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**DIVA – SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS**

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**DEPARTMENT OF PHOTOGRAPHY**  
**COURSE TITLE: IPHONEOGRAPHY: FLORENTINE WALKS**  
**COURSE CODE: DIPHIP250**  
**3 semester credits**

**1. DESCRIPTION**

iPhoneography is a photography concept that involves the professional use of the iPhone camera. Various iPhone apps and constant connection to the internet (either via wi-fi or cellular data) can turn an iPhone camera into a powerful, self-sustained, hand-held camera and darkroom ready to release information globally in the constantly changing digital market. Students will learn to use the iPhone camera to produce photojournalism essays, portraits, landscape, and fashion images using different iPhone applications and professional post-processing tools. The final images will be published in a dedicated class website.

The approach of this course is based on experiencing the city of Florence as the academic space for learning and engagement. Classes are not held in a traditional, frontal-style setting; each lesson is carefully mapped for curricular content and featured locations: lectures, observations, exercises, analysis, and reflections on presented topics are held in relevant sites that are accounted for in the academic planning, syllabus, and related course material. Coursework and submissions will be regularly assessed on the MyFUA platform through daily assignments in addition to exams, papers, and projects. Learning through the on-site classroom approach fosters a deeper understanding of the cultural environment of Florence and how it is related to the subject of study represented by the course, and allows the overall experience to contribute to the students' academic and personal enrichment.

**2. OBJECTIVES**

Upon successful completion of this course, students will be able to: gain local historical context of the inner city of Florence, pivotal historical moments in photography, apply essential conceptual, social and critical photographic concepts, create a final personal project use an iPhone like a DSLR camera, use of mobile photographic applications.

**3. REQUIREMENTS**

Students are required to purchase their own personal Adobe Lightroom and Photoshop iOS and laptop subscriptions\* to complete this course. Instructors may require other iOS application purchase but will not exceed 40 Euros total. Adobe LR and PS cost is approximately \$/EURO 10 per month.

\* NOTES: Adobe allows subscription cancelation at any time so, students who wish to cancel after completing the course may do so.

**4. METHOD**

This course consists of lectures, discussions, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, and experiential and/or field learning activities where

applicable. As described in point 1, lessons are not held in traditional classroom settings but are based on the city of Florence as the academic space for learning and engagement. Please review the course description for the structural approach and method of coursework.

## 5. TEXTBOOK – FURTHER READINGS – RESOURCES

- Tasabehji, Yaasseen & Tasabehji, Moaz. 2022. *The Ultimate Guide to iPhone Photography: Learn How to Take Professional Shots and Selfies the Easy Way*. Page Street Publishing.
- Robert Hersh. Third Edition 2017. *Seizing the Light - A Social & Aesthetic History of Photography*. Routledge.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

## FURTHER READINGS

- Avedon, Richard. *In the American West*. 1985.
- European Parliament, *The Relationship Between Artistic Activities and Digital Technology Development*. 2019. [Here](#).

## LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

### BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

[http://www.biblioteche.comune.fi.it/biblioteca\\_palagio\\_di\\_parte\\_guelfa/](http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/)

### BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

[www.bibliotecadelleoblate.it](http://www.bibliotecadelleoblate.it)

### THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: [www.britishinstitute.it/en](http://www.britishinstitute.it/en)

## 6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

## 7. COURSE MATERIALS

Some courses may require specific materials. Please refer to your enrollment information.

## 8. COURSE FEES

In addition, students may be required to leave a **deposit** for equipment loaned to them during the session. The deposit will be returned at the end of the course, provided the equipment has been returned in the same condition it was loaned.

## 9. EVALUATION – GRADING SYSTEM

10% Attendance  
20% Participation & Assignments  
20% Midterm Exam (or Special Project, if applicable)  
25% Final Exam  
25% Final Portfolio

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

#### 10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

**Absences** are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

#### LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

#### TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

**Participation:** Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

#### 11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% and the **Final** exam accounts for 25% of the final course grade. **The time and date of the exams cannot be changed for any reason.** The content of the exams will be based on the walks, visits, discussions, and readings assigned during class.

Both exams will be uploaded to the course website MyFUA and are to be completed by the student at home under exam conditions. This means that:

- The exam must be taken completely alone. Showing it or discussing it with others is forbidden, including (but not limited to) the other students in the course in current or previous years.
- You may use any publicly available material you want, including books, the internet, etc.

However, you are NOT allowed to submit questions to internet discussion groups.

