

Digital Design 203: Digital Photography For Design
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Course description:

This course helps students to refine their technical skills for using digital cameras and digital imaging software, and to further develop students' individual style in photography through experience in creating, looking at and talking about photography. In addition the class will consider the photograph from a designer's perspective. Throughout the semester, students are expected to photograph consistently, present assignments and projects in class, and develop their understanding and confidence in using digital tools and media. Class time will consist of lecture, demonstrations, discussions of student work, and lab time. Students will have the opportunity to show their work for critique throughout the semester. There will also be a midterm and final technical exam. Each exam consists of exercises to ensure the understanding of camera functions and digital imaging skills. Students are expected to take advantage of their access to the digital lab's open hours.

Course objectives:

Upon completion of this course, the student will demonstrate:

- More expertise with digital cameras
- Skills in digital imaging, includes image enhancement, retouching, tonal and color correction, and digital photomontage.
- Maturity of individual style through further understanding elements and principles of design and composition as a means for personal expression
- A greater awareness of the Photo in context of design.
- Improvement in working method for creative and practical use of the digital workstation which include knowledge of image editing and managing softwares, such as Adobe Photoshop CS2, Image Capture, iPhoto, Photo Booth, Preview, Adobe Bridge
- Progress of a Print Portfolio through a finished album with a collection of images
- Development of an on-going on-line portfolio.

Credit hours:

3 hours

Pre-requisites:

- DD101: Introduction to the Digital Toolbox
- DD102 – Media Design in the Digital Age
- DD203: Digital Photography

Required Readings:

Adobe Photoshop CS2 Classroom In A Book by Anita Dennis & Andrew Faulkner.

Real World Digital Photography. By Katrin Eismann, Seán Duggan & Tim Gray.
The Digital Photography by Scott Kelby.

Strongly suggested:

While this class has not been designated as 'web-enhanced,' it is strongly urged that students wishing to take full advantage of the class have:

- Some familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

Due dates:

Late assignments will not be accepted without a physician or counselor's note.

Grading:

Midterm Exam	5
Final Exam	5
Tutorials	10
Project 1	20
Project 2	20
Project 3	20
Final Project	15
Participation	5
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Necessary Materials:

- A Digital Camera
 - With at least 3 Mega pixels
 - With manual options such as aperture and exposure priority (Tv, Av, M should be available options on the dial of the camera)
 - With User's Manual for the digital camera. If you do not have one for your camera, you must order a copy from the camera manufacturer.
 - If you are planning to buy a camera, be sure to consult the instructor first.
- Portable memory solution such as portable hard drive or flash drive with at least 500mb available for transporting work to and from class
- Blank CD-R(s) or DVD-R for final deliverable
- A journal or notebook for class notes and to sketch ideas
- A three-ring binder or folder with Pockets for all handouts and written assignments
- Tripod-not (required, but recommended)

Digital Photography for Design (DPD) assignments:

All projects must reflect knowledge of all that is learned in this class. A successful project must demonstrate effort (hard work), involvement (serious commitment to making the project), thinking (your process in achieving your desired message), and polish (carefully choosing the way you use the medium to achieve desired aesthetics). At times a student may want to redo a project due to new insights or the clarification of the project during critique. The student is encouraged to do so at any time during the semester. This effort will count towards your grade.

This course contains an even split between lecture and studio time in order for the professor to explain the concepts, give examples, and oversee how well students grasp the concepts discussed as they work on assigned projects. There will be 4 projects over the course of 15 weeks, as well as a midterm and a final exam at end of term.

Assignment	Type	Date	Graded Points
Tutorial 1: <i>Basic Photo Corrections</i> in Adobe Photoshop CS2 CIB - rename with your last name and first initial and place in Blackboard. For example for the tutorial you did for homework name as follows: <i>DumlaoM-Ch3-1.jpg</i> for the first, <i>DumlaoM-Ch3-2.jpg</i> for the second, etc.	Take-home	T1	
Tutorial 2: <i>Retouching and Repairing</i> in Adobe Photoshop CS2 CIB Ch. 4 p. 111-128.	Take-home	T2	
Project 1: Product/Fashion Due Week 4. Photoshop Mock-up of Advertisement	Studio/ Take-home	P1	20
Exercise 1: Speed Due Week 5. Using the operator priority function of the camera, shoot two different pictures that represent speed. Use the shutter to capture movement and suspend movement for just a second. Also use the camera to blur objects and give the sensation of speed. Please note the shutter speed for each photo on this assignment.	Studio/ Take-home	EX1	
Exercise 2: Depth of Field Due Week 6. Using the aperture priority on the camera, produce two images that capture the magic of selective focus. These images should attempt to show the relationship to objects in the cameras view, which might have different focus and yet have some kind of relationship. You will need to use the aperture priority settings to achieve this. Please note the aperture setting for each photo on this assignment.	Studio/ Take-home	EX2	

