your presentation on Photomechanic, Quicktime, IPhoto, IMovie or Soundslides. Back this up with a digital folder of individual photos in case your future "employer" can't open your show.

If you are a photojournalism emphasis in JLS, you MUST do a photojournalism piece for your 488C project. **ALL DIGITAL PRESENTATIONS MUST BE READY TO SHOW BEFORE CLASS AND PRESENTED IMMEDIATELY WITH A FULL SCREEN LOOK AT THE PHOTOS.**

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The photo faculty strongly encourages every student to develop a website of your work. Having a website indicates you are ready to get a job, internship or start a business. Failure to build a website indicates you are not ready for the next step in your life.

OTHER PRESENTATIONS

All presentations other than photojournalism will be require quality prints bound in a professional portfolio case or book. Please avoid books with cheap plastic covers that bend and shine and irritate your interviewer and professors alike. We want to see your best work without distraction. It is wise to include a digital CD of your work, as well.

ALL STUDENTS MUST HAVE PROFESSIONAL LABELS ON THEIR WORK, INCLUDING THE CD. ALL STUDENTS ARE REQUIRED TO HAVE A BUSINESS CARD AND A RESUME.

PHOTO HAS PURCHASED ANEW CD PRINTER THAT WILL PRINT LABELS RIGHT ON THE CD. DO NOT ATTACH STICKY LABELS TO YOUR CD OR DVD, WHICH MESS UP COMPUTERS AND REALLY IRRITATE YOUR POTENTIAL BOSS.

SCHEDULE

(YOU ARE REQUIRED, AS A CONDITION OF THIS SYLLABUS, TO CHECK THE 488C CAPSTONE PAGE ONLINE www.schwepkerphoto.com/capstoneupdates.html)

This online page will give you updated information about schedule changes.

**YOUR ONLINE SCHEDULE IS THE OFFICIAL SCHEDULE.
YOU ARE REQUIRED TO CHECK THIS ONLINE PAGE AT LEAST ONCE A WEEK. THIS IS YOUR TENTATIVE SCHEDULE:**

JANUARY 11	YOUR PROJECT TOPIC IS DUE IN PROFESSIONAL FORM.
JAN. 20	LAST DAY TO MAKE CHANGES ON YOUR PROJECT WITH INSTRUCTOR CONSENT. YOUR CHANGES MUST BE SUBMITTED IN WRITING. YOU MUST INCLUDE YOUR ORIGINAL TOPIC AND A COMPLETE OUTLINE OF YOUR NEW PROJECT OR PROJECT YOU HAVE YOUR FIRST WORK DUE ON THIS DATE.
MARCH 8-13	THIS WILL BE YOUR GRADED MIDTERM PROGRESS REPORT ON YOUR PROJECT. THIS WILL GIVE YOU A GOOD IDEA OF WHERE YOU STAND AT MIDTERM.
MARCH 15-19	SPRING BREAK (YOU STILL HAVE WORK DUE THE WEEK AFTER SPRING BREAK)
APRIL 12 and 14 (maybe 16)	YOUR PORTFOLIO IS DUE, FIRST DEADLINE. SEE INFORMATION ABOVE ABOUT OUR EXPECTATIONS FOR YOU FIRST DEADLINE. PRESENTATIONS THIS WEEK., THIS WEEK MAY INCLUDE WEDNESDAY AND FRIDAY CLASS SESSIONS. YOUR PORTFOLIO MUST BE SUBMITTED ON TIME. POINT-A-MINUTE PENALTY ON MONDAY.
APRIL 26	YOUR REVISED AND FINAL PHYSICAL PORTFOLIO IS DUE. NO PRESENTATIONS. NO FINAL IF YOU CHOOSE TO GO WITH YOUR APRIL 13 PORTFOLIO WITHOUT CHANGES, SO BE IT. BUT YOU ARE STILL REQUIRED TO ATTEND THIS CLASS.

