



Course Title	The Photographic Image
Tutor	Levin Haegele
Day & time	Thursdays, 10am - 5pm
Dates	12 Jan. - 23 Mar. 2017 (no class on 16 February for half term)
Course Code	D1602C102
Level	All Levels
Cost	£495



What is this course about?

Starting with the fundamental principles of photography, students will learn how to take proper exposures and develop a greater understanding of the medium itself in relation to today's digital culture. The course will give students a thorough overview of all aspects of using a digital camera. Over the 10 weeks students will learn about Aperture, Shutter Speed, ISO, Focusing, Depth of Field, Lighting and everything else you need to get a quality exposure in a variety of environments. This course is designed for students with their own Digital SLR and your experienced tutor will guide you step by step through the functions on your individual camera model. Students will also be taught *Photoshop* with a focus on how the software can be used for the retouching and collaging of photographs. Through this series of workshops, assignments, and discussions students will learn about the technical nature of photography as well as pursuing their own interest in subject matter.

What topics do we cover?

This course will cover the principles of photography such as Aperture, Shutter Speed, ISO, Focusing, Depth of Field and Lighting. These technical properties will also be looked at in relation to certain themes such as portraiture and outdoor photography. Later in the course students will explore their own interests and learn the basics of photo editing on Photoshop and how to prepare an image for print.

By the end of this course you will:

Have a comprehensive overview of the technical side of digital photography as well as a better understanding of it as a medium. You will also fully understand all aspects of your camera to take proper exposures in a variety of environments. Students will essentially never want to shoot in full automatic mode again.

You will also have an understanding of the importance of the still image within the context of art.

What level is the course and do I need any particular skills?

This course is suitable for students of all levels wishing to develop their cross-disciplinary practice.

How will I be taught and what feedback and support will I get?

Your experienced tutor will support you throughout the course which is structured as a series of workshops and assignments. Individual tutor support will be available throughout the course and group discussions will aim to highlight themes and create a feedback system for each student.

About your tutor:

Levin Haegele is an artist and post-production specialist with over 20 years of photography experience. He has taught courses at Central Saint Martins College of Art and Design, the University of Brighton and Southampton Solent University.

Weekly breakdown

Courses at the Art Academy offer a structured approach to ensure specific subjects, skills and methods are covered. Below is a daily breakdown of what will be covered. Please bear in mind that these classes will move with the pace of the class so a degree of flexibility of what will be covered on which day will be employed.

Week	Dates	Topic/skills covered	Location and Tutor	What to bring
1	12 Jan.	An introduction to the history of photography.	Digital Suite Levin Haegele	
2	19 Jan.	Technical Introduction, using aperture, shutter speed, and ISO work to take a good photograph. What is white balance? Day Assignment	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
3	26 Jan.	Focusing and metering modes. Depth of field and lighting. An introduction to ideas around composition, golden ratio, rule of thirds etc and its use in photography. Day Assignment	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.

4	2 Feb.	Why use photography as a medium? How can your interests be capture with a camera? Group discussion	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
5	9 Feb.	Photoshop Introduction An overview and workshop of how to use Photoshop for image retouching, colour correction, etc. When does one need to use Photoshop and to what extent? Day Assignment	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
Half term				
6	23 Feb.	Photographing People Start own project work.	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
7	2 Mar.	Outdoors Photography Students will work outdoors in a location/s chosen by the tutor. Day Assignment	Off-Site Levin Haegele	Digital SLR Camera USB stick or external hard drive.
8	9 Mar.	Photoshop Session II. Develop more skills on Photoshop, problem solve with photographs taken so far.	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
9	16 Mar.	Project Work	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.
10	23 Mar.	How to translate a digital image to print	Digital Suite Levin Haegele	Digital SLR Camera USB stick or external hard drive.

Preparation Requirements & Additional Costs

STUDENTS MUST BRING THEIR OWN MATERIALS.

Below is a list of what is currently required for the course. Please also check the 'what to bring' sections above. Your tutor will advise if further materials or equipment are required as the course progresses.