- You use your own words. If you find a solution of a question in a book or online, cite it in your submission and do not copy it as-is. Make changes which demonstrate you understand what you are writing. Plagiarism will be severely penalized.
- You may take as much time as you need to complete the exam. You may start the exam and return to it at a later stage. Note, you will no longer have access to the exam once the deadline has passed.

The completed exam must be uploaded to MyFUA before the deadline. Late submission will be penalized; technical problems will not be accepted as an excuse for late submissions. It is your responsibility to make sure that your computer and internet connection work properly and that the completed exam is uploaded on time.

**Exam content:** the content of the exam will be based on the books and on the websites listed in the bibliography below. Please make sure you have read these resources thoroughly before taking the exam.

**Exam format (for both exams):** the exam is divided into three sections:

Part I: Fill-in the blank exercises, matching and fill-in the tab exercises focused on the language component, for a total of 20 points.

Part II: Short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total of 50 points.

Part III: Essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The **Special Project** (if applicable) consists of a personal final photographic project and final paper.

The **Final Portfolio** counts for 25% of the final course grade.

## 12. LESSONS

Lesson 1	
Meet	Corso Tintori 21
Lecture	The mechanical workings of the camera and device: Traditional vs. iPhone camera. How technology influences sociopolitical as well as visual and language implications as a form of art. Digital workflow and iPhone setting for this class.
Objectives	Gain knowledge about iPhone settings. Identify technological advancements in image making, Lightroom mobile desktop and mobile app.
Visit	Via della Condotta 32r, focus on Bizzarri's film and darkroom chemistry. Via dei Calzaiuoli. Piazza dei Donati. Via del Presto.

<b>Readings/ Assignments</b>	<p>Readings: European Parliament, <i>The Relationship Between Artistic Activities and Digital Technology Development</i>. <i>The Ultimate Guide to iPhone Photography</i> pp 13-30.</p> <p>Assignment: Upload you first images to your LR shared folder.</p>
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<b>Lesson 2</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Light Metering: How a light meter works (Zone V, 18% grey). Manually overriding your built-in light meter. Image-processing and special camera apps: Snapseed, PhotoShop, Lightroom.
<b>Objectives</b>	Identify the characteristics and uses of camera light meter, camera apps, and image processing in your camera. Identify how to use available light as a source.
<b>Visit</b>	Via delle Casine. Piazza della Madonna della Neve. Piazza delle Murate.
<b>Readings/ Assignments</b>	<p>Readings: <i>The Ultimate Guide to iPhone Photography</i> pp. 31-69 <i>The Zone System</i>.</p> <p>Assignment: - Upload 10 images demonstrating Zone V.</p>

<b>Lesson 3</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Manual Shutter Speed: Introducing movement as a visual language.
<b>Objectives</b>	Recognize how to engage in overriding auto shutter speed. Identify how to use movement in an image as a tool to create a visual language.
<b>Visit</b>	Piazza dei Peruzzi. Via Isola delle Stinche. Piazza di S. Pier Maggiore. Piazza Gaetano Salvemini.
<b>Readings/ Assignments</b>	<p>Reading: Seizing the Light. A Social &amp; Aesthetic History of Photography: Chapter 11</p> <p>Assignment: - Upload 10 images demonstrating using movement in the frames.</p>

<b>Lesson 4</b>	
<b>Meet</b>	Corso Tintori 21

<b>Lecture</b>	Compositional rules: halves, thirds, squares, circles, rectangles. Golden rule. Focal lengths, perspective, vanishing points.
<b>Objectives</b>	Develop knowledge about visual composition. Recognize how to use wide angle vs. normal vs. long lenses. Gain knowledge about perspective.
<b>Visit</b>	Via Fiesolana. Via Luigi Carlo Farini. Piazza D'Azeglio.
<b>Readings/ Assignments</b>	Reading: <i>The Ultimate Guide to iPhone Photography</i> , pp. 71-99 Assignment: - Upload 10 good images demonstrating visual compositional rules.

<b>Lesson 5</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	ISO and PhotoShop for iPhone. The ISO Paradox: Shutter speed compromises, noise compromises.
<b>Objectives</b>	Gain knowledge about ISO solutions.
<b>Visit</b>	Lungarno Corsini. Lungarno Amerigo Vespucci. Parco delle Cascine.
<b>Readings/ Assignments</b>	Reading: <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i> : Chapter 15 Assignment: - Upload 10 images demonstrating different ISO resolutions and shutter speeds.

