NYC SALT Smartphone 12-Week Workshop Pilot

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Course Description: (12 Class Workshop. Each Workshop is two hours.)
This smartphone photography class is about the art of capturing, processing, and publishing pictures using the smartphone. The class has three parts:

1. **Learning to see and create pictures:** We will cover composition, light and color, learning to use those visual elements as parts of a story. In each class we will showcase the work of accomplished photographers, teaching about the different genres of photography and using their work as examples and inspiration.

2. **Processing and editing pictures with apps:** We will start the workshop only using the basic native camera app on the smartphone and work in more apps as we go for capturing, editing, processing and publishing. These apps will help students to fine tune their vision for their picture stories and help in exploring and developing style.

3. **Sharing pictures through social media:** We will use Instagram, Tumblr and Facebook as a means to publishing photography, covering how to brand and market your work through social media and hashtags. Students will think through how they want to portray themselves as artists and create their own social media accounts to reflect that image. At the end of the workshop each student will have a portfolio published on Tumblr and social media accounts that share inspiring imagery and reflect who they are as artists.

Class structure:
Each class is a 2-hour class is broken into thirds:
(Teachers should spend 1-2 hours preparing for each class.)
- Looking at the work of accomplished photographers
- Learning via a prepared lecture and discussion
- Making, processing, enhancing and sharing photographs

Class Weekly Assignments:
- Each week a student researches online to find 3 photographers that inspire them. Photographers have to be from two different countries and 2 genders.
- Each week students are required to comment on 5 photos on the class Instagram account in a meaningful manner.
- Assignments should be saved to a class folder in each students camera roll and posted to the class Instagram account and hashtagged appropriately. Students should put their Instagram handle in the photos caption to identify themselves.

Course Objectives/Goals:
Students taking this course will:
• Engage in the process of photography as a means of expression, developing an appreciation of photography by doing it.
• Develop visual literacy through recognizing the components of a picture - light, composition, color, moment, gesture, and mood.
• Learn how to view and talk about images.
• Understand publishing to social media and develop a social media identity.
• Understand the difference between genres of photography such as fine art, photojournalism, and editorial photography and be able to discuss the characteristics of each genre, knowing appropriate rules of editing and processing for each.
• Become responsible image-makers as young citizens of the web, understanding the responsibility of the image-maker.
• Learn the use of applications (apps) through creative exploration. Learn how to prepare the image for publication (editing, toning, retouching.)
• Develop a style and story. Developing a narrative by helping students figure out what they want to say by looking at the environment around them.
• Engage with the developing photographic and social media environment to maintain a meaningful connection with other social media savvy students.

Instructors teaching this course will:
• Build a familiar space (both physical in the classroom and virtual on the internet) where students feel included and a part of a community that they helped create.
• Use smartphone photography to encourage creative empowerment and nurture students’ working with a low monetary and technical threshold.
• Set aside planning time before each class to go over material in the curriculum. Be prepared!
• Help students edit their work and develop the ability to see.
• Help students produce a final edited and sequence portfolio, challenging them to think through their public identity online.
• Pay attention to the class structure, to inform the student ahead of time how each class will unfold and to have every minute planned out before classes start.
• Recognize that each class will have it’s own personality and be willing to be flexible in changing a class up to meet the needs of the students during the class time, recognizing that some of the best learning opportunities come up spontaneously.
• Do tutorials on any new or unfamiliar apps or editing methods before introducing them to the class.
• Do the assignments themselves before giving them to the students.

Course Learning Outcomes:
At the conclusion of this course, students should be able to:
• Make pictures that show an understanding of the elements of composition, light, moment, gesture, and color.
• Articulate the components of an image and give a critique of imagery using a visual vocabulary.
• Have a strong social media presence with accounts set up for their photography on Instagram, Facebook and Tumblr.
• Demonstrate an understanding of photo editing through applications.
• Demonstrate an understanding of different types of photography and image processing appropriate to each medium.
• Demonstrate thoughtfulness and independent thinking through articulately commenting on the images of their peers through social media.
• Publish a final project on Tumblr or equivalent online portfolio account.
• Publish thoughtful and responsible social media accounts that build a strong identity for each student as an artist.
Apps for this workshop:

**Shooting apps:**
- Camera+

**Editing apps:**
- SnapSeed
- Instagram
- TiltShift Focus
- AutoStitch Panorama
- Photosynth
- 360 Panorama
- Photoforge
- Distressed FX
- Image Blender
- Photo Fusion
- Rays

**Publishing apps:**
- Instagram
- Facebook
- Tumblr
- Twitter

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**Class 1:**

**Introduction**

**Essentials of Photography: Composition**

**Class description:** This class is an introduction to the 12-week workshop. Teachers will give an overview of what will be taught and what students will complete and take away with them at the end of the 12 weeks. Teachers will walk students through basic functions of the smartphone and its photo library. A class account and personal accounts for Instagram will be set up for students to post to, and there will be a lecture about different elements of composition.

