

JEFF HURWITZ

Time: Tuesday and Thursday 1:15 - 3:45 pm

Place: Photo Lab, 1st floor South Hall

Office Hours: Tuesday - Thursday 3:30 - 5:00 p.m. BY APPOINTMENT

Email: jhurwitz@moravian.edu

Studio Telephone: [610.861.1632](tel:610.861.1632)

Art Dept. Office: [610.861.1680](tel:610.861.1680)

Office Location: Photo Studio (Across the hall from the Photo Lab)

Recommended Text:

THE BOOK OF ALTERNATIVE PROCESSES, CHRISTOPHER JAMES

Supplemental readings as assigned

"A knowledge of photography is just as important as that of the alphabet. The illiterate of the future will be ignorant of the use of camera and pen alike."

Laszlo Moholy-Nagy 1923

COURSE DESCRIPTION

Within the context of modern aesthetics and contemporary image making, students will explore and experiment with hybrid methods, cross-breeding early photographic processes from the mid to late 19th century with contemporary digital technology, materials and methods.

GOALS

This is NOT a traditional class in photography. The methods practiced in this class are derived from early photographic processes and contemporary technology and materials. Students are expected (and encouraged) to find imaginative ways to combine these with other fine art media in an inter-disciplinary or hybrid synthesis.

Through practice and discussion we will:

- Study the historical evolution of photography
- Explore the creative potential and syntax of alternative image-making processes
- Study the impact of photography in concert with digital itechnology to expand our understanding of contemporary art
- **Use audio/visuals, lectures and critiques along with the freedom and encouragement to experiment to commingle historic and contemporary examples of both photographic and non-photography based art.**
- **Combine an introduction to the basic principles of photography with alternative and non-traditional methods and materials to create original concept-based personal imagery.**

CLASSROOM POLICIES

Students must necessarily be self-motivated, proactive and work hard to find personal and imaginative solutions to assigned projects.

- For the benefit and safety of everyone working, proper safety precautions must be observed when using the chemicals, and other materials we will use. Protocols will be explained and strictly enforced.
- This course is time and labor intensive. You will usually need more time than you think because processes cannot be rushed. Be prepared to devote a minimum of 6-10 hours outside of class. If you don't think you can invest that much time, consider dropping the course now.
- You will learn 3 processes and a variety of techniques. Each process that is introduced has a visual PROJECT assigned to it.
- Students will be assigned a RESEARCH PROJECT from a list of topics. and prepare a class presentation and submit a written paper based on the results of your research.
- This is a studio art course. You must follow directions carefully and be able to work independently.
- Try to answer your own questions before seeking the help of the teacher or class assistant.
- Project ideas must be your own. Rely on your own ability and imagination by looking at examples, experimenting with more than one solution for your project and otherwise looking for inspiration wherever you can find it. i.e. art, literature, science, etc. on your own.
- You will take many notes from lectures, demonstrations and records of your own experiments. If you do not come to class with a notebook and pencil you are considered unprepared for class.
- Pay close attention in class and participate in class discussions.
- Cell phones, iPods, MP3 players and similar devices should be turned off and put away before entering the classroom. The classroom computer and scanner are to be used for class work only. Doing homework for another class is not permitted.
- This is not the class to take now if you have an extra-large course load this semester.
- You may not miss the first class without prior permission of the instructor or you will be dropped from the class list. There are many students interested in taking the course who show up hoping for an opening.
- Incompletes require written permission from the dean.

IF YOU ARE LATE OR ABSENT FROM CLASS, DO NOT ASK THE INSTRUCTOR WHAT YOU MISSED. IT IS YOUR RESPONSIBILITY TO FIND OUT FROM ANOTHER STUDENT WHAT YOU MISSED, CATCH UP IN A TIMELY MANNER AND ARRIVE AT THE NEXT CLASS FULLY PREPARED.

