

## **ART 205: BEGINNING DIGITAL PHOTOGRAPHY**

Southwestern College

Spring 2012

Instructor: Siobhan Arnold

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Course # 71169, section #5

Tu/Th 9:00–11:50 am, Room 571

Recommended concurrent enrollment: Art 205L, Art 192

This course is required for the ***Associates of Art in Photography And Digital Imaging*** degree and the *Certificate of Professional Photography*.

Class Website: [www.siobhanarnold.net/teaching/swcart205](http://www.siobhanarnold.net/teaching/swcart205)

SWC Photo/Digital Website: [www.swccd.edu/~photography](http://www.swccd.edu/~photography)

Video Tutorial Resources: [www.lynda.com](http://www.lynda.com), <http://tv.adobe.com>

### **Campus Computer Labs with Adobe Photoshop:**

751 Photography & Digital Labs (starts week of 1/23) – Tu 3:00-6:20pm, 6:30-9:50pm; W 3:00-6:20pm; Th 3:00-6:20pm; F 12:00-3:50pm.

420 Building Open Lab (PC) - M-TH 8:00am-8:00pm, F 8:00am-3:45pm

### **Course Description:**

**Art 205** emphasizes aesthetics, content, technical aspects, ways of seeing, and creativity in photography. This is an introductory photography course that explores camera operation, color and grayscale optimization, digital capture, and Camera RAW. Appropriate for students without prior photographic experience. Requires a digital camera with adjustable shutter speeds, adjustable apertures, manual exposure mode, and Camera RAW file format.

This course focuses on photography as a creative art and emphasizes the communication of ideas through the visual image. Though Art 205 is a highly technical course, students will also be encouraged to discuss their concepts, ideas, and apply critical thinking to their own work and the work of their peers. Students will present and evaluate photographic work in written and oral presentations.

### **Course Structure:**

This course will include lectures and demonstrations introducing photographic concepts and skills. There will be quizzes to assess your comprehension of technical information. Assignments will encourage research, problem solving, and creativity. Each assignment will culminate in a group critique. Students will be required to keep all handouts, assignment sheets, complete assignments. Additionally, students are expected to keep notes and research in a notebook form.

### **Lab Course Enrollment**

This is a time intensive course. It is highly recommended that you enroll in the lab support course, Art 205L while you are taking Art 205. Art 205L is a one unit, non-instructional lab that allows you to use the

photo lab facilities outside of Art 205 meeting times. You may attend any or all of the four labs during the course of the week. Please see above or the course schedule for available lab times.

### **Course Objectives & Student Learning Outcomes**

By the end of this course, a student should be able to:

1. Communicate and describe one's own creative expression and conceptual considerations by stating personal intent, choice of subject matter, and significance or meaning from the subject matter.
2. Communicate and describe one's own creative expression with formal considerations including composition, use of light, use of tone and contrast, and considerations for creating a visual emphasis.
3. Demonstrate the ability to analyze, evaluate, and describe photographs using terms of formal elements and composition, and name specific techniques used in the image-making process.
4. Apply criticism to one's own artwork by determining the successful parts of a project, and determining the areas that can be improved.
5. Analyze photographic images according to theory associated with John Szarkowski's *The Photographer's Eye*.
6. Demonstrate and understand composition and design concepts for creating visual emphasis.
7. Demonstrate the application of proper camera handling, including the ability to set ISO, aperture, and shutter-speed to produce a specific desired effect.
8. Demonstrate the relationship between Depth-Of-Field, and aperture, focal length, and distance between recording plane and subject.
9. Demonstrate the relationship between Shutter-speeds and their effect on both motion-blur and stop-action imagery.
10. Demonstrate an understanding of tonal values, their relationship to the histogram, their relationship to exposure, their relationship to contrast, and their relationship to shadow and highlight details.
11. Demonstrate the proper use of white-balance during shooting and in Camera RAW editing software.
12. Demonstrate basic color correction in Camera RAW.
13. Demonstrate digital capture, image exposure, digital image optimization, and ink-jet printing for making photographic prints of optimum technical quality and craft according to professional standards.
14. Demonstrate the ability to make a print presentation-ready by mounting.

### **Student Expectations**

1. Topics and concepts are introduced as homework through assigned readings, internet research, and PowerPoint presentations (available online). Students are required to have internet access whether it is at school or off-campus. Students are required to complete their homework prior to class.
2. Demonstrations and class discussions are a part of class participation. Students are required to be present and alert during all demonstrations and discussions. Take notes during technical lectures and demonstrations.
3. Students are required to keep handouts, assignment sheets, completed assignments, and related research in a notebook form.
4. Read all materials provided and follow the directions.
5. You need to always have a primary data storage location (your personal usb or hard drive, and secondary data storage location (the server). Students are required to backup their files. Assignments encourage research, problem solving, and expressive/creative image making. You are encouraged to add concept and content to each assignment.