Any photographs, sketches or other material with ideas you may want to develop throughout the course. **Students must supply their own Digital SLR.**

Resources & Further Reading

Camera Lucida, Roland Barthes, Penguin Vintage Classics, 1993

The Cinematic (Documents of Contemporary Art), David Company, Whitechapel Art Gallery, 2007

On Photography, Susan Sontag, Penguin, 1979

Vitamin Ph: New Perspectives in Photography, Rodrigo Alonso, Thomas Boutoux, and Isolde Brielmaier, Phaidon Press, 2006

Assessment

On attendance only, 80% of the course must be covered to pass. Feedback will be given throughout and verbal assessment will be given on the last week of the course.

Welcome to The Art Academy

We are looking forward to welcoming you to The Art Academy and wish you the very best for your course. If at any time you would like to speak to a member of the team please feel free to contact us using the details below.

We value feedback on all of our courses so please keep us posted on your progress.

Who can I contact for further information?

General information and advice on courses at The Art Academy is available from the main office, open Monday to Friday 09:00 – 17:00 during term time.

Tel: +44 (0) 20 7407 6969 or email our Administrator, Aimee Brigginshaw:

aimee@artacademy.org.uk

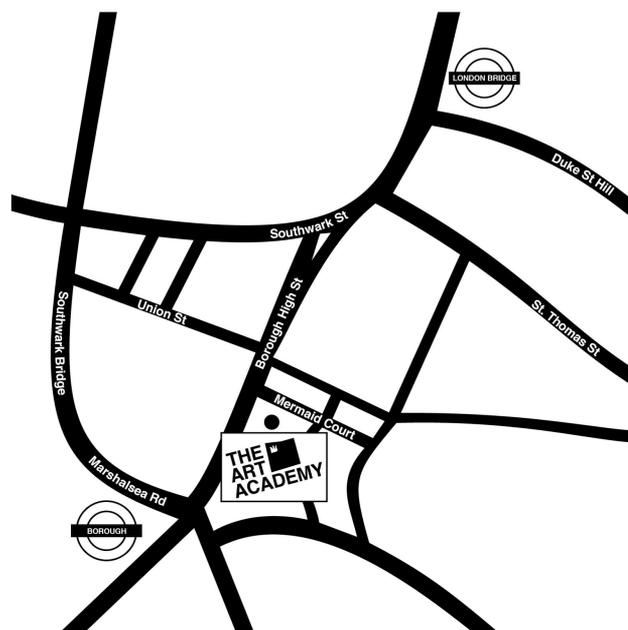
Location

The Art Academy is conveniently located minutes away from London Bridge (Northern and Jubilee lines, National Rail services) and Borough (Northern line) underground stations - follow signs for Borough High Street to exit. Please [click here](#) for a map.

Just moments walk from the Thames, the Art Academy is also ideally located for access to:

White Cube
Tate Modern
Jerwood Gallery

If you would like to make the most of the area a member of the team will be happy to advise you on areas of interest locally.



Refreshments & Facilities

All students have access to the common room located in the Barn, on the ground floor of the Mermaid Court building. Here you will have use of a fridge, kettle, microwave and eating area.

There is a wealth of supermarkets, shops and cafes in the area as well as the world-famous Borough Food Market, five minutes walk away.

Disabled Access

We make every effort to accommodate students' access requirements, but if you have mobility issues, please speak to a member of the Academy team before your course starts.

Further Details

- You will need to have paid in full for your class before the first session of your class, your place is not guaranteed until we have received payment.
- If you purchased a materials pack online this will be given to you on the first session of your course upon your arrival.
- Ensure that you wear old clothing, as you may get messy!
- All artwork at the Academy MUST be taken home at the end of the course.
- Please ensure that your mobile phone is switched off, or is on silent, during the class.
- Please read the Health and Safety Guidelines carefully, provided at the beginning of your course.
- If you wish to join any class for the next term please contact the office to re-book. Classes are becoming increasingly popular, so please book early in order to

guarantee your place.

- If you have any further queries let us know and we will do our best to resolve them. Thank you for your co-operation and we look forward to seeing you.