

# R&D COMMUNICATION TECHNOLOGY

The R&D class is designed to provide you with the opportunity to explore specific areas of communication. This class will be organized in the following manner:

## First Six Weeks: A Review

The first six weeks will be a review of skills learned in Communication Graphics. You will have the opportunity to work with 35mm black and white processes in order to reacquaint yourself with darkroom practices. During the six weeks, you will complete three assignments. For each assignment, you are expected to turn in two 8x10 prints and a proofsheets.

The first assignment will be due on Friday, September 6th. The assignment is an open one. I am interested in seeing how much you remember about exposure and composition. I do want to see how creative you can be too. Do not just do

*First Up*

*September 7th—Two Open  
September 21st—Environmental  
Portraits  
October 5th—Sports and  
Design Element*

some sort of snapshot!

The second assignment will be due two weeks later, on September 20th. For this assignment, you are expected to turn in two environmental portraits, preferably of different individuals. Again, a proofsheets is expected.

The third assignment will consist of one sports photograph and one example of a design element or design principle. Again, a proofsheets is required. This assignment will be due on October 4th.

The second six weeks will be a little different this year. You will have two main projects, as well as

several minor ones, during the six weeks. While not forgetting our still photography, this six week period will deal with other forms of visual communication, more specifically video and computer.

This six weeks will be group work. You should find two other people in the class who you will work with for the entire six weeks. Be sure to select people that you can put up with for the entire time.

You have a choice as to which assignment you complete first. You could select to work with the computer first, or you may work with the video system. You must work with both systems by the end of the six weeks however.

For your computer assign-



ment, your group will design, write and produce a brochure that can be used to promote the pho-

tography programs offered by the Arlington Independent School District. Your design will be entered into a competition against designs from the other schools in the district. The winning design will be printed for distribution around the city. A handout describing this assignment in further detail is forthcoming.

The video assignment will involve writing, storyboarding, producing and editing a 30-second or 1-minute commercial. Your timing must be within 2 seconds of the time limit. We will have two video cameras, but only one editing system, so you must schedule your time wisely. The less editing you do, the better off your group will be. Again, I will have more specific information for you when the time comes.

In addition, you will have some individual black and white assignments, so that you don't get rusty in the darkroom. These EDL (Every-Day-Life) assignments will consist of one print which best illustrates the category I give you. You will have two of these assignments during the six weeks.

# PARENTAL PORTRAIT

One of your assignments for the Fall Semester is a Parental

Portrait. This portrait will be done at the school, using the studio and the strobe equipment. You will need to schedule a time when your parent(s) can be here, as well as working with my schedule. You will need to select their cloth-

ing as well as deciding what other props and poses are required. This photo will be shot on medium format and one 11x14 print is due by December 13th. This will be part of your Semester Exam grade.

## Third Six Weeks: And Now For Something Completely Different!

For the third six weeks, you will be utilizing the medium format and large format cameras. Again, the majority of the work will be in black and white, but you will have the opportunity to work with color negative or color slide film in addition.

The two assignments are interchangeable. Because we only have two large format cameras, you will need to carefully sched-

ule your use of the equipment. The format which you select for the assignment is up to you, but you may not use a 35mm camera and you must use the 4x5 at least once.

You will turn in one assignment on November 30th. The other assignment will be due on December 13th. Each assignment will include one print and one proofsheets.

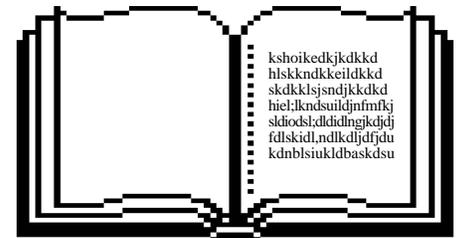
Again, the choice is yours as to which assignment you do first, but you will turn in an architectural photograph and a photograph advertising some type of product by the end of the six weeks. More specific information about these two assignments will be forthcoming.

In addition, the EDL Assignments will continue, with at least one during the six weeks.

## But That Is Not All You Will Be Doing

While you are working on these assignments you will be doing some preparatory work as well as some in-class assignments. One ongoing assignment that you will have this year is to keep a journal for the class. This journal will serve a number of purposes:

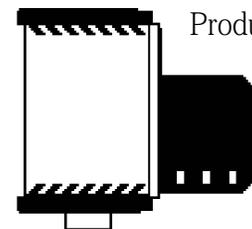
- You should utilize it to keep track of ideas for photographs or other assignments which you are interested in working on.
  - You will be selecting photographs to evaluate on a **weekly** basis and inserting them into the journal. As part of this evaluation (lighting, composition, what the photographer is trying to communicate, why you selected the photograph, etc.) you will also describe or draw how you would photograph the same subject *differently*. I will provide you with an additional handout explaining the journal in more detail.
  - You will turn in this journal every other Friday (the Fridays that no photo assignment is due.)
- You will also have the opportunity to experiment with some advanced darkroom processes, including bleaching and toning.



## FUTURE ATTRACTIONS

After two research projects the spring semester will consist of independent study topics, rather than regular assignments. You

will be able to select specific areas that you want to study further, such as video, black and white or color processes, computer animation, etc. You should use the Fall Semester as an opportunity to determine what specific areas you want to explore further.



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