

ART 351. Digital Photo Imaging (3-3)

Prerequisite: ART 250; ART 200 Preparatory. Exploration of digital photography, integrating established principles of the photo medium with digital technologies. Photo images are created and manipulated through digital software processes for both fine art and commercial application. Assignments result in a portfolio. May be repeated once for credit; 5 hours lab.

Art Department Student Learning Outcomes in Art 351:

- Understand and apply the elements and principles of design as they relate to photography’s ability to impose a frame upon the three-dimensional world and translate it into two dimensions.
- Acquire and apply intermediate photography knowledge and skills including digital workflow practices encompassing image ingestion, image verification, preproduction, production and postproduction using basic Adobe Bridge, Camera Raw and Photoshop. Students will demonstrate proficiency with acquisition techniques and output technologies.
- Acquire and apply intermediate photography knowledge and skills including DSLR camera operation, basic digital retouching and manipulation, and the theory and basic principles of image correction and print technologies.
- Acquire knowledge of contemporary digital imaging and its application within the commercial and fine arts by looking at other artists’ photographs.
- Analyze photographs, both verbally and written, through critique and self-reflection.

Course requirements: **Students are expected to bring their *cameras and books* to each class meeting.**

◆ **Required text:** Real World Camera Raw with Adobe Photoshop CS5, Jeff Schewe

◆ **Recommended text:** Short Course in Digital Photography, Barbara London, Jim Stone

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◆ Five graded assignments (worth 500 points total) will be given during the semester and will emphasize visual communication and the technical and aesthetic aspects of photography.

The final project (150 points) will be a Blurb or A+I book containing at least 15 new images that you have taken during the semester. You may use other images as well, but the book needs to have 15 new images.

For this assignment you may scan from film. Start thinking about your book project now!

◆ Two exams (worth 50 points total) based on information from readings and lectures will be given. Please bring a Scantron form 882E and pencil to class for the midterm (25 points). The final exam (25 points) will consist of an in-class demonstration of the storage system you have developed for the digital images you took during the semester, using proper naming, keywords, metadata etc. You will need to show me your metadata template and demonstrate your ability to find files on your hard drive using keywords.

◆ Three in-class written responses to in-class artist lectures will be required (30 points). These will be due the day of the lecture. If you miss the lecture without a university-approved excuse, you will lose these points. The responses will be graded on the basis of ✓+ (10 points), ✓ (8 points) or ✓- (6 points). If you are more than 10 minutes late to the lecture or leave early, you will lose these points.

◆ Because departmental photocopying is extremely limited, you will be required to print all assignment sheets from the class Moodle website and bring to class as needed.

Final grade breakdown

Highest	Lowest	Letter
100.00 %	93.00 %	A
92.99 %	90.00 %	A-
89.99 %	87.00 %	B+
86.99 %	83.00 %	B
82.99 %	80.00 %	B-
79.99 %	77.00 %	C+
76.99 %	73.00 %	C
72.99 %	70.00 %	C-
69.99 %	67.00 %	D+
66.99 %	60.00 %	D
59.99 %	0.00 %	F

Grading breakdown: 5 assignments (Total: 500 points. First: 50 points, second, third and fourth: 100 points each, fifth (book project): 150 points) plus 2 exams (50 points), three in-class responses (30 points).

Point total for the semester: 580 points.

- A- Outstanding, excellent attention to detail, excellent concept for the level of the assignment (4)
- B- Above average work, good attention to detail, some technical issues, good concept (3)
- C- Work meet the requirements of the assignment, though without individual innovation (2)
- D- Barely meets the requirements of the assignment (1)
- F- Does not meet the requirements of the assignment (0)

Equipment and Supplies

REQUIRED MATERIALS

- ◆ Camera- dSLR strongly recommended. Any camera that lets you change the ISO, focus, shutter speed, and aperture manually. Price varies