<b>Lesson 6</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Depth of Field: DOF as a visual language. Portrait photography - a form of social documentation. Final Project: Start to formulate your personal vision. "Making" an image vs. "taking" an image. Moving away from standardizing photographic practices.
<b>Objectives</b>	Gain knowledge about DOF. Identify the characteristics of portrait images. Strengthen critical visual thinking.
<b>Visit</b>	Via dei Bardi. Costa Scarpuccia. Piazza di Santa Maria Soprarno. Lungarno Torrigiani.

<b>Readings/ Assignments</b>	<p>Readings:  <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i>: Chapter 12  <i>The Ultimate Guide to iPhone Photography</i>, pp.100 - 150  <i>In the American West, Richard Avedon</i>: Complete book.</p> <p>Assignment:  - Upload 10 images. NOTE: use all of the tools that you have learned up to this point and apply them to your portraits including social documentation.</p>
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<b>Lesson 7</b>	
<b>Meet</b>	MyFUA
<b>Lecture</b>	MIDTERM EXAM

<b>Lesson 8</b>	
<b>NA</b>	ACADEMIC BREAK

<b>Lesson 9</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Street photography; Aesthetics based in reality itself.
<b>Objectives</b>	Gain knowledge about dynamism of urban street life.
<b>Visit</b>	Piazza Santa Croce. Piazza Lorenzo Ghiberti, Mercato delle Pulci. Mercato di S. Ambrogio.
<b>Readings/ Assignments</b>	<p>Readings: <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i>: Chapter 13  Final project outline due next lesson.  Links: (see links provided by your instructor)  Assignment: - Upload 10 images.</p>

<b>Lesson 10</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Architectural photography.
<b>Objectives</b>	Identify the rules defining convergence of lines and tilt shift. Develop a sense for architectural visual rules.
<b>Visit</b>	Piazza de' Pitti. Via del Campuccio. Viale Petrarca. Via Giano della Bella 9 and 13. (focus on Villini, in a Liberty style).
<b>Readings/ Assignments</b>	Assignment: - Upload 10 images

<b>Lesson 11</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Landscape photography - The idea of “seeing it all” and the immense appeal of landscape photography. Depth, perspective, using elements in an images as reference. Night photography: manual controls, flash and no flash. Natural and artificial light.
<b>Objectives</b>	Be able to shoot night/low light images. Gain knowledge about flash control, long exposure. Be able to apply visual elements to landscape images.
<b>Visit</b>	Lungarno Serristori, Terzo Giardino. Ponte di San Niccolò. Lungarno del Tempio.
<b>Readings/ Assignments</b>	Reading: <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i> : Chapter 7 Assignments: - Final project rewrite and project proposal. - Upload 10 images

<b>Lesson 12</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	The documentary lens.
<b>Objectives</b>	Identify the differences between the gentrification of the city center and residential areas. Identify how to illustrate reality through a documentary lens approach.
<b>Visit</b>	Borgo S. Jacopo. Piazza della Passera. Via dello Sprone. Via Santo Spirito.
<b>Readings/ Assignments</b>	Reading: <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i> : Chapter 14 Assignments: - Submit final project written proposal (minimum 4 pages - maximum 8 pages) see file format on MyFUA. - Upload 10 images

<b>Lesson 13</b>	
<b>Meet</b>	Corso Tintori 21



<b>Lecture</b>	Beyond typical iPhone photography. Photographer as: creator, witness, social documenter and illustrator.
<b>Objectives</b>	Identify how to see and scrutinize using critical criteria and a critical eye. Gain further knowledge about the role of the photographer for community-making.
<b>Visit</b>	Piazza Beccaria. Via Gioberti. Piazza Oberdan.
<b>Readings/ Assignments</b>	Readings: <i>Seizing the Light. A Social &amp; Aesthetic History of Photography</i> : pp 451 - 477 & chapter 18. Assignment: Upload your initial final project images for critique and review.

<b>Lesson 14</b>	
<b>Meet</b>	Corso Tintori 21
<b>Lecture</b>	Creating a visual personal story.
<b>Objectives</b>	Understanding “the personal” in photography. Be able to deliver a final, cohesive project.
<b>Visit</b>	Via della Sprone, Fontana dello Sprone. Piazza San Felice, Casa Guidi, focus on Elizabeth Barrett Browning.
<b>Readings/ Assignments</b>	Submit Final Project.

<b>Lesson 15</b>	
<b>Meet</b>	MyFUA
<b>Lecture</b>	FINAL EXAM