

**Digital Photography**  
**Art/Com 368**  
**Fall 2005, TTH 2:40-5:10**

**Instructor contact information**

Heidi Goldberg

Olin 106

Office Hours: MW 11-12 and by appointment

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**Course Description and Goals**

This course is an introductory studio course in digital photography as an art form and as a communicative medium. Students will be learning basic processes and terminology of digital photo initially through the activity of capturing images with digital cameras. Students will also learn how to use printers and associated equipment. In this class we will creatively resolve visual problems utilizing the elements and principles of design. Upon receiving an assignment, students will set about gathering and composing the source material. Then the material will be downloaded to the design studio computers where we will be spending most of our time processing and manipulating images in Adobe Photoshop. Learning how to use Photoshop software in the development and resolution of images is an essential part of the course. Demonstrations will guide you through exercises that show a range of techniques from simply retouching a photo, to working through complex manipulations. The intention is to weave together mastery of technique with the development of authentic expression and effective visual communication.

Digital photography will be explored as a unique medium for creative expression, and as a format/technique for possible applications in fine art photography, photojournalism, photo-advertising, photography for the web, illustration, and image restoration. Connections to traditional photography, the historical development of photography as an artist's medium, and its relationship to other traditional and new media will be explored through videos, museum/gallery visits, lectures, readings, and discussions.

During this semester, the format of the course will involve a combination of:

- In class work (apx. 5 hours/week)
- Out of class work (up to 10 hours/week)
- Image presentations
- Demonstrations
- Topic discussions relating to assignments
- Exhibition, gallery and museum visits
- Critiques (group)
- Individual critiques at mid-semester, and as needed
- Written assignments
- Quizzes

**Learner Outcomes**

After taking the course, students will be able to:

- Understand and work with the features of a digital camera.
- Apply the principles of art and design to the composition of photographic imagery. This includes conscious decision-making about the use of the elements of line, shape, color,

- texture, value, color, and the principles of balance, unity, rhythm, emphasis, and scale/proportion.
- Understand the relationship of historic to contemporary techniques and applications in photography.
  - Utilize essential processing techniques of Adobe Photoshop in order to achieve specific creative goals.
  - Relate the development of one's work and life (as an artist or other profession) to the medium.
  - Draw inspiration from newfound confidence and joy in the work and as a result, want to learn more about and make more photographs/art.

### **Requirements and evaluation for grading**

Attendance is mandatory. Absence beyond three class periods, as well as tardiness, will negatively affect grades. Each absence beyond three will drop the final grade one letter grade. Absence over six class periods will result in course failure. If absence is unavoidable, a written excuse must be made available to me. Tardiness may be understood as being 15 minutes late for class, leaving 15 minutes early, or being absent during portions of the class period without excuse. Three tardies equals one absence. Students will be responsible for acquiring material missed due to absence or tardy.

Formal evaluation of student work will be at mid-semester, and again at the end of the semester. We'll look at finished work and work in progress. Assignments will be graded individually on their due dates, and returned the following class period. Late assignments will negatively affect grades. Late assignments will be graded as follows: each class period beyond the due date will drop the grade by one letter. Exceptions will be made for those with excused absences. Students should be prepared to work on images during scheduled class times. Students' reconsideration of graded work in order to improve grades and facility is greatly encouraged. Participation in critiques and discussions is strongly encouraged and will affect grades. Quizzes will be given and graded. Final portfolios will include formal projects and other assignments.

Evaluation will include:

70% Portfolio

10% Quizzes

10% Class Participation/Attendance

10% Individual Effort and Improvement

Projects will be graded by the following criteria:

A=Excellent. The assignment is very well executed and exceeds requirements, content is very clear, thoughtful, and original, design/composition is very sophisticated, and craftsmanship is excellent.

B=Good. Requirements of the assignment are followed quite closely, content is strong and communicates well, originality is strong and composition/design is well resolved.

C=Average. Requirements of the assignment are followed fairly well, content comes across but is not very well articulated, originality in design is not strong, design and craftsmanship is fair or partially developed.

D=Below Average. Requirements of the assignment are not followed well, there are problems establishing and communicating intentions, design shortfalls, sloppy craftsmanship and poor presentation are evident.

F=Fail. Student does not follow requirements of the assignment, has major problems establishing and communicating intentions, has major design shortfalls, very poor presentation and lack of craftsmanship.

In accordance with the policy on academic integrity at Concordia College, all work submitted for evaluation in this course must be by the hand and mind of the registered student in question.

My office hours are as listed above and by appointment. If you need to see me, stop in or schedule an appointment before or after class. I may also be reached via e-mail, I check my account regularly.

### **Timeline**

Following is a list of class projects and a tentative outline of our semester: changes to this schedule will be announced in class. Each of these assignments will usually be completed within a two-week timeframe. In conjunction with these projects we'll be working through chapters 1-25 in the textbook. Some of the finished projects will be presented matted or by some other formal means (we'll discuss alternatives) for critique and portfolio.

1. Self Portrait
2. News Feature
3. Joiner
4. Illustration for a Magazine
5. Public Service Advertisement
6. Panorama
7. Action Reaction

Th. 9/1 First day of this class. Introduction, Begin self-portrait.