ATTENDANCE POLICY:

- Attendance is mandatory. Lectures, demonstrations and videos will not be repeated. Students who miss class are expected to get what was covered on their own and be prepared for the next class. If you come to class unprepared, you will be marked absent.
- After two absences, your grade will drop by one half-letter grade for each additional absence. Leaving class early or arriving more than fifteen minutes late two (2) times will be recorded as one absence.
- After four unexcused absences, a student will be issued an instructor-initiated withdrawal.
- If a health or family problem requires an extended period of absence, the instructor must be notified immediately, either through Student Services or by direct communication.
- Sports and extra-curricular activities do not excuse you from the requirements of the class.

COURSE REQUIREMENTS

GOOD TEACHING IS MORE ABOUT ASKING THE RIGHT QUESTIONS THAN A GIVING OF RIGHT ANSWERS.

-Josef Albers

PROJECTS AND CRITIQUES

- Critiques are scheduled for each assigned project. Attendance is mandatory and due dates are strictly adhered to. At the conclusion of each critique your work will be collected for grading and returned. Work should be placed in a sturdy folder (see additional supplies) with your name and the name of the project clearly written on the front of the folder and the back of each print in pencil.
- The schedule provides ample time to complete projects. An unexcused absence from a scheduled critique will result in a failing grade for that project unless prior arrangements are made with the instructor.
- Late projects due to an excused absence receive a ½ grade deduction for each class meeting it is past due.
- Students may be asked and permitted to re-submit a project for a better grade if the unsatisfactory work was submitted on time and the student participated in the critique. Late and re-submitted projects will not receive a group critique.
- All work submitted must be specifically made for that project.

ABOUT CRITIQUES

- Critiques are essential to the learning process in this class. It is a participatory activity, not a passive experience. Part of your grade depends on your engagement in group discussions and your responses to the work of your classmates.
- Do not try to make work that you think I will approve of. Approach projects in your own personal way
- Understand what a cliché is and avoid them, absolutely.
- If discussions appear to stray from a topic, stick with it. We are looking for connections between our experiences and how that can be expressed in an image. Discussing our experiences is often where ideas are born.
- Critiques often involve questions intended to stimulate original thought and the formation of opinions. True learning is the result of your own personal discovery.

RESEARCH PROJECT

- Familiarize yourself with Reeves Library and its holdings of books and periodicals on photographers, photography and its history.
- Your research project will require you to use, among other things, the resources available to you there. You will work in pairs or small groups to investigate the parallels between discoveries that led to the invention, use and cultural influences of photography. A schedule will be posted with each group's presentation date.

CHEMICAL HYGIENE

We will review safety procedures and chemical hygiene rules that you must agree to abide by. A form with your signature will be kept on file stating your understanding and agreement to follow lab protocol.

JOURNAL & IMAGE ARCHIVE

You will be keeping a journal for recording your observations, thoughts and ideas. Include impressions from your own research in to historic and contemporary image-making. This activity will help you to be more introspective and observant and improve your ability to express thoughts and ideas in images. Your drawing skills are unimportant, as are mistakes in grammar or spelling, but thoughtful entries made on a consistent basis are. Whenever we meet privately to discuss your work, you should have your journal with you.

Field trips, sketches, a large collection of media images, memorabilia and found objects from your day-to-day experience can be used for constructions and alternative surfaces to make images on. (Dumpster Divers always love this part). You can use a section of your journal as a lab log or use a separate notebook.

NOTEBOOK

Always bring a notebook and pencil with you to class. Remember, you are expected to take notes during lectures, demonstrations, critiques and videos.

Your success in this class will depend heavily on you keeping Detailed notes for each process in a lab book. You'll need to refer to it over and over again throughout the semester.

Important Advice: These processes can be very finicky. Each one is unique. you will not make progress unless you keep detailed records.

PORTFOLIO

Prior to Finals Week, each student will sign up for a time to present their portfolio of work from the semester that will be evaluated for quality, craft and consistency.

You may be asked to leave selected work for the purpose of scanning images as we build an archive of student work. Work will be returned.

