Assignment: Communication Portfolio

The Communication Portfolio will cover the areas of feature photography and photographic illustration.

> *NOTE: The Photographic Essay (Final Project) could be thought of as an extension of the Communication Portfolio, but as a final project it is not included in the portfolio.*

Feature photographs are photographs that do not have any direct "hard news" value but tend to convey such things as human-interest stories, everyday or special events, the changing of seasons or holidays.

Editorial images are not bound to strict objectivity and should espouse a strong viewpoint or bias.

Photographic Illustrations are images that have been set-up or manipulated (altered or collaged) or have text overlays. Photographic Illustrations can be used to create editorial-style images but are not a required element of an editorial image. The two concepts can work well together.

Sample Files for Preview Day: (Feature: March 19)

On "Preview" days be prepared to project and share at least one example image from each required category. All images must be imported from RAW files (preview day and final images).

"Preview Day" Images are non-binding. Please take the time to re-shoot any problem images.

IE assignment will not have a Preview Day.
(DO NOT DELETE OR PERMANENTLY ALTER YOUR ORIGINAL DIGITAL NEGATIVES).

Portfolio File – Feature (1 required, 2nd optional – must be different subject matter if 2 images)

- Adjust your RAW image file in the Adobe Camera Raw (ACR) Basic Tab for:
    - Temperature
    - Tint *if necessary*
    - Exposure *if necessary*
    - Contrast *if necessary*
    - Whites and Highlights
    - Blacks and Shadows
    - Clarity

- Also in ACR - Enable Lens Corrections (6th tab)
    - Check 'Remove Chromatic Aberration' & 'Enable Profile Corrections'
    - Select your Camera in the Lens Profile Section

- Import into Photoshop as a "Smart Object"
- Crop to your Required Aspect Ratio (H:V)

- Have a Curve adjustment layer with adjustments in all necessary channels
  - *RGB, R, G, & B*
- Include required File Info as listed on individual assignment sheet.
- Label as YournameFP in the file name and save as a .psd file.

Portfolio File – Photo Illustration / "Issue Ad" (1 Image due):

- Image should follow the basic editing guidelines when appropriate for initial density and contrast adjustments, basic cropping, and may be either B/W or color.
- Include all layers (text and/or image)
- Include required File Info as listed on individual assignment sheet.
- Label as YourNameIE and save as a .psd file.

Due Date – Final Edited Files

Feature –March 31, end of class
Photo Illustration – April 2, 2nd hour of class (3 pm / 5 pm)

Critique for Communication Portfolio Images at 2nd hour of class (3 pm / 5 pm)

Journal Proponent (Required for Both)

FEATURE:
Show and correctly identify 3 Feature Photographs published on a newspaper's website -

> 1 from a Local Newspaper
> 1 from a Regional Newspaper
> 1 from a National Newspaper

You are not constrained to Starkville and the South for your local and regional newspapers.

Write 1-2 paragraphs in a 'compare and contrast' style focusing the differences between the images.

PHOTO ILLUSTRATION:
Find an editorial photograph. It does not necessarily have to be a photo illustration. Write 1-2 paragraphs evaluating the effectiveness of the image. Did it change your viewpoint? Why or why not?