

Fall 2011

## PGY1801C: Digital Photography I

9:00 am to 12:20 pm • Monday • August 22 to December 5

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Welcome to Digital Photography I! The NWF State College Catalog describes this course as follows: *“A beginning course in photography with an emphasis of digital darkroom production techniques. Students will be exposed to procedures and aesthetic concerns relating to photography and digital image production. Access to an appropriate high quality camera required.”*

In this semester you will be learning the basic functions of the camera, and the digital process of making high quality prints. For the first 150 years of photography’s history, images were made using light sensitive materials and a chemical process. At this moment, this process has changed into one that will be entirely digital. What does this mean? A digital image is created in a largely electronic process. Images are generated by a digital camera and printed on one of many printers including ink jet, dye sublimation, and high end silver halide thermal transfer.

Until recently, the digital image was prohibitively expensive to produce at any level of quality. At this time, a digital camera capable of producing an image as detailed as a 35mm film camera costs far less than \$1,000. Lower end digital cameras either lack, or have limited access to, the manual controls required for professional photographic results. Your digital camera must have at a minimum 8 megapixel resolution and manually adjustable aperture and shutter speed controls. A digital SLR is the strongly preferred camera for this course.

We will be working with some of the finest digital darkroom equipment available in the digital imaging industry. In our studio, we have a Epson 9800 large format ink jet printer that produces the highest quality output in the industry today. The printer is extremely expensive to operate, so your use of them will be regulated. We also work exclusively on Apple Macintosh computer systems. They are top of the line models with eight processors, and have between four and eight gigabytes of RAM, as well as 23 inch high definition displays.

We will be using the industry standard image editing software Adobe Photoshop CS5.

The training that you receive in the use of Photoshop this semester will be limited to basic digital image science, color correction, basic editing, color management, and printing. In depth courses in Photoshop are available within the program and you are encouraged to explore them as well.

This course is intended for the beginner and no one will be left behind. Understand that this course is also intended for people seeking professional photographic skills and digital darkroom skills that lead toward employment. This means that you will be asked to approach your photography from a professional point of view, and will be expected to pursue the best possible results at all times. This will require some re-exploration of your ideas which usually means more time shooting. All of the processes we will explore can be done more simply and at less cost, but easy and cheap rarely leads to clean and professional. As a photographer, you must understand the use of high quality equipment and be exposed to aesthetic issues and challenges in order to create high quality imagery. This semester is the beginning of a long course of study. You will be frustrated early on. This is a hands on learning experience and it is absolutely critical that you ask questions and explore. Let’s roll!

You are strongly encouraged to interact with me often during your creative process with your camera and the computer. This is a hands-on learning process, and the best instruction happens for students that involve the instructor in their process. It is possible for you to interact with me very little throughout the semester if this is your preferred method of working. Let this be a warning that this may not be the ideal process if you are concerned with producing excellent work (and being awarded excellent grades). If you’re not interested in an instructor’s help, why are you here?



## Equipment/Supplies:

(1) A digital camera (8 MP or higher, SLR format strongly preferred) with adjustable aperture and shutter speed.

Purchase decisions relating to cameras are entirely related to available budget. An extremely expensive camera is not always better than a moderately priced one. Used cameras can be great values. Two sources for new and used equipment are: [www.calumetphoto.com](http://www.calumetphoto.com), [www.adorama.com](http://www.adorama.com).

