

# Book Project Assignment

Special Projects Digital Photography | PHO 2453 | Instructor Carrie Acosta  
Email: [class@carriecosta.com](mailto:class@carriecosta.com) Online: [www.carriecosta.com/class/specialprojects](http://www.carriecosta.com/class/specialprojects)  
Flickr Group: [www.flickr.com/groups/specialprojects/](http://www.flickr.com/groups/specialprojects/)

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## ASSIGNMENT:

- Create a (free) Flickr account and/or become a member of the Special Projects Flickr Group.
- Participate in the voting to select a theme for the book project.
- Determine your own unique Photo Series Concept of how you intend to interpret the elected book theme and tell us about it in the Special Projects Flickr Group. Your Photo Series Concept is expected to change and evolve over the semester.
- Invest approximately 4 hours per week working on your project, which is based on your unique Photo Series Concept.
- Post your work-in-progress in the Special Projects Flickr Group Pool as per the syllabus, and critique other students work at the scheduled times. Use the feedback from your classmates and Instructor to improve upon and further develop your work.
- Supply the instructor with an Artist Biography and Artist Statement regarding your series.
- Turn in your final package, including approximately 12-15 total final photos, at the Final Critique.

## TECHNICAL SPECS:

- All voting must be done in the Special Projects Flickr Group in the discussion section. (See syllabus for complete instructions.)
- All photos must be in RGB mode, with the sRGB color profile and set to 300 ppi resolution
- Photos must be a flattened .tif file or high-resolution jpeg (compression set to 12)
- The maximum size of photos is 11" x 17" Horizontal, 8.5" x 11" Vertical. (Please, no files larger than this.)
- Name the files with your name and a 2-digit sequence number in the order you would like them displayed
- Example: williams\_01.psd, williams\_02.psd, etc.
- The Artist Statement and Artist Biography are accepted in .doc, .rtf, .pdf, .pages formats.
- All files including your photos, Publishing Contract, Artist Biography and Artist Statement must be turned in together on disc (CD-R or DVD-R) in a large envelope on the day of the Final Critique. In order to be published, the Publishing Contract must be printed, filled-out, dated and signed.

## GOALS:

Be creative and explore your own direction. Make this series your own unique vision. Take time to develop this work over the entire semester, seeking feedback along the way and adjusting your approach as necessary. By the end of the semester, you will have a high-quality body of work that is published internationally, plus an online web portfolio.

# Independent Study Assignment

FOR STUDENTS OPTING-OUT OF THE BOOK PROJECT

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## ASSIGNMENT:

- Create a (free) Flickr account and/or become a member of the Special Projects Flickr Group.
- Notify the instructor of your decision to opt-out of the book project by 9/19
- Determine your own unique Photo Series Concept and tell us about it in the Special Projects Flickr Group. Your Photo Series Concept is expected to change and evolve over the semester.
- Invest approximately 5 hours per week working on your project, which is based on your unique Photo Series Concept.
- Post your work-in-progress in the Special Projects Flickr Group Pool on the first Monday of each month, and critique other students work at the scheduled times. Use the feedback from your classmates and Instructor to improve upon and further develop your work.
- Supply the instructor with an Artist Biography and Artist Statement regarding your series.
- Turn in your final package, including approximately 12-15 final photos, at the Final Critique.

## TECHNICAL SPECIFICATIONS:

- Name the files with your name and a 2-digit sequence number in the order you would like them displayed
- Example: `williams_01.psd`, `williams_02.psd`, etc.
- The Artist Statement and Artist Biography are accepted in .doc, .rtf, .pdf, .pages formats.
- All files including your photos, Artist Biography and Artist Statement must be turned in together on disc (CD-R or DVD-R) in a large envelope on the day of the Final Critique.

## GOALS:

Be creative and explore your own direction. Make this series your own unique vision. Take time to develop this work over the entire semester, seeking feedback along the way and adjusting your approach as necessary. By the end of the semester, you will have a high-quality body of work, plus an online web portfolio.

# Frequently Asked Questions

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## HOW MANY PHOTOS DO I NEED TO TURN IN?

- I expect approximately 12 to 15 photographs to be included in your final series. This is a pretty solid number for a body of work, plus it keeps the size of the finished book manageable and affordable. You can include slightly more or slightly less, but keep in mind that not all the photos may be selected to be published in the book. I am looking for quality, not quantity.

## HOW DO I GET MY PHOTO IN RGB MODE?

- Your photo is shot in RGB mode by default. Unless you change the mode to CMYK, it will be in RGB. To set the Mode in Adobe Photoshop, go to *Image > Mode > RGB*.

## HOW DO I SET THE COLOR PROFILE OF MY PHOTO?

- Setting the Color Profile for an image is key to color management.
- To assign a Color Profile, go to *Edit > Assign Profile*.
- Select "Other" and select sRGB from the drop-down menu. This is the color space that Lulu.com converts your photos to, so it is best to preview them that way before they are published to make any tweaks necessary.

## HOW DO I SET THE RESOLUTION TO 300PPI?

The resolution of 300 ppi (pixels per inch) is a standard setting for images destined to be printed.

- To set your resolution, go to *Image > Image Size*.
- Uncheck "Resample Image" at the bottom of the dialogue.
- Type "300" into the field for Resolution and select "OK."

## HOW DO I FLATTEN MY PHOTO?

- Flattening your image combines all the layers, adjustment layers, layer masks, etc. into one final layer. Because this is irreversible, it is strongly advised that you save this as a copy of your original file.
- To flatten your file and save a copy simultaneously, go to: *File > Save As*. Uncheck "Layers" in the bottom dialogue and check "As a Copy" (it should automatically check *As a Copy* for you).
- Now you can navigate to where you would like to save the file, rename the file (if desired) and select "Save."
- Alternatively, to simply flatten your image, go to *Layer > Flatten Image*. Just be sure not to save over the original file when you save! Go to *File > Save As..* and rename the flattened file, then select "Save."

## HOW DO I SAVE AS A TIF OR JPEG FILE?

- When you are in the Save dialogue box, use the drop-down menu at bottom to select the file type you would like to save as.

## HOW DO I RENAME MY FILES?

The simplest and most efficient way of sequencing and renaming your files is by using Adobe Bridge.

- While you are in Adobe Bridge, select and drag your files to the sequence you would like them to be viewed in.
- Then go to *Edit > Select All*, or manually select all the images you would like to rename.
- To rename the files, go to *Tools > Batch Rename*.
- Select "Rename in Same Folder." In the first option for renaming, select "Text" from the drop-down menu and type the text you would like to appear on each file name. ("williams\_" is the text used in the example).
- Next, select the *Plus Sign* located at the end of that text line. This adds another field. Select "Sequence Number" from the new drop-down menu. A 2-digit sequence is appropriate and the starting number should be "1." *Always* check the boxes to maximize compatibility with Mac OS, Windows and Unix. (Reducing compatibility isn't very helpful to anyone!) Note that as you adjust these fields a sample of what your renamed files will appear like is constantly updated at the bottom of the dialogue.
- When you are finished, just select "Rename."

## I CAN'T BE AT THE ROYAL OAK CAMPUS FOR THE FINAL CRITIQUE...?

- Since this class only has scheduled meeting hours and a room on the first day, it is impossible to accommodate every student's schedule. This class only has one session required to be present for: the Final Critique. Please plan in advance how you will make it work.