

Art 3774 - Intermediate Digital Photography

Syllabus Date: Fall 2013 - V1

Instructor: Assistant Professor Stephen Chalmers
Schedule: TR 11-1:50
Office Hours: MW 11-1, H 10-11
(must sign up on calendar on office door)
E-Mail: SChalmers@ysu.edu*
Office Phone: 330.941.3776 (e-mail is a quicker mode)
Class Website: <http://people.ysu.edu/~schalmers/>

* Note: Only e-mail from your YSU account will be responded to.

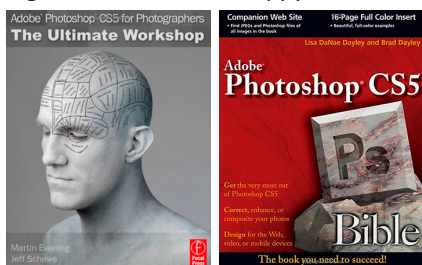
COURSE OBJECTIVES: From the catalog: "ART 3774. Intermediate Digital Photography. An exploration of concepts and techniques in digital fine art photography. Course content focuses on advanced image manipulation, lighting skills, large-scale printing and conceptual development." In short, this course covers digital imaging as it pertains to photography. The formal objectives for the term are:

- » Students will have a deeper understanding of the tools and working environment of Photoshop.
- » Students will learn advanced techniques related to input/output calibration and profiling.
- » Students will complete assignments intended to further challenge and hone their technical/conceptual skills.
- » Students will demonstrate an understanding of advanced artificial lighting techniques.
- » Students will become proficient in large-scale printing.
- » Students will apply to at least two extra-local photography opportunities (grants, exhibitions, fellowship, etc).
- » Students will develop a conceptually based project during the second half of the course in order to have a quality portfolio of work (suitable, if desired, to show in a gallery setting or to apply for a photo related job or graduate school).

Throughout the term we will view videos that relate to digital imaging, projects that other contemporary photographers have done, and if our schedule and the weather cooperates we may take a few field trips to view work, a professional studio, and a professional lab in the region.

EXPECTATIONS: Throughout the term, you will be expected to have the readings and assignments completed weekly and to check your YSU e-mail daily and the course website at least a couple times a week. At the end of the quarter you will have a final project consisting of twenty+ images (depending on difficulty of your project) which demonstrate a proficiency in Photoshop, printing and lighting, that function as a cohesive group, and are presented in a manner appropriate to their subject matter.

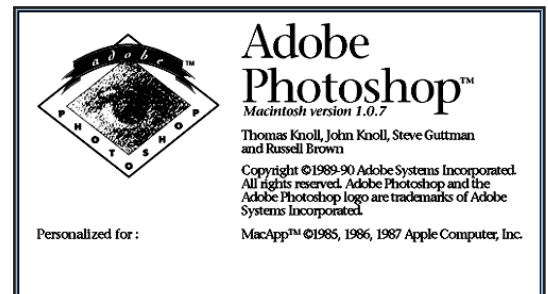
MATERIALS: You need to make new imagery for this class and need to have a camera with allows RAW capture. The primary materials you need to purchase for this class include your textbook (detailed below), media to store your files on, a print storage box, Inkjet paper (not matte-surfaced), and at least a \$50 print coupon from the Cashier's Office to cover ink costs (if you choose to use the department's printers). If you wish/need to purchase a digital camera, I'd be happy to discuss options appropriate for your budget.



REQUIRED TEXT: *Adobe Photoshop CS5 for Photographers: The Ultimate Workshop*, by Martin Evening & Jeff Schewe. ISBN: 0240814835. (Amazon price: \$34)

OPTIONAL TEXT: *Photoshop CS5 Bible [Paperback]*, by Lisa DaNae & Brad Dayley. ISBN: 0470584742. (Amazon price: \$30)

STORAGE: Do NOT store your files on the lab computers (personal files are removed regularly). Consider buying an external drive (about \$65 for 1T). Jump-drives are handy ... but are prone to failure and pricey for their relatively small storage capacity (don't use them for long-term storage). Make sure to backup ALL of your important files in at least two places!



Photoshop's developers, Thomas and John Knoll began development on Photoshop in 1987. Version 1 was released by Adobe in 1990. The program was intended from the start as a tool for manipulating images that were digitized by a scanner, which was a rare and expensive device in those days.

