

# VM367-0: Advanced Digital Photography (4 cr.)

Emerson College — Spring 2014 Syllabus (last revised on 1/14/14)

Class Sessions: Wednesdays, 10 a.m. – 1:45 p.m.

Location: 180 Tremont Street, Ansin Bldg. #206 (Digital Photo Lab)

**Professor:** Camilo Ramirez  
[Camilo\\_Ramirez@emerson.edu](mailto:Camilo_Ramirez@emerson.edu)  
[www.camramirez.com/teaching.html](http://www.camramirez.com/teaching.html)  
[canvas.emerson.edu](http://canvas.emerson.edu)

**Office Hours:** Mondays, Wednesdays, & Fridays 2 pm – 3 pm, and by appointment.  
180 Tremont St. (Ansin Bldg.) #1311. Mailbox is on the 9th Floor of the Ansin Building.

## Course Description:

This course explores color photography through the rapidly evolving digital process. It emphasizes the use of color in photographs and encourages students to find interesting connections between their subjects and the colors in their images. Students will learn color-managed workflows on industry standard equipment such as dedicated film scanners and high quality wide-format inkjet printers. Students will also gain a deeper understanding of their photographic vision and learn to view color itself as a medium of expression.

Prerequisite: VM366: Digital Imaging for Photographers

## Learning Objectives:

Upon successful completion of this course, students will:

- Demonstrate an understanding of the history, theory, and practice of media arts (digital photography).
- Demonstrate advanced skills in media arts production (digital photography).
- Demonstrate a critical understanding of photographic projects and images through group critiques.
- Learn professional standards and techniques for gallery and professional level photographic output.
- Demonstrate knowledge of converting analog photographs into digital.
- Refine knowledge of an effective color-managed workflow for digital photography with industry standard software.
- Demonstrate a knowledge of high-end equipment such as large format printers and dedicated film scanners.

## Expectations:

Students are required to complete all assignments on time. This means successfully shooting & printing new pictures and attending each critique. Scheduled lab-work time means coming prepared, with new pictures to edit or print. Students should expect to spend time outside of class for shooting, editing and printing new photographs. Students must also follow all lab rules.

Each student is responsible for having and bringing all supplies required of this course to every class. I will notify you of any updates or changes during the semester, so read your email regularly.

## Mobile Devices:

The use of mobile devices (such as cell or smart-phones) in class is strictly prohibited unless otherwise instructed. Under no circumstances should you ever make or answer phone calls during class. Text messaging, web browsing, even checking the screen on your device is prohibited. Your phone should be turned off and put away when you enter the classroom.

## Textbooks:

[Digital Photography A Basic Manual](#), by Henry Hornstein, ISBN: 978-0316020749  
[The Photograph as Contemporary Art](#) (2nd Ed.), by Charlotte Cotton, ISBN: 978-0500204016 (Recommended)  
[The Nature of Photographs](#), by Stephen Shore, ISBN: 978-0714845852 (Recommended)  
[Real World Color Management](#) (2nd Ed.), by Fraser, Murphy & Bunting, ISBN: 978-0321267221 (Recommended)  
[Adobe Photoshop CC for Photographers](#), by Martin Evening, ISBN: 978-0415711753 (Recommended)  
[Mastering Digital Printing](#) (2nd Ed.), by Harald Johnson, ISBN: 978-1592004317 (Recommended)

## Required Supplies and Materials:

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- An email address that you regularly check
- A Digital-SLR camera with manual aperture and shutter speed controls
- A still film camera: any from 35mm format up to 4"x5" (also available for checkout at the EDC)
- Color Film: Kodak Portra 400NC preferably (the right format for your camera, at least 6 rolls or equivalent)
- Negative Sleeves - PrintFile brand, 7 rows of 5 frames for 35mm film (or correct for your camera), 25pack
- 3-ring Negative Box
- Anti-Static Orange cloth for negatives
- Inkjet Paper: Minimum 100 of sheets of 8.5"x11" Epson Premium Luster Photo Paper
- Large Format Inkjet paper (size and cost can vary, we will discuss this later in detail)
- Any form of portable media that you can use to easily store and retrieve your work
- Journal/Notebook for use as an Exposure/Printing Log, class notes, jotting ideas and thoughts

