Utah Valley University

Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: https://catalog.uvu.edu/

Semester: Fall   **Year:** 2025
Course Prefix: ART   **Course and Section #:** 4740R - 01
Course Title: Advanced Photo Studies   **Credits:** 3

Course Description
Integrates all previous image making skills acquired into the students' visual vocabulary. Encourages students to further develop their own personal vision through more developed projects. Investigates needed skills in running a business as a commercial and Fine Art photographer. Emphasizes conceptual image making. May be repeated for a maximum of 6 credits toward graduation.

Course Attributes
This course has the following attributes:
☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☐ Elective Core Requirements in Program
☐ Open Elective
Other: *Click here to enter text.*

Instructor Information
Instructor Name: John Rees

Student Learning Outcomes

1	Interpret photographic process as a way of personal expression;
2	Apply advanced photographic theories and concepts;
3	Define best business practices and how to implement them;
4	Evaluate photographic techniques through group critiques;
5	Defend photographic style through creation of a portfolio.

Course Materials and Texts
Camera

Course Requirements

Course Assignments, Assessments, and Grading Policy
Grade breakdown will be as follows:

| Assignments: | 70% (8 assignments) |
| Final Portfolio: | 30% (6 completed, matted images representing best work) |

Per university policy, the following grading scale will be used to calculate all grades:

A	*94–100*
A-	*90–93.9*
B+	*87–89.9*
B	*84–86.9*
B-	*80–83.9*
C+	*77–79.9*
C	*74–76.9*
C-	*70–73.9*
D+	*67–69.9*
D	*64–66.9*
D-	*60–63.9*
E	*0–59.9*

The letter grade "A" is considered an exceptional grade indicating superior achievement; "B" is a grade indicating commendable mastery; "C" indicates satisfactory mastery and is considered an average grade; "D" indicates substandard progress and insufficient evidence of ability to succeed in sequential courses; "E" (failing) indicates inadequate mastery of pertinent skills or repeated absences from class.

Required or Recommended Reading Assignments
N/A

General Description of the Subject Matter of Each Lecture or Discussion
Day 1 Introduction to the course: policies. 1st assignment given: Your core! I want an honest depiction of you and your work -
Day 2 Introduction - resource your best images -1st assignment
Day 3 Present your best 1-2 images and discuss the merits of the work.
Day 4 Five images with Five aspirational images, new assignment given, Chaos for creativity assignment.
Day 5 Lab
Day 6 New work turned in- Chaos for Creativity Critique chaos for creativity assignment
Day 7 Lab
Day 8 lecture will be talking about business plans etc.. (Assignment given.
Day 9 Lab Case study Nike imagery for varied campaigns. How it all comes together. Production, scouting, test shoots, talent etc. Everything you wanted to know about advertising photography but were afraid to ask.
Day 10 Guest Lecture: UVU Marketing Department.
Day 11 Lecture on Advertising Imagery and usage. Discuss Call sheets. Assignment given. This is a campaign that will be time consuming. Make certain that everyone is involved according to needs. Some might need to step into more than one role in order to ensure production is running smoothly.
Day 12 Lecture
Day 13 Guest Lecturer: How to be effective in the arts and art education. TBD
Day 14 lab for Advertising campaign.
Day 15 Secondary campaign. Introduce new assignment commercial work part two. Down The Rabbit Hole. How far can you push yourself?

Day 16 Fall Break
Day 17 Two Color Assignment Due
Day 18 Guest Lecturer: Copyright Law Lecture Video
Day 19 New challenge: donate your time and talent
Day 20 Lab for Pro bono image in class.
Day 21 Lab
Day 22 New assignment + lecture: Effectively sell yourself and your work. Do what you love and love what you do. Sketchbook imagery reviewed.
Day 23 Former Graduate Guest Lecture
Day 24 Guest lecture - get work ready for final portfolio.
Day 25 Critique on Ad Based image. Perfume, Cologne, or Eyewear Ad.
Day 26 Submit your online portfolio for Getty Images professional review.
Day 27 Body of work folio presentations
Day 28 Former Graduate Guest Lecture.
Day 29 Final images are due for class critique
Day 30 Wrap up last day of course material. Last day to submit late work. Anticipated review from Getty images of folio.

Required Course Syllabus Statements

Generative AI
AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you. The use of generative AI would have limited practical applications in this course but I felt it prudent to give some guidance on its uses.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:
- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on the topic;

The use of generative AI tools is not permitted in this course for the following activities:
- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Using AI to answer questions on quizzes, tests, or in class.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the use of any information gleaned based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Any use of AI tools must be properly disclosed, documented, and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be

generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities
Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU Accessibility Services at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity
At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in UVU Policy 541: *Student Code of Conduct.*

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.