ATTENDANCE/PARTICIPATION: This class is pretty dense, as we will be cramming a rather complex topic into just a semester. Due to the fast pace of the course and how new material builds upon previously learned material, attendance is mandatory. As such, more than three absences (excused or unexcused) will affect your grade - each additional absence will subtract ten percentage points (a full letter) off of your final grade. Additionally, every two times that you are tardy, leave early, or don't have work for lab days will count as an absence. If you are absent on the final scheduled day you will fail.



The Apple II was introduced in 1977. An 8-bit computer, it was one of the first mass-produced microcomputers - its success was due primarily to its aggressive marketing to educational institutions. By the end of production in 1993, ~5-6 million Apple IIs were sold.

It is not enough to merely be present in class - you must be an active participant in discussions, and assigned readings must be done before class. Following this, other activities that will not be tolerated include texting, checking e-mail, social networking, homework for other classes, etc, while class is in session. In short, don't work on any item not related to this course during the class period.

The lab days are for you to work on assignments related to THIS class. If you do not have anything to work on during these times, it is equivalent to saying "Mark me absent today."

If you know you are going to have an excused late or absence on a specific date, please let me know the week before (at the very least). Demos and lectures will not be repeated, therefore if you miss a class it is your responsibility to find out from your peers what was covered. University closings due to weather or other emergencies are announced on WYSU, 85.5 FM.

EVALUATION AND GRADING: The grading criteria and rubric used for each assignment can be found at the bottom of each handout. To determine your percentage, simply divide your earned points by the points possible. Grading is in line with the YSU Catalog, as follows:

- » "A represents exceptional work in which the student shows that he or she has firmly grasped and achieved the objectives of the course" (90-100% = *exceptional*).
- » "B indicates very good work and considerable grasp of the essentials of the course" (80-89.9% = *superior/above average*).
- » "C indicates good work and a usable grasp of the essentials of the course" (70-79.9% = *average*).
- » "D indicates a definite, but not necessarily coherent, knowledge of the course" (60-69.9% = *below average*).
- » "F indicates student has not achieved even a minimum grasp of the essentials of the course or failure to withdraw officially from the course" (0-59.9% = *failure*).

Project grades will be distributed approximately a week after the assignment is collected and your grade will typically be determined from points in the following categories (if not expressly listed on the assignment handout):

1. Assignment completed according to instructions listed for the assignment.
2. Attention to craft and development of technical ability.
3. Ability to understand and apply concepts presented in class.
4. Appropriateness of quantity of work.
5. Effort and motivation invested in project.
6. Willingness to explore and take risks.
7. Overall effectiveness, success and quality of project both visually and conceptually.

Extra effort will help your grade!

The first digital camera, invented in 1972 by Steven J. Sasson, an electrical engineer at Eastman Kodak. It is about 12"x12" and records images to audio cassette tapes.

It took 23 seconds to record the digitized image to the cassette. The image was then viewed by removing the cassette from the camera and placing it in a custom playback device. This playback device incorporated a cassette reader and a specially built frame store. This custom frame store received the data from the tape, interpolated the 100 captured lines to 400 lines, and generated a standard NTSC video signal, which was then sent to a television set.



TUTORING ASSISTANCE: "The Marion G. Resch Center for Student Progress is a resource on Campus established to help students successfully complete their university experience. Please phone (330) 941-3538 or visit the Center for assistance in tutoring or for individualized assistance with social and academic success. The main Center is located in Kilcawley West below the bookstore. CSP Disability Services is located at 275 Fifth Ave."

STUDENTS WITH DISABILITIES: "In accordance with University procedures, if you have a documented disability and require accommodations to obtain equal access in this course, please contact me privately to discuss your specific needs. You must be registered with the Center for Student Progress Disability Services, located at 275 Fifth Avenue, and provide a letter of accommodation to verify your eligibility. You can reach CSP Disability Services at 330-941-1372."

ACADEMIC HONESTY: The theft of intellectual property is taken very seriously in this class. All student work must be original and made solely for this course. Plagiarism, including self-plagiarism (defined as submitting work that was previously created by you but not expressly for this course) will be dealt with in the strictest manner according to the university policies outlined in the Bulletin.

OTHER: The assignments on the schedule are in addition to in class work. Due to unforeseen issues, and in order to accommodate everyone's questions and problem areas, the class schedule should be considered flexible. Please bring any concerns relating to matters such as expectations, deadlines and meeting times to my attention so that clarifications or adjustments can be made. If we must vary significantly from this schedule you will be given a supplemental calendar and revised list of assignments.