6. Critiques are a part of the assignment grade. Participation is required during critiques. Work for critique is due at the start of class.
7. Be on time and have fun!

**Required Text**

*Photography: A Custom Edition, Volume 1: 10<sup>th</sup> Edition* by Barbara London, John Upton, Ken Kobre, and Betsy Brill

This is available in the campus bookstore. There are also a couple of copies of the text on reserve at the SWC Library for limited checkout.

Note: If you plan to continue with your studies in photography, I highly recommend that you purchase the *full text* edition of Photography by Upton, et al., 10<sup>th</sup> edition.

**Recommended Resources**

A student subscription to Lynda.com, a comprehensive digital imaging tutorial site, is available for about \$29 for the semester. There are also a number of free digital tutorials available on tv.adobe.com.

<b><u>REQUIRED SUPPLIES</u></b>	
<p>Camera:</p> <p>Digital Camera with that shoots in Camera RAW, has manual shutter speed &amp; aperture, light meter, lens, and UV Filter.</p> <ul style="list-style-type: none"> <li>• It is recommend that you have at least a 4GB memory card for your camera.</li> </ul> <p>Camera Checkout Policy:</p> <p>There are limited checkout cameras. Students will have to plan ahead to use and share checkout cameras. Checkout Cameras are available from class period to class period. If you check it out on TU, then it is due back on TH during class. Failure to bring back a camera on time will result in loss of checkout camera privileges.</p>	<p>Presentation Supplies:</p> <ul style="list-style-type: none"> <li>• Mat/Mount Board / Mounting Tissue: You will mat/mount at least one of your projects. Mat/mount board is available for purchase in the campus bookstore as well as local art supply stores such as Blick, Aaron Brothers, Michaels (and others).</li> <li>• Protective Portfolio or binder with plastic 8.5"x11" holder sheets for prints. It is estimated that you will need at least 20 sheets for prints.</li> <li>• File folders for assignment turn-in</li> </ul>
<p>Film and Film Camera:</p> <p>In order to understand scanning, we will scan 35mm color film. If you do not have any older film at home, you may checkout a film camera and shoot a new roll for scanning. Film is available for purchase at the campus bookstore.</p>	<p>Data Storage:</p> <ul style="list-style-type: none"> <li>• 8GB USB Flash Drive or larger is sufficient with additional data storage at home.</li> <li>• Portable Hard Drive: It is recommended that you invest in this type of device if you will be continuing with digital photography in the future.</li> </ul> <p>Optional:</p> <p>Tripod, flash equipment, cable release or remote control, white balance device, or color correction device, special filters, etc.</p>

**Academic Accommodations:** DSS: Disability Support Services-Southwestern College recommends that students with disabilities discuss academic accommodations with their professors during the first two weeks of class. An alternate format of this syllabus and class handouts is available upon request. Call (619) 482-6512 or email [dss@swccd.edu](mailto:dss@swccd.edu)

**Attendance:** 3 unexcused absences is considered excessive. On your 4<sup>th</sup> unexcused absence, you may be dropped from the class. 3 tardies will count as an unexcused absence. Students are responsible for officially withdrawing from classes they are no longer attending. When you miss a class, you also miss class participation points. There are points for participation during activities, lectures, and demonstrations. These points cannot be made up. See Grading Policies for more details.

**Academic Cheating and Plagiarism:** Plagiarism and cheating constitute violations of academic honesty whether perpetrated actively or passively. Disregard for written or verbal instructions on course work may, at the discretion of the professor, represent academic cheating. All violations and suspected violations of academic honesty will result in action taken against the parties involved, and will be documented in writing with the Dean of Student Activities and the Dean of School of Arts and Communication. Sanctions may include no credit on the assignment in question, course failure, or formal charges of student misconduct. Formal charges can result in academic probation, suspension, or expulsion.

### **Academic Success Center Referral**

To further your success, reinforce concepts, and achieve the stated learning objectives for this course, I refer you to the Academic Success Center learning assistance services. Upon request for tutorial services, you will be automatically enrolled in NC3: Supervised Tutoring, a free noncredit that does not appear on your transcripts. Services are located in the ASC (420), the Writing Center (420 D), the Reading Center (420), Math Center (426), the library LRC Interdisciplinary Tutoring lab, MESA specialized on-campus School, tutoring Labs, the Higher Education Center, and the San Ysidro Education Center. Online learning materials and Online Writing Lab (OWL) are available at [www.swccd.edu/~asc](http://www.swccd.edu/~asc).

### **Class Etiquette**

No food or drinks on the computer tables. Drinks may be placed on a cart at the front of the classroom. Disruptive behavior to the class will not be tolerated, can reduce final grade, and if continued is grounds for dismissal from the class. Keep Cell Phones turned off during class! Ringing phones and text messaging are considered disruptive behavior. Please clean up after yourselves. Treat the equipment with respect. Photography equipment is expensive and not easily replaced.