ABOUT YOUR INSTRUCTORS

It has become fashionable for a few students in past 488C classes to object to receiving input from four or five different professors. EVERY instructor in this class carries professional backgrounds which can and will help each student prepare to meet job interviews. Critiques in this class are designed to polish your product and have you ready to land an interview and get a job!

So listen!

Your lead instructor will often defer to other instructors in the class for opinions regarding student work. Photojournalism is my passion. As well, I bring experience in studio, editing, corporate and wedding photography. Other professors in this class have varying areas of expertise in style and camera format and I gladly yield to their input, as they do mine. You are fortunate to have such a variety of photographic knowledge available to you in this single classroom!

Dr. Gene Balzer, Laura Camden and Sam Minkler, and Russ Gilbert are here to help you. Additionally, we will have the support of our key part-time faculty members Jess Vogelsang and Jerry Foreman from time to time.

The work of our faculty has been acknowledged numerous times on a local, regional and a national basis. Two years ago, PDN Magazine chose **Sam Minkler** as the top photographer in Arizona and his work has been featured in New York last. **Dr. Gene Balzer's** large format work has been displayed in numerous places, including the Museum of Northern Arizona, along with instructor, Russ Gilbert. Their work was displayed again in Phoenix this past summer.

Balzer's clients include Arizona Highways Magazine, Babbitt Brothers Trading Co., Hasselblad USA, Hualapai Indian Tribe, Justin Industries, Museum of Northern Arizona, National Geographic Society, Northland Publishing, Readers Digest Books, Time-Life Books, Treasure Chest Books, and W.L. Gore and Associates.

Russ Gilbert's Exhibitions Include: Maine Photographic Workshops, Coconino Center for the Arts/Flagstaff AZ, Arizona State Fair, Mesa Community For The Arts/Mesa AZ, Flagstaff Public Library, Mc Nabs Art Studio/Flagstaff AZ, ASU Gammage Auditorium/Tempe AZ, Phoenix Collage Art Gallery, Business Clients Include, Ford Motor Co., General Motors, International Truck and Engine, Chrysler, Citroen, Case Tractors, Hyundai.

Laura L. Camden has been a professional photojournalist for the past 17 years. During her career, she has been on contract with Reuters News Pictures based in Austin, Texas, and covered the 1999 presidential campaign of George W. Bush. She has also worked as a picture editor for Reuters News Pictures in Washington, DC and as a staff newspaper photographer for several Gannett newspapers in Texas and New York state.

Laura holds a B.J and M.A. in photojournalism from the University of Texas at Austin and has taught at both the University of Montana in Missoula and the University of Texas at Austin.

Texas A&M University Press published Laura's first documentary photography book, "Mennonites in Texas: The Quiet in the Land," an intimate look at the lifestyle and culture of two Texas Mennonite communities. She donated her photographic archive to the University of Texas at Austin's Center for American History.

Peter Schwepker has been published in Time Magazine, Men's Journal, Arizona Highways, Arizona Magazine, LA Times, Washington Post, Arizona Republic and many other media and commercial outlets. He was a photojournalist and photo editor at the Arizona Republic, where he won Arizona News Photographer of the Year four times. In 2006, he was chosen to judge the Pictures of the Year competition in at the University of Missouri where he and three other judges determined the best of 50,000 images from around the world.

ABOUT YOUR GRADE:

YOUR WEEKLY AVERAGE TOTAL IS **40%** OF YOUR FINAL GRADE

YOUR GRADE ON YOUR PRESENTATION AND FINAL PORTFOLIO IS **50%** OF YOUR
FINAL GRADE.

YOU ATTITUDE TOWARD YOUR WORK, YOUR CLASSMATES AND YOUR
INSTRUCTION WILL COUNT AS **10%** OF YOUR FINAL GRADE.

HOW TO GET AN EXCUSED ABSENCE:

**YOU MUST HAVE THE SIGNED APPROVAL OF THE LEAD INSTRUCTOR
(SCHWEPKER) AND ONE OTHER PHOTO INSTRUCTOR IN THE CLASS.**