A good basic camera can mean a lot of different things to different people. My suggestion is to explore either a Canon or Nikon camera. When you buy a camera, you are buying into a family of products. Nikon and Canon have the best group of lenses and accessories in the industry. Specific recommendations are:

Canon Digital Rebel T1i, T2i, or T3i kit

Canon 60D kit

Nikon D3000 or D5000 or D300s or D90 kit

As you proceed, you will discover that having a longer telephoto lens such as a 70-200mm or a 100-300mm would expand the range of images you can produce. You should also consider acquiring a Polarizer filter. Other special effects filters can be considered, but many are made unnecessary by the power of Photoshop. When buying filters, it is a good idea to buy the largest you think you will need and a stepper ring for smaller lenses. A big filter can go on a small lens, but a small filter won't go on a big lens. A great place for learning about individual camera features and capabilities is at this website:

[www.dpreview.com](http://www.dpreview.com)

(2) Several blank CD-R (NOT CD-RW!) or DVD-R/DVD+R discs for storing your work. USB memory keys are convenient, but not extremely reliable. ALWAYS back up your data on a CD/DVD. You are responsible for the integrity of your data. This means that if you lose it, you're responsible.

(3) Tripod. Bogen is recommended, but a good basic one can be had fairly cheaply (Slik is a good inexpensive brand).

(4) Textbook: The required textbook for the course is *Adobe Photoshop CS5 for Photographers* by Martin Evening. There will be questions on the mid-term test associated with your readings in this book—so do them!

## Attendance Issues:

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immediate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence may be given upon consultation with me but only in case of illness or life emergency. **YOU WILL NOT PASS THIS COURSE** if your attendance becomes a problem. If you have more than four absences of any kind by November 1 (the last day for a W grade or to change to audit), you should withdraw from the course. If we get to the end of the semester and you have an excessive number of absences, you will receive an "F"

Note that showing up late for the class, leaving early, or only staying for ten minutes does not constitute attendance. Attendance will be taken at random times during the class period, and it is your responsibility to ensure that you were recorded as present if there is any question in your mind.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as your grade. Incomplete grades are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. You must inform me of your situation and discuss your options. Incomplete grades are not automatic. See the NWF State College catalog for detailed descriptions of the college policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand. Even if you have the software at home, you are still required to come to class. This is a basic college policy.

**It is critical that you initiate communication with me as we go through the semester to discuss your projects. In an art class, most of the valuable instruction happens one-on-one in relation to your specific needs. If you choose to opt out of this process, you will miss one of the core opportunities of the course.**

## Course Requirements:

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments.

In this class you will be graded at four intervals. There will be a midterm test on **October 10**. There will be three creative projects. Each of these will be weighted evenly (25%) in determination of your grade. Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. **EVERY ASSIGNMENT MUST BE COMPLETED TO PASS THIS COURSE. YOU MUST TURN IN YOUR PROJECTS BURNED TO A CD IN THE PROPER FILE FORMAT. IT IS STRONGLY SUGGESTED THAT YOU BURN THE DISC HERE IN OUR MACHINES AND TEST IT BEFORE YOU TURN IT IN!**

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms) on a due date, the due date will be pushed back to the next available class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 full letter grade penalty for each class day it is late—note the final project is due the last day of class, and therefore, cannot be turned in late for any reason.

Students are responsible for adherence to all College policies and procedures, including those related to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2011-12 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's images or designs constitutes plagiarism in this course. Only use your own images! Downloading any imagery from the internet for use in a project is strictly prohibited and will result in failure of the course. All of your work must be 100% originally produced by you. All photographs that you turn in must be taken during the time of this class. This means that great vacation photos that you shot last year

cannot be turned in for college credit. If you are unsure of what this means, consult with me immediately.

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-2 on the Niceville Campus, or call 729-6079 (TDD 1-800-955-8771 or Voice 1-800-955-8770). If you have special needs, you also must speak with me directly in the first week of class so that I fully understand and can create a plan to address your needs.

**Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.**

## What do your grades mean?

**A=** Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

**B=** Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

**C=** Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would benefit from further effort from student and more student interaction with instructor.

**D=** Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

**F=** Work that fails to meet the minimum expectations for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

## Assignments:

Project One is due: September 26

Project Two is due: October 31

Project Three is due: December 5

Midterm Test is on: October 10

December 5 is the last required day of attendance in

this class. There is no final exam test.

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