### **Field Trip Policy**

If you have a legitimate reason for not attending a field trip off campus, you must contact the instructor to arrange an alternative project to take the place of the grade related to the field trip. Failure to make this alternative arrangement will result in no points earned on any grade related to the field trip.

### **Grading Policies**

This course requires **active participation**. All assignments will culminate in a group critique. You are required to attend and participate in group critiques. Your participation in discussion and critique are a necessary component of your successful completion of this course. You will be asked to share opinions, responses and observations related to the content of the class. Your participation is also required in

demonstrations, lectures and exercises as well as in the completion of assignments. Your overall grade will be determined by the following point values:

Projects	100 pts.(5)	600
Exercises	25 pts. (5)	125
Quizzes	25 pts. (4)	100
Participation		100
Professional Conduct		100
Final Project		<u>200</u>
		1225 possible points

**Criteria** for grading of visual assignments is as follows:

- Fulfillment of project requirements
- Timeliness (on due date)
- Technical Proficiency
- Creativity and experimentation
- Professional presentation
- Clarity of written narrative
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**What Your Grade Means:**

<b>100</b>	Exceptional project that succeeds aesthetically, conceptually, and technically. Completion of all requirements. Engaging work and superior effort including creative problem solving.
<b>90</b>	Excellent project that succeeds aesthetically, conceptually, and technically. Completion of all requirements. Minor attention may be necessary in technical execution. Student made a strong attempt at aesthetic and conceptual considerations.
<b>85</b>	Very good project with a strong effort at aesthetic, conceptual, and technical considerations. Completion of all major requirements. Additional attention is necessary to 1 or more technical or aesthetic considerations. Project may be missing one minor requirement.
<b>80</b>	Good project. Decent effort at aesthetic, conceptual, and technical considerations. Project may need attention to 2 technical or aesthetic considerations. Project may be missing one or more minor requirements.
<b>70</b>	Satisfactory project. Project may be missing one or more major requirements. Additional attention necessary to at least 3 technical or aesthetic considerations.
<b>60 or less</b>	Unsatisfactory. Project may be missing two or more major requirements or does not related to assignment criteria. Additional attention necessary to at least 3 technical or aesthetic considerations. Unacceptable effort in demonstrating assignment objectives.

**Assignments must be turned in on time. You will be allowed to turn in one late assignment per semester.** The late assignment must be turned in no later than one week past the due date. Any more than one late assignment will result in no credit for that project.

If for some reason you are unsatisfied with your grade, I will allow assignment “re-do’s”. Any re-do’s/re-shoots must be turned in during the last week of class (week 17).

**The final exam will take the form of a final project.** The final project must reflect your best work of the semester, a culmination of the skills and concepts that you have acquired throughout the term. Details for the final project will be distributed later in the semester.

**One Extra Credit** opportunity will be accepted. You may attend a photography exhibition outside of class requirements/field trips and write a short essay (one page) about your experience. Your essay

must include the following: the title of the show, the artists included, titles and descriptions of at least three different works, and your thoughtful opinions about the form and content of the works. Comments like, "it sucked" or "it was really cool" are not thoughtful, critical comments. Use the skills you gain in class critiques to write an informative, well written essay. I will let you know about events/exhibitions that you may be interested in and you will also see these listed on the front page of the SWC Photography website.

**Local/regional photographic resources:**

<p>NELSON'S PHOTOGRPAHY          1909 India St.          San Diego, CA 92101          (619) 234-6621  <a href="http://www.nelsonphotosupplies.com">http://www.nelsonphotosupplies.com</a>          La Jolla Store:          7720 Fay Avenue          La Jolla, CA 92101 (858) 729-6565</p>	<p>FREESTYLE PHOTOGRAPHIC SUPPLIES          5124 Sunset Blvd.          Los Angeles, CA 90027          (800) 292-6137 and (323) 660-3460          fax (800) 616-3686 and (323) 660-4885  <a href="http://www.freestylephoto.biz">www.freestylephoto.biz</a>          will ship</p>
<p>CAMERA EXPOSURE          2703 Adams Avenue,          San Diego, CA 92116  <a href="http://www.cameraexposure.com">http://www.cameraexposure.com</a>          619) 640-5300          (619) 640-5304 Fax          * See "Specials" for special student deals on cameras</p>	<p>CALUMET PHOTOGRAPHICS          830 W. Valley Parkway Suite 330          Escondido, CA 92025          (760) 737-6002  <a href="http://www.calumetphoto.com">www.calumetphoto.com</a>          other locations in CA          will ship</p>
<p>GEORGE'S CAMERA &amp; VIDEO          3837 30th Street          San Diego, CA 92104          (619) 297-3544  <a href="http://www.georgescamera.com/">http://www.georgescamera.com/</a></p>	<p>KURT'S CAMERA REPAIR          7811 Mission Gorge Rd # E          San Diego, CA 92120          (619) 286-1810  <a href="http://kurtscamerarepair.com">kurtscamerarepair.com</a></p>