Time Required Outside Class (estimate)

- Project work outside class = 48 hours
- Journal = 20 hours
- Research project = includes library/internet research, writing, investigating = 28 hours
- Final project = 28 hours
- Field trip to NY, or alternate trip = 12 hours
- Field trip assignment time = 3 hours
- Gallery openings in Payne Gallery and HUB = 4 hours
- Visiting artist presentation = 2 hours

GRADING:

Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course and participation can be measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Grades are based on how well your work in the class relates to the requirements and goals stated in this syllabus. Effort, time and progress, along with participation, are the primary factors in determining your grade for the class. Attendance and accomplishment of the basic requirements are considered an average achievement and will receive a grade of C. To do better than a C, the quality of your work and your engagement, combined with consistent and significant progress made throughout the semester, must be above average.

A grade of A is a very special achievement and a coveted grade. It's the result of progress clearly beyond the basic requirements laid out for the course. It is earned by accomplishing the following:

- Creative, thoughtful and challenging solutions of your own for all projects that clearly exceed the basic requirements consistently completed on time.
- Spirited participation and contributions in critiques and class discussions.
- Productive use of class time.
- Consistent on time attendance, fully prepared for the day's class. Film from projects developed, dried and sleeved, ready to print at the start of class.
- Clear evidence of technical accomplishment, craftsmanship and competency in all photographic techniques learned in class (form). Photographs that clearly demonstrate accomplishment in the areas of content.
- Regular use of open lab time outside of class for the purposes of practice in addition to the time necessary to makes prints for a critique.
- Exceptional oral presentation and critical writing assignment.
- Clean, well-crafted presentation of final portfolio.
- Independence, self-motivation and a proactive approach to learning and creative development. Learning how to teach yourself should be the ultimate goal of anyone seeking an A in this class.

WEIGHT OF COURSE REQUIREMENTS

PROJECTS	45 %	A (4) – EXCEPTIONAL
PRESENTATION	15%	B (3.25) – CLEARLY ABOVE AVERAGE
CLASS PARTICIPATION	15 %	C (2.5) – SATISFACTORY: ALL ASSIGNMENTS, FINAL
PORTFOLIO	25%	QUIZZES, AND PORTFOLIOS MEET

MINIMUM REQUIREMENTS

D (2.0) – BELOW AVERAGE
F (1.5 OR BELOW) – FAILURE

ART DEPARTMENT GRADING STANDARDS

An "A" is for students whose work and work habits are exemplary. Excellent attendance and participation are expected, and work quality throughout the semester is exceptional. Projects and papers are imaginative, well conceived and well beyond basic requirements.

A "B" is for students whose work and work habits are above average. Good attendance and participation are expected and all work is complete, on time and well conceived.

A "C" is for students whose work and work habits fulfill basic requirements. Attendance and participation are passable, work is on time and fulfills assignment requirements.

A "D" is for students whose work and work habits fall below the average. Attendance and participation are less than passable. Some projects are incomplete, late or do not fulfill all of the requirements of the assignment.

Students with excessive absences and inability to fulfill the requirements of the class will earn a failing grade. Please see rubric below for specific breakdown for semester grade.

SEMESTER GRADE
<p>"A"</p> <p>consistent level of excellent craftsmanship, use of materials and presentation strong/consistent evidence of growth in creative problem solving no weak projects strong class involvement self-initiated involvement all projects completed on time 99% class attendance</p>
<p>"B"</p> <p>consistent level of above average craftsmanship some projects excellent, some good no major problems evidence of good solutions some being excellent no weak solutions good consistent class involvement all projects completed on time 95% class attendance</p>
<p>"C"</p> <p>basically average craftsmanship some weak areas average solutions little or no evidence of growth in creative problem solving some weak solutions all projects completed on time 90% class attendance</p>
<p>"D"</p> <p>below average craftsmanship some weak areas fair solutions little or no evidence of growth in creative problem solving some weak solutions all projects completed on time 85% class attendance</p>
<p>"F"</p> <p>poor craftsmanship some weak areas poor solutions little or no evidence of growth in creative problem solving some weak solutions projects not completed on time 85% class attendance or less</p>

