COURSE SYLLABUS: ART 19a: Beginning Digital Photography, Fall 2017
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COURSE DESCRIPTION: Art 19a is an introductory course in digital photography and digital capture. Covered are: basic composition; basic digital camera operation; beginning image manipulation using Adobe Photoshop; photography as a fine art and as a commercial application; technical, aesthetic, cultural, and historic points of view. To cover the costs of printing pictures, a $10.00 lab fee will be charged at the time of enrollment.

COURSE OBJECTIVES:

A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Capture images with correct exposure, using basic digital photographic tools.
2. Manipulate images, using basic software techniques.

B. Course Objectives

Upon completion of this course the student will be able to:

1. Regarding camera technique:
   a. Effectively use camera controls (shutter speed, f/stop, focus, white balance and ISO to control motion, depth of field, sharpness, color cast, noise).
   b. Correctly expose images in different lighting situations.
   c. Employ the basic rules of photographic composition.
   d. Select photographic equipment and software that is available on the market for basic digital techniques.

2. Regarding Photoshop technique, at basic levels:
   a. Open an image into Photoshop and use the lasso tools, magic wand, quick mask tool (or selection brush) to select areas of the image.
   b. Crop and straighten an image.
   c. Correct camera distortion.
   d. Use levels to correct brightness, contrast and color casts.
   e. Use hue and saturation to correct and alter colors.
   f. Use the unsharp mask filter, image size and resolution to prepare an image for printing.
   g. Decrease depth of field and add a sense of motion using layers and filters.
   h. Soften portraits and remove blemishes and wrinkles.
   i. Replace a sky.
   j. Remove unwanted objects from an image.

3. Use basic techniques to prepare prints for presentation

4. Use appropriate terminology to describe photographic work.

MATERIALS REQUIRED: Access to a digital camera (capable of saving in RAW and with manual exposure setting), a computer, camera card and a flash drive (thumb drive, jump drive). You are going to need an operating manual for your camera. While phone cameras (and point and shoot cameras) are getting more capable there some projects that require more camera control. You may be able to borrow or share a more capable camera for those projects. You will need white mat board for presentations. Plan on enough mat board for half dozen 8x10 inch mats with 5x7 cut outs. These can be pre-cut or full sheets which you will have to cut.

PARTICIPATION is mandatory and critical. Students will be expected to take photos for specific and general assignments on their own time, but classroom discussions and classroom computer time will be essential to do well in the class; the more practice, the better the results. Absence from discussions and critiques will result in the loss of key parts of the learning process and a lower grade. Students are expected to participate in discussions and critiques. The student is expected to be on time and stay for the entire class. There will be graded, in-class assignments in addition to homework, tests and projects. These in class assignments cannot be made up. Grades for late homework, tests or projects, if accepted at all, will be penalized by. Students should drop if absences are excessive or many assignments are missing or late. To request academic accommodations due to a disability, please contact the Disabled Student Programs & Services Office, 257-6181, extension 8035. If you have an Educational Accommodation Plan from that office indicating that you have a disability requiring academic accommodations, please present it to your instructor after class so that you and instructor can discuss the accommodations that you might need in this class.
COURSE CONTENT:
A. Camera technique
   1. Camera controls
   2. Image exposure
   3. Composition
   4. Equipment selection
B. Image Manipulation using Adobe Photoshop
   1. Tools and techniques to select areas of an image
   2. Cropping and straightening
   3. Correcting for distortion
   4. Using levels
   5. Using hue and saturation
   6. Using unsharp mask filter, image size and resolution
   7. Altering depth of field
   8. Manipulating portraits
   9. Replacing areas of an image
   10. Removing unwanted areas
C. Basic presentation techniques
D. Critiques