T. 9/6 Work on self-portraits. (*Ch.1 The Basics, Ch. 3 Startup*)

Th. 9/8 Work on self-portraits. (*Ch. 4 Pixel Basics*)

T. 9/13 Symposium/Sue Coe, Work on self-portraits.

Th. 9/15 Self-portraits due, begin news-feature (*Ch. 8 History, Ch. 9 Adjustments*)

T. 9/20 Work on news-feature (*Ch. 13 Photography*)

Th. 9/22 Work on news-feature

T. 9/27 News-feature due, begin joiner (*Ch. 2 Photoshop Color, Ch. 5 Layer Basics, Ch. 6 Select*)

Th. 9/29 Work on joiner. Faculty Art Exhibition opening reception, please stop by during our reception from 4-6pm

T. 10/4 Work on Joiner (*Ch. 10 Choose Colors, Ch. 11 Recolor*)

Th. 10/6 Work on Joiner

T. 10/11 Joiner due, begin illustration for a magazine. (*Ch. 7 Compositing, Ch. 12 Paint*)

Th. 10/13 Work on illustration for a magazine. (*Ch. 14 Gradients, Ch. 15 Layering Layers*)

T. 10/18 Illustration for a magazine is due by the end of the class today.

Th. 10/20 Mid-semester break, Enjoy!

T. 10/25 Begin public service announcement. (*Ch. 16 Layer Effects, Ch. 17 Masks*)

Th. 10/27 Work on public service announcement

T. 11/1 Work on public service announcement. (*Ch. 18 Paths/Shapes, Ch 19 Type*)

Th. 11/3 Work on public service announcement.

T. 11/8 Public service announcement is due. Begin panorama. (*Ch. 20 Filters, Ch 23 Preferences*)

Th. 11/10 Work on panorama. Jean Gumpfer show opens.

T. 11/15 Work on panorama. (*Ch. 24 Print*)

Th. 11/17 Work on panorama.

T. 11/22 Panorama due. Begin action reaction. (*Ch. 21 Liquify*)

Th. 11/24 Thanksgiving Recess

T. 11/29 Work on action reaction (*Ch. 22 Automate*)

Th. 12/1 Work on action reaction (*Ch. 25 Web/Imageready*)

T. 12/6 Work on action reaction (construction demo of pop-up/accordion)

Th. 12/8 Work on action reaction

T. 12/13 Last day of class, Final Critique. Final Portfolios are due. Your final portfolio will include all requested works and a compact disk of your work. Each of your images must be burned to a disk as a JPEG at 300dpi. I will keep this disk.

### **Materials List/Resources**

Text: "**Photoshop for Windows and Macintosh**", Weinmann and Lourekas.

Four rechargeable AA batteries (if using school camera)

Printing Paper

Notebook

Matboard/foamcore

Double sided tape

Drafting eraser and pencil

C.D's (for file storage)

### **Great websites to check out;**

Adobe; [www.adobe.com](http://www.adobe.com)

The American Museum of Photography; [www.photographymuseum.com/](http://www.photographymuseum.com/)

Camera Obscura; <http://brightbytes.com/cosite/what.html>

The Daguerreian Society; [www.daguerre.org/home.html](http://www.daguerre.org/home.html)

Center for Creative Photography; [www.ccp.arizona.edu/ccp.html](http://www.ccp.arizona.edu/ccp.html)

Eastman Kodak web site; [www.kodak.com](http://www.kodak.com)

George Eastman House; [www.eastmanhouse.org/](http://www.eastmanhouse.org/)

Grove Art Online; [www.groveart.com](http://www.groveart.com)

Minnesota Center for Photography; [www.mncp.org/](http://www.mncp.org/)

The Museum of Contemporary Photography; [www.mocp.org/](http://www.mocp.org/)

National Association of Photoshop Professional (NAPP); [www.photoshopper.com](http://www.photoshopper.com)

National Geographic; [www.nationalgeographic.com](http://www.nationalgeographic.com)

PDN Online (Photo District News) [www.pdnonline.com/photodistrictnews/index.jsp](http://www.pdnonline.com/photodistrictnews/index.jsp)

Planet Photoshop; [www.planetphotoshop.com](http://www.planetphotoshop.com)

Susan Ressler's, "Women Artists of the American West"; [www.sla.purdue.edu/waaw](http://www.sla.purdue.edu/waaw)

Wayne Fulton's Scanning Tips; [www.scantips.com](http://www.scantips.com)

Art/Com 368 Digital Photography Fall 2005 H. Goldberg

Name \_\_\_\_\_

I.D # \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

e-mail Address \_\_\_\_\_

website \_\_\_\_\_

Year in School \_\_\_\_\_

Major/Minor \_\_\_\_\_

What classes are you taking this semester?

What is your photographic/studio art and art history experience? When? Where? Instructor(s)?

Other exciting information (favorite things, books read recently, movies you've seen recently, travels)?

What are your expectations for this course?

What are the benefits of working with digital photography to make visual statements?

Part of my professional practice is to document my student's finest works. At the end of the semester when I grade final portfolios I photograph the strongest pieces to keep in my collection, to show to future students, and to potentially post on my website to represent work well done. Please sign below if I have your permission to photograph and publish one or more of your works on my webpage. If you wish that your work will not be published it certainly will not be held against you! Thanks.

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