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**Class 2:**

**Seeing Light**

**Class description:** This class is all about light and exposure with the native camera app or Camera+, learning to place the exposure in the camera. We will talk about the direction of light as different times of day, the quality of light, the quantity of light, and the number of lights.

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**Class 3:**

**Color as subject**

**Class description:** This class will introduce using color as a compositional and storytelling element. Students will be challenged to look for color stories and as well as using color to tell a story. We will introduce how to process color using different functions in Snapseed.

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**Class 4:**

**Editorial 1: Theme, Style, Story**

**Class description:** In this class we will discuss what it means to develop a style. What is photographers’ objective for the image? How do photographers use consistency of composition as a tool when telling a story? We will discuss how to use elements of composition to create a narrative and add to the story of an image. Students will set up their own Instagram accounts. We will look at specific Instagram accounts that show a strong story or style. We will talk about hashtagging images.

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**Class 5:**

**Editorial 2: Projects, sequencing story**

**Class Description:** Talk about print and make a book teaching editing and sequencing.
Talk about how to comment on images appropriately in social media. - Examples of good comments. Keep comment specific to the photo or theme and not personalize it.

**Class 6:**
**Fine Art Photography**
**Class description:** Now that you’ve learned the essential skills of taking the photo, it's time to delve into working with the smartphone to enhance and interpret images with creative image processing including experimenting with converting to black & white, color toning and adding borders.

**Class 7:**
**Collage & Montage**
**Class description:** After experimenting with the single image, it is time to move into combining images to expand the photographic concept by combining images to create painterly, surreal and emotional imagery that expresses the artist's moods and perceptions.

**Class 8: Midterm**
This week students will submit a cohesive body of work of 6-10 images based on first six weeks of class. Images will be critiqued in class by teachers and students. The class will be spent giving each student a critique on their portfolio. Pull up each students’ Instagram account for the critique. Students’ must have the most recent images at the top of their account.

Teachers should first address how to review and critique images based on:
- Technical
- Aesthetic
- Effectiveness
- Cohesiveness

Students will learn how participating in and receiving constructive criticism is essential to growing as a person and an artist.

**Class 9:**
**Panorama**
**Class description:** Some scenes just don’t fit into the traditional camera format and cry out for a really wide view of a scene. Students will learn to use the panorama feature as a tool to add more of a scene into their photo stories or single images. Students will learn to make panoramic photos using the iPhone panorama app and then have an image printed on Epson canvas paper.

**Class 10:**
**Social Media Community & Persona**
**Class Description:** Being on social media is more than clicking “like” or posting random comments. Developing a consistent social media profile is essential in attracting viewers and building a professional reputation.

**Class 11:**
**Social Media Citizens:**
**Class Description:** Being successful on social media requires time, attention and consistency. Students will learn how to efficiently publish to multiple social media outlets via Instagram. Being a responsible social media citizen – students should be encouraged to follow photographers who are making great images and who inspire them. Encourage students to comment on photos they like. Discussion on best way to comment, engage on social media.
Class 12: Final Presentation

Class description: Presentation of final projects. Students will showcase their work for the class in a final class critique. All online is due and will be collectively presented in class. A show will take place after this class on a predetermined date to showcase the work for parents and the community.

Student Outcomes and Evaluation:
1. Does the student understand composition, light and color as seen through his/her portfolio?
2. Is the student articulate in the way he/she speaks and comments on images?
3. Does the student understand the difference between editorial and fine art photography?
4. Has the student explored different apps presented and put together a personalized toolkit of apps he/she prefers to use for image making?
5. Has the student developed a portfolio that showcases an understanding of objectives and concepts taught in the workshop?
6. Has the student developed a thoughtful online identity and created social media accounts that are beginning to attract a following?
7. Has the student develop a strong story and style?

Notes to Instructors:
• This curriculum is meant as a guide. We know that each of you will bring your own work, experiences, skill sets and knowledge into this class. We also acknowledge that each class will have its own personality and school its own culture. We encourage you to build upon these resources and suggestions and create your own class that fits you as well as the culture of the class and the school. We also encourage you to observe the dynamic of the class each week and be willing to throw the planned lesson out the window to go down a spontaneous path with your class based on something unique that has happened whether it be a news event, weather, a great discussion, that lends itself to amazing photos, whatever. We encourage you to be flexible. That said, we also encourage you to organize your class with this guide so that at the end of the term each student will have grown and learned in the ways we have lain out in our goals and objectives.
• Please review and check all the links before you use them or send them out to your students. At the time of creating this guide, they all work, but things get removed and moved on the Internet all the time. If you have an Evernote account, please save the articles. If you find a link that does not work, try Googling the subject or title of the article. It may have just moved. Also, photographers remove their social media accounts and it is possible some of the examples we give may disappear at any time. So just make sure to go through the lesson and links etc each week before getting in front of the class. There are so many photographers you can showcase for each class. The one in this guide are ones that we liked at the time of publication.