MISCELLANEOUS INFORMATION AND RESOURCES

THE LIBRARY

- Reeves Library has many good books on photographers and photographic subjects with fine reproductions including books that cover topics on theory, technique and critical essays. One of your best sources of ideas and inspiration.
- Spend at least one hour each week (you'll be on the honor system) to learn about the rich legacy of accomplishments of those who came before you. Especially look for images that are surprising, new and inspiring to you and not only the kinds of photographs you're familiar with. Keep a journal with you and make notes on your reaction.
- I may place books on reserve or give reading assignments on topics to be discussed in class. It helps to know where they are.

PERIODICALS (MAGAZINES TO THOSE UNFAMILIAR WITH THE TERM PERIODICALS)

You will find a good selection of magazines in the Art Department Office lobby. These include: Aperture, History of Photography, Photo District News (PDN), Photo Review, Photo Review Newsletter, Photography, and new ones coming soon. There are also publications on digital and other related topics. This is where the work of up-and-coming artists can be found along with examples of the latest cutting-edge photography can be found.

ON CENSORSHIP AND GOOD JUDGEMENT

- This is a studio art course and you are expected to respond to sensitive or controversial topics in a mature way. No work will be off limits or subject to censorship inside the classroom, as long as no one's rights have been violated in the process.
- When looking for a location for a shooting project, ask permission before entering restricted areas and use common sense and be discrete if the work you are doing work that is especially personal or calls for privacy.

ACADEMIC HONESTY POLICY

All work must be done for the specific project assigned. You may not use work made previously or from another assignment. Appropriation of another student's work or any written is a violation of the Moravian College policy on academic honesty besides being a sheisty thing to do. There is zero tolerance for violations and will result in an F for the project. See the Student Handbook for more specific information.

A WORD OF CAUTION

+ALL CHEMICALS USED IN THIS CLASS ARE POTENTIALLY HAZARDOUS AND REQUIRE SPECIAL HANDLING TO ASSURE THE SAFETY OF EVERYONE USING THE FACILITY. YOU WILL RECEIVE A REVIEW OF PROPER PHOTO LAB PROTOCOL AND SIGN A RELEASE FORM AT THE CONCLUSION. ANYONE INTENTIONALLY MISHANDLING OR OTHERWISE PUTTING THEMSELVES OR OTHERS AT RISK WILL BE IMMEDIATELY DROPPED FROM THE CLASS AND FACE DISCIPLINARY ACTION IN ACCORDANCE WITH COLLEGE POLICY.

THE INSTRUCTOR RESERVES ALL RIGHTS TO MAKE CHANGES TO ANY ASPECT OF THIS SYLLABUS FOR THE SAKE OF IMPROVEMENT OR SCHEDULING CHANGES DUE TO CANCELLED CLASSES OR DUE DATE RESCHEDULING.

DISABILITY STATEMENT

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

SUPPLIES

MOST OF THE SUPPLIES REQUIRED FOR THIS CLASS WILL BE PROVIDED FOR YOU. THERE IS A "KIT FEE" FOR THESE SUPPLIES IN ADDITION TO THE LAB FEE CHARGED TO ALL STUDENTS ENROLLED IN A STUDIO ART COURSE. YOU ARE RESPONSIBLE FOR THE NOMINAL COST OF THESE FEW REMAINING SUPPLIES:

- Safety Glasses: Clear Plastic (A few dollars at Home Depot or Lowes)
- Apron
- Art or Tool Supply Box
- Work Folder (Inexpensive, rigid 14x17 or larger portfolio for transporting cut paper prints)
- Materials and objects (found or purchased) for personal projects

ALTERNATIVE PROCESSES - ART 295 - SP 2014 SCHEDULE

WEEK 1 -1/13

- REVIEW SYLLABUS, COURSE OBJECTIVES AND REQUIREMENTS
- SUPPLIES
- INTRO LECTURE AND DEMONSTRATION: THE INTERSECTION OF ART & SCIENCE – THE CAMERA OBSCURA