MORE ON YOUR CAMERA: It is recommended that students provide a Digital SLR camera (8 Megapixels or higher) capable of manual exposure adjustment adjustments for both aperture and shutter speed. This does not need not be an expensive 'state of the art' camera; in fact most of the basic models will be fine if they have sufficient manual settings. Check out <http://www.dpreview.com> for consumer information on every digital camera on the market. Good Starter Cameras:
 Canon Rebel DSLR series = \$300 - \$800 for kit.
 Nikon D series - DSLR = \$400 - \$900 for kit.
 Buy a camera at a store where you have 30 days to return it or borrow a camera from a friend. Many times it is easier to make a choice once you have worked with a camera for a while. It is often better to get the camera body separately as many kit lenses are not the best option.
 Here are a few things to think about when considering what would work best for you:

- Cost and type of memory cards, and if a decent sized & universal card comes with the camera.
- Mega pixels - the more the better, but about 10 mega pixels is enough for making 8x10 prints.
- Zoom: digital zoom is worthless, look at optical zoom.
- Note: Sammy's Camera in LA does price matching on most cameras and equipment from legitimate dealers.
- B and H photo is a good place to check: <http://www.bhphotovideo.com/>

Please bring to each class meeting.

- ◆ Memory card for your camera 1GB or larger \$10-30
- ◆ External hard drive, 250 GB minimum \$50- 100
- ◆ Card Reader for your card \$20-\$30
- ◆ 2 USB Flash Drives- 1GB or bigger \$10-20 each

(These will be used to hand in your assignments, please dedicate exclusively to this class)

- ◆ **Tripod:** try to borrow one from a family member or friend. If not, you can purchase a tripod for as little as \$15.00 to 35.00. Try Radio Shack, Target, Best Buy, Walmart, Ebay.

Los Angeles Suppliers: Many of these stores will give student discounts, so bring student ID.

- Sammy's Camera: 263 S. La Brea, Los Angeles, CA 90036. (323) 938-2420 Cameras, film, photographic supplies. <http://www.samys.com/>
- Freestyle Photographic Supplies: 5124 Sunset Blvd, Los Angeles: 1-800-292-6137 www.freestylecamera.com
- Calumet: 805 N. Highland Ave. Hollywood, CA 90038. (323) 466-1238 Cameras, film, photo supplies. Students receive 25% off rentals and 5% off goods. <http://www.calumetphoto.com/>
- A&I: 933 N. Highland Avenue Los Angeles, CA 90038. 323-856-5255, 800-883-9088. Film and slide film processing (2 hour turn around) & Machine Prints; Mail Order. www.aandi.com/

Mail order Suppliers:

- B&H Photo, New York City 1-800-947-7785 www.bhphotovideo.com
- Light Impressions: PO Box 787, Brea, CA 92822. 1.800.828.6216, fax 1.800.828.5539. www.lightimpressionsdirect.com. Archival photographic mounting, matting and framing supplies

Student Discounted Software:

www.journeyed.com

www.academicssuperstore.com

www.studica.com

www.campustech.com

Ask me about using the CSUN Virtual Software Library. You need a robust Internet connection.

<https://vsl.csun.edu/>

Late Assignments: Late assignments will be accepted for TWO weeks after the initial due date of the assignment. After that time they will not be accepted. All late assignments are subject to a reduction of a full letter grade for each week the assignment is late (E.g. An “A” assignment turned in two weeks late receives a “C” grade.) Late assignments **WILL NOT** be accepted for the final project.

Penalties for Academic Dishonesty: University policies on academic dishonesty are listed in the university catalog. Here at the university we take cheating and plagiarism seriously. **PLEASE** be aware that if you turn in another person’s artwork and claim that it is your own **OR** if you turn in the same artwork to more than one class for credit without the explicit permission of both instructors **OR if you turn in photographs that you took before the assignment was assigned**, this is **PLAGIARISM/CHEATING**, and you will be held accountable for the consequences.