ASSIGNMENTS:
A. Appropriate Readings
   Students will be assigned weekly reading assignments from the representative texts as well as readings from various technical manuals relative to subject areas being covered.
B. Writing Assignments
   Written critiques will be required on how to:
   1. Choose the best method and select portions of an image, placing it/them into another image
   2. Correct defects in composition, distortion, brightness, contrast, and color cast
   3. Achieve basic improvements in portraits
   4. Prepare images for printing
   5. Produce prints for display
C. Expected Outside Assignments
   Do basic research on currently available digital equipment.
D. Specific Assignments that Demonstrate Critical Thinking
   Prepare a print for presentation using basic techniques which demonstrates:
   1. The difference large and small f/stops make on depth of field
   2. The difference fast and slow shutter speeds make on stopping motion
   3. The effect of the different white balance settings
   4. The effect of different ISO settings
   5. The impact of various compositional techniques

POLICIES:
1. Projects will have a due date, and full credit can be earned only when the assignment is handed in on time. Late assignments, if accepted at all will lose much of their value.
2. Assignments missed due to absence may be altered at the discretion of the instructor.
3. Students should drop if they have excessive absences and/or excessive missed work. Excessive absence and late work increase the chance of a low grade or even failure.
4. While some work (especially lab) is collaborative, this does not mean copied from others which is cheating. No credit is given for cheating and could lead to being dropped from the class.
5. Cell phones are available for emergencies but not social media. They (even texting) are distracting to others. Do not take pictures in the classroom unless a part of an assignment. Students may not use cell phones or other personal electronic devices in class.
6. Talking other than that related to class activities is very distracting.
7. Drugs, alcohol or tobacco (including “chew”) must not be brought into class.
8. Cheating is reason for removal from class. Poor attendance, excessive tardies, non participation or continued failure to follow the policies is also reason for removal from class.
METHODS OF EVALUATION:
Final grades will be assigned according to the following approximate formula:
Homework, Projects and in-class assignments: 60%
Tests and Portfolio: 40%

Grades will be based on the following cumulative percentage: A>89%, B=80-89%, C=70-79%, D=60-69%, F<60%

STUDENT LEARNING OUTCOMES: During the semester, students will be tested on a specific learning outcome to determine if instructional methods are adequate or need to be modified. Such a learning outcome might be something like the following:
2. Manipulate certain perimeters of the images using introductory software techniques in Adobe Photoshop.

IMPORTANT DATES:
Aug 22: Lecture. Assign questions for chapter 1. Project: take a selfie with self timer, download on your computer to a flash drive (“thumb drive”). During the next class, student will transfer it to the class computer and load into Bridge and then into Photoshop.
Aug 24: Lecture. Assign questions for chapter 2. Project: load selfie into class computer and then Bridge & Photoshop for editing and printing.
Aug 29: Lecture. Assign questions for chapter 3. Project: editing in Photoshop using layers for an retro looking “color tint” of one of your selfies or portraits. Save as both a photoshop and jpeg file on your flash drive. Print.
Sept 5: Questions chapter 2 due. Lecture. Assign questions for chapter 6. Project: dealing with under exposed photographs caused by strong backlight. Print two pictures from this project. One straight and one improved by technique and enhancement. Complete the extra credit film.
Sept 12: Convocation: no classes.
Oct 19: Test on chapters 7-10. Assign questions for chapter 11, 12, 13, 14, 23. Project: print and mat your product shot.
Nov 7: Lecture. Critique of “Joel Robinson” and “product shot” matted photos.
Nov 9: Questions chapter 13 due. Project: how to shoot using two or more strobe-lights and two or more speed-lights.
Nov 14: Lecture. Project: how to create a panorama using Photoshop.
Nov 23: Thanksgiving holiday.
Nov 30: Lecture. Project: create your own HDR image and print it along with a non-HDR of same subject.
Dec 5: Lecture. Project: how to copy 2 dimensional artwork or old photographs, and how to scan negatives and slides.
Dec 7: Lecture. Project: copy and create a print of your own artwork or old photograph.
Dec 12: Lecture. Test on chapters 11, 12, 13, 14, 23. Project: finish copying and printing your own artwork or old photograph.
Dec 14: Lecture. Portfolio: display your 4 best printed and matted images.
Dec 19: Comprehensive Final at 1:00 to 3:00. Pick up your portfolio.