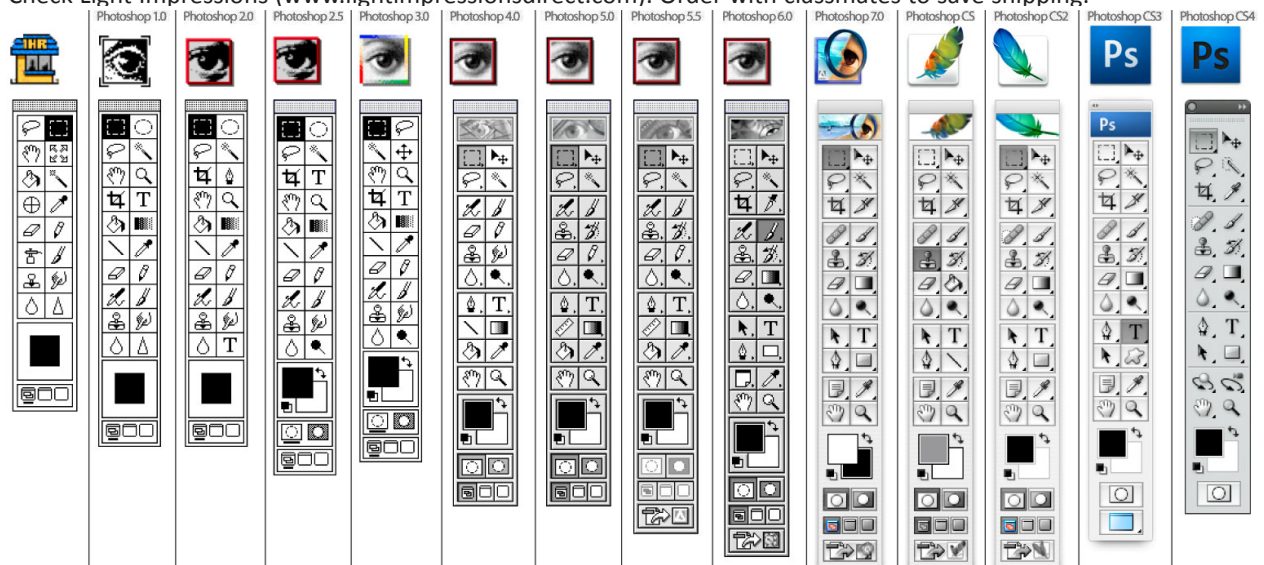
You are required to assist in the maintenance of the facility. You must clean up after yourself – this is not the lab assistants' job. Every piece of equipment provided for you to use must be treated as if it were your own – rough handling of this equipment will not be tolerated. You are sharing the facility with many other students – so please be friendly and conscientious. Your use of the facility must not disadvantage or interfere with any other student enrolled in another course.

Please note that some of the photographs we might look at during this course may include nudity, be graphically violent or be politically provocative. Some individuals may find these images disturbing or even offensive. Such works are included because they presented important challenges to artistic traditions and conventions, to social mores, to standards of beauty and taste, and ultimately, to the definition and history of photography itself. Students will not be required to subscribe to any particular theory of the purpose and meaning of photography, nor will they be required to like all of the images shown. However, if you choose to take this course, you will be expected to understand the issues involved and why they are important. If you have any special concerns, please discuss them with me during the first week of class.

MORE ON SUPPLIES (SEE CLASS WEBSITE FOR LINKS TO SUPPLIERS):

PAPER: The images you will turn in will all be printed on 11"x14" or larger paper (with either luster or semi-matte recommended).

STORAGE BOX: Pick up a "drop-front" box - about 1" tall at the largest print size you expect to make this quarter. Check Light Impressions (www.lightimpressionsdirect.com). Order with classmates to save shipping.



The evolution of the Photoshop toolbar - from V0.87 in March 1987 through V11 (aka CS4) in October 2009.

Art 3774 - Intermediate Digital Photography

CAMERA: You need a digital camera which will allow you to photograph in RAW mode. If you're in the market for a new digital camera, there are many options -- let me know and I can offer some suggestions in line with your budget.

MEDIA: You need to store you files somehow. Consider an external harddrive (~\$65 for 1T).

INK: If you wish to use the department's printers, you will need to purchase at least a \$50 card from the cashier's office to offset the cost of ink. More about this when we start printing your files.

CLASSMATE CONTACTS:

Name: _____

Phone: _____

Name: _____

Phone: _____

Name: _____

Phone: _____

Name: _____

Phone: _____

Name: _____

Phone: _____