Missing the midterm/final exams: You are required to take the midterm and final exams at the scheduled date and time. The only exception would be in the case of a University-approved absence with documentation, eg. A dated mechanic’s receipt for car trouble or a doctor’s note for a medical emergency. Any such documentation must be presented in a timely manner, within two weeks after the scheduled midterm and immediately after the scheduled final exam. No exceptions!

Expectations for absenteeism and classroom conduct: You are expected to arrive on time and attend each class this semester. Persistent absences/arriving late/leaving early/leaving class during class time will be reflected in your grade for the class. After 3 (three) unexcused absences, your grade will be lowered. If you miss a critique, you will lose points for that assignment. During the time I am lecturing, the computer at your station must be asleep, until I instruct you to use it. If you repeatedly use a computer/cell phone during the time I am lecturing, this will also result in a reduction of your grade.

Classroom conduct: This class is conducted primarily via PowerPoint lectures. That is, I will convey information to you with the aid of visual imagery. Therefore, if you wear glasses or contact lenses please bring them to each class meeting. You are expected to take notes during each class lecture so please bring a notebook and pen to each class. Any information I cover in class may appear on an exam, and a great deal of information we cover in class is not included in the textbook. You are expected to refrain from speaking to your neighbors during class time. The obvious exceptions to this rule are to ask me questions or to answer questions that I ask or to participate in class discussions or group activities. Unless you are experiencing an emergency, **DO NOT** leave the classroom during the class period. If you leave class you will be counted as absent for that class meeting. If you persistently talk to your neighbors in class, I will ask you to change your seat. If you persist in disrupting the class, your behavior will be reflected in your final grade. Please do not use your cell phone in any capacity during class (no texts, emails, calls etc.)

Please be courteous to your fellow students. Arrive on time, stay for the entire class and keep all cell phones turned off during class time.

Advanced Digital Photography Contract: Grade Breakdown and Point Scale

Required Attendance Dates:		
Installment 1:		
Critique: Monday, Oct. 15	100 points	_____
Installment 2:	100 points	_____
Critique: Monday, Nov. 12		
Installment 3:	125 points	_____
Critique: Wed. Dec. 5: Portfolio Proposal must be completed by this time.		
Final Project/Book due Monday, Dec. 10	150 points	_____
Critique: Monday, Dec. 17 (lose 10% of your grade for each day your book is late)		
Blurb and Individual Meeting due Wed. Nov. 7 (lose 10% if you don't do this)		
Mon. Oct. 22 Lighting Studio/Demo Night	25 points	_____
Wed. Oct. 31 Hand out Final Assignment: Book, Book lecture		
Midterm exam: Wed. Oct. 17 6 to 7 pm ONLY	25 points	_____
Bring: Scantron Form 882E and pencil		
Final exam: Monday, Dec. 10	25 points	_____
Bring external hard drive to class		
In Class Responses to Artist Lectures (no late assignments)	30 points	_____
Due: Monday, Sept. 10		
Monday, Oct. 8		
Monday, Oct. 29		
Total points:	580 points Total	_____

You must arrange to meet with me during open lab time or during my office hours for at least 15 minutes before each critique. If you don't, your grade for that "installment" will be reduced by 10%.

Assignments are due downloaded to the "turn in folder" on desktop of the "turn in station" at the end of class on the class day before the critique for that assignment. If you do not have the assignment downloaded to the "turn in station" by 6 PM on the day of the critique, your grade will be reduced by 10% and you may not be eligible to participate in the critique for the assignment.

You are responsible to make sure your installment is in the "turn in folder" by 6 pm the day of the critique. Turn in is on a first-come, first-served basis. Late installments will be accepted for two weeks after each critique date, your grade will be reduced by 10% for each week it is late.

If you don't attend the critique for the assignment, your grade will be reduced by 10%.

I understand that my grade will be based on the fulfillment of the attached proposal. Instructor must approve significant changes in writing.

Printed Name: _____

Signature: _____

Date: _____

Instructor's Signature: _____

Date: _____

*****Attach typed portfolio/proposal to this contract*****