

ID 043 **package design 1** Merchandising research—analysis of container types, construction design and production. Visual fundamentals 1 and 2 or consent of instructor prerequisites.

0 2 1

photography

Light is employed as a medium in itself revealing new means of expression. Photographic quality is learned through work with the infinite range of tone and texture. Experiment starts with photography without camera—photogram—and is followed by experiments with camera and photo-chemistry accompanied by work in established fields of application and technique. Throughout the creative use of the medium and the student's own direction are developed. Study of film is designed to acquaint the student with the range of this medium combining visual and sound elements to produce a single expressive form.

ID 097 **film history 1** Important films in the development of the motion picture are shown and discussed in relation to their social background, technique, production, direction, camera and editing method.

2 0 2

ID 162 **basic photography 1** Camera and exposure meter. Negative development, contact printing and mounting. Tone and texture, viewpoint and depth of field and scale. Simple object recordings.

0 4½ 2

ID 263 **basic photography 2** Extension of photographic techniques: reflection, distortion and multiple exposure. Application of basic principles to recording and presentation of complex objects. Survey of the history of photography and its potential development.

1 3½ 2

lecture hours
laboratory hours
semester hours credit