16 Thurs - Payne Gallery Opening - EAT Experiments in Art and Technology

25 Sat - Winterfest 11 am to 2 pm

WEEK 2 - 1/20

- CHEMICAL SAFETY
- THE NATURE OF CAMERAS & LIGHT THE CONCEPT OF LIGHT, EXPOSURE AND DENSITY
- TERMINOLOGY
- ROOM CAMERA OBSCURA DEMONSTRATION
- MAKING A WORKING CAMERA OBSCURA:
- LARGE FORMAT NEGATIVES

20 Mon - MLK Day - no classes (offices open)

WEEK 3 - 2/3

- LAB SAFETY
- MAKING ENLARGED NEGATIVES- DIGITAL OPTIONS
 - IMAGE CAPTURE AND ARCHIVE
- CYANOTYPES
 - SLIDE SHOW
 - PREPARATION
 - PHOTOGRAMS

WEEK 4 - 2/10

- COATING METHODS
 - PRINTING PAPERS
- CRITIQUE CYANOTYPES

WEEK 5 - 2/17

- VAN DYKE BROWN PROCESS
 - PREPARATION
 - SLIDE SHOW
 - PRINTING
- VIDEO

WEEK 6 - 2/24

- SALT PRINTS
 - SLIDE SHOW
 - PREPARATIONS
 - DEMONSTRATION
 - PRINTING
- CRITIQUE VAN DYKE BROWN PRINTS
- MIXED MEDIA OPTIONS
- FOUND OBJECTS

28 Fri - Midterms

WEEK 7 - 3/3 3/1 to 3/9 SPRING BREAK !

WEEK 8 – 3/10

- DISCUSS RESEARCH PROJECT AND SCHEDULE
 - MID-TERM INDIVIDUAL REVIEW
- 13 Thurs - Payne - Opening Reception for Faculty Show

WEEK 9 – 17

- SLIDE SHOW/VIDEO
- DISCUSS FINAL PROJECT
- APPROPRIATION TECHNIQUES
 - LEGAL ISSUES
 - TRANSFERS
 - LIFTS
 - DIGITAL CAPTURE

WEEK 10 – 3/24

- RESEARCH PROJECT PRESENTATIONS
 - REVIEW FINAL PROJECT IDEAS

WEEK 11 – 3/31

- RESEARCH PROJECT PRESENTATIONS
- 4 Fri - last day for students to withdraw passing
4 Fri - NY Trip

WEEK 12 - 4/7

- COMBINATION PRINTING
 - TONING AND OTHER POST PRINTING OPTIONS
- 11 Fri - Sophomore review (tentative)
12 Sat - President's Inauguration
13 Sun - Senior Thesis Exhibition reception, 2 to 4 pm

WEEK 13 – 4/14

- IN-CLASS WORK ON FINAL PROJECTS
- 18 Fri - Good Friday - no classes or lab

WEEK 14 – 4/21

- IN-CLASS WORK ON FINAL PROJECTS
 - GROUP REVIEW AND CELEBRATION!
 - CRITIQUE: Final Project
- 4/25 LAST CLASS! ALL EQUIPMENT LOANS DUE!!!

21 Mon - Easter Monday - no day classes (evening classes meet)

WEEK 15 – 4/28

- ALL MAKE UP WORK DUE NO LATER THAN : 4/18 LAST CHANCE!
- MAKE APPOINTMENT FOR FINAL INDIVIDUAL PORTFOLIO REVIEW BY:
25 APRIL 2013
SIGN-UP SCHEDULE WILL BE POSTED ON PHOTO STUDIO/OFFICE DOOR WEEK OF:
21 APRIL 2013

THE INSTRUCTOR RESERVES ALL RIGHTS TO MAKE CHANGES TO ANY ASPECT OF THIS SYLLABUS FOR THE SAKE OF IMPROVEMENT OR SCHEDULING CHANGES DUE TO CANCELLED CLASSES OR DUE DATE RESCHEDULING.