Tutorial 3: Working with Selections in Adobe Photoshop CS2 CIB Ch. 5 p. 131-155 and work on Project 2 – <i>Neighborhood Event</i>	Take-home	T3	
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Project 2: Photo Journalism Due Week 9. InDesign Mock-up of Events Calendar Article. Suggested Reading: The Digital Photography Chapter 3: <i>Shooting Weddings Like A Pro</i> pages 36-58 and Chapter 9: <i>Taking Travel & City Life Shots Like A Pro</i> , pages 158-175.	Studio/ Take-home	P2	20
Do the tutorial <i>Layer Basics</i> in Adobe Photoshop CS2 CIB Ch. 6, p. 157-186.	Take-home	T4	
Do the tutorial <i>Correcting and Enhancing Digital Photographs</i> in Adobe Photoshop CS2 CIB Ch. 8, 219-246.	Take-home	T5	
Project 3: Photomontage Due Week 13. Three prints and digital images of juxtaposition and collage of two or more photographs into one image. Through montage and digital imaging techniques, students will use Photoshop to manipulate and recreate the appearance of images into a new composition that either gives the impression a 'real' or 'unaltered' print or to create a surreal, imagined or dreamlike composition.	Studio/ Take-home	P3	20
Final Project: Print Portfolio and Digital Portfolio (20 best images)	Studio/ Take-home	P4	20
Midterm Technical Exam	In Class	E1	5
Final Technical Exam	In Class	E2	5
Total			90

Critique

The critique of your project will require a presentation of your work (with or without introducing the work) and an open mind. This is a time to listen and take note of what is or is not successful about your piece, and to consider suggestions made by your peers and the instructor.

Remember that seriously considering other's viewpoints on your work can help you to be better at what you're already good at.

In addition, the critique of your classmates' project will require patience, an open mind, and your thoughtful and constructive feedback. Remember that you are helping your classmate understand your alternative perspective, no matter how much you disagree on taste.

Respect will be practiced at all times.

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Mastery of the concepts
- Understanding of issues introduced
- Originality of approach
- Presentation

The DPD assignments:

What follows are brief descriptions of the TYP assignments students will be doing over the course of the term. Detailed instructions will be provided in-class. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

Project 1: Product/Fashion (due week 4)

Research a series of product or fashion advertisements that you would like to emulate. Conduct a photo shoot of a product in similar fashion paying close attention to production values and using the best image or images from your shoot, create an advertisement mockup in Adobe Photoshop. Print a large 11" x 17" spread for in-class presentation and critique.

Project 2: Photo Journalism (due week 9)

Document a neighborhood event and create a full-page magazine spread in Adobe InDesign for in class presentation and critique. Strong consideration of production value will be necessary with images capturing the excitement and spectacle of the event.

Project 3: Photomontage (due week 13)

Find an article in a Journal or Magazine that interests you. Using the textual content as a catalyst, photograph elements in order to create a photomontage appropriate to the topic. Create an 11x17 information board on your process as final result.

Project 4: Presentation of Digital & Print Portfolios (due week 15)

Present 20 best images for formal critique.

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 5 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 2 participation points will be deducted. Tardy students will have 1 participation points deducted. More than three absences will amount to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work, as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent.

Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, the instructor will consider change of program, or extenuating circumstances on an individual basis. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	WHAT IS DUE	ROOM	TOPIC	FOR CLASS
1		TBA	Discussion: Class Introduction Digital/Analog Photoshop Review	
2		TBA	Discussion: Photoshop Image Correction Prt 1 Communicating thru Photography	Do the tutorial <i>Getting to Know the Work Area</i> in Adobe Photoshop CS2 CIB Ch.1, p. 11-52. Bring camera and its manual to class. Start shooting Project 1
3	T1	TBA	Discussion: Focus Exposure Photoshop Image Correction Prt 2	Do the tutorial <i>Basic Photo Corrections</i> in Adobe Photoshop CS2 CIB Ch.3, p. 85-108. Continue shooting Project 1, begin editing images using Photoshop

4	T2 P1	TBA	Discussion: Project 1 Presentations Shutter Speed Aperture Photoshop Layers	Do the tutorial <i>Retouching and Repairing</i> in Adobe Photoshop CS2 CIB Ch. 4 p. 111-128. Make adjustments to Project 1.
5	EX1	TBA	Discussion: Exercise 1 Presentations Lens: Focus & Depth of Field Photoshop Layers Photoshop History	Speed Exercise
6	EX2	TBA	Discussion: Exercise 2 Presentations	Depth of Field Exercise
7	E1	TBA	Mid-Term Technical Exam	Work on Project 2 – <i>Photo Journalism</i> and study for the Midterm Technical Exam
8	T3	TBA	Discussion: Advanced Selections Project 2	Do the tutorial <i>Working with Selections</i> in Adobe Photoshop CS2 CIB Ch. 5 p. 131-155 and work on Project 2
9	P2	TBA	Discussion: Project 2 Presentations Collage & Photomontage Resolution Effects	Project 2
10	T4	TBA	Discussion: Project 3 article and sketch review Type Page Layout	Do the tutorial <i>Layer Basics</i> in Adobe Photoshop CS2 CIB Ch. 6, p. 157-186. Find Project 3 Article. Start thinking and sketching ideas of what images you would like and need to photograph to create your photomontage. Bring sketches to class.
11	T5	TBA	Discussion: Project Reviews Light File Formats	Do the tutorial <i>Correcting and Enhancing Digital Photographs</i> in Adobe Photoshop CS2 CIB Ch. 8, 219-246. Shoot all the elements that you will need for Project 3. Bring all files and materials you need to work on your montage.
12		TBA	Discussion: Color & Color Theory	Continue to Work on Project 3
13	P3	TBA	Discussion: Project 3 Presentations & Critiques	Continue to Work on Project 3
14	E2	TBA	Final Technical Exam	Work on final portfolio and study for the Technical Final
15	P4	TBA	Final Print Portfolio Presentation and Critique	Hand in CD/DVD with your best 20 images as well as Project 1-3.

COURSE ID	-
PASSWORD	-