### Recommended Supplies and Materials:

- Tripod & mechanical cable release for 35mm cameras (or remote release for your D-SLR)
- Adobe Suite & compatible computer
- Display Calibrator (Such as an i1 Display Pro)

## Getting your Supplies:

The cheapest way to buy film and supplies is online through stores such as B&H ([www.bhphotovideo.com](http://www.bhphotovideo.com)) and Adorama ([www.adorama.com](http://www.adorama.com)). In town, you can go to Calumet ([www.calumetphoto.com](http://www.calumetphoto.com)) in Cambridge, EP Levines ([www.eplevine.com](http://www.eplevine.com)) in Waltham, Hunt's ([www.huntsphotoandvideo.com](http://www.huntsphotoandvideo.com)) in Cambridge and Kenmore Square, or Newtonville Camera ([www.nvcamera.com](http://www.nvcamera.com)) in Newton. For analog equipment you should also try Joe & Karen's Cameras (617- 770-3446), they have excellent prices. Emerson is affiliated with Harvard University's educational store: ([www.computers.harvard.edu](http://www.computers.harvard.edu)) or call 617-495-5450. Always remember to ask for a student discount.

Digital Camera Review Sites: These sites are a good start when shopping for digital equipment, especially cameras. <http://www.steves-digicams.com/> & <http://www.dpreview.com/>

## Grading and Standards:

Grades will be earned for each major assignment and throughout the semester for smaller assignments. Students will be graded using a standard A through F scale on **4 categories** which will be averaged into one Overall Grade for the course (also A through F):

<b>Production:</b> Deadlines & Deliverables	25%
<b>Quality:</b> Technical and conceptual proficiency	25%
<b>In-Class Assignments:</b> Only if finished in-class	30%
<b>Participation:</b> Active participation in Critiques and Presentations	20%
<b>OVERALL GRADE:</b> Production + Quality + In-Class + Participation	<b>100%</b>

Various assignments throughout the semester will earn you scores in one or more of the four categories listed above as appropriate to the individual assignment. Smaller assignments or checkpoints may earn a grade in one or two categories. Major grades are earned on Presentation/Critique days and will earn a grade under three categories: Production, Participation & Quality, thus missing a critique will significantly lower your Overall Grade. Students are encouraged to ask about their grade or request further clarification on grading policies if necessary.

Poor attendance and tardies can also negatively impact your Overall Grade as stated in the next section.

**Attendance:**

Class attendance is absolutely required. Two absences will limit your final grade to a maximum of B+. Three absences will result in automatic failure of the course. Arriving five minutes after class begins is considered tardy. Being tardy twice equals one absence. Coming unprepared to a lab session counts as one absence.

1 Absence	No Grade Penalty
2 Absences	Course Grade can not be higher than B+
3 Absences	Automatic F (Course Failure)
1 Early Departure	½ of an Absence
1 Tardy (if later than 5 minutes)	½ of an Absence
Coming to Class Unprepared	1 Absence

Even if you are absent, your work is due on the due date. If absent, it is your responsibility to find out what you've missed and turn in any pending work. Late work will only earn minimal credit so you should make arrangements to deliver the work before class on the due date. For additional information on attendance see the Student Handbook: [www.emerson.edu/student-life/student-handbook](http://www.emerson.edu/student-life/student-handbook)

**Plagiarism Statement:**

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism. If you have any questions concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, you should speak to your instructor. Also see the Student Handbook for more information: [www.emerson.edu/student-life/student-handbook](http://www.emerson.edu/student-life/student-handbook)

**Disability Statement:**

Students with disabilities who are seeking consideration for services or accommodations should contact the Associate Director for Disability Services: 617-824-8592, [dso@emerson.edu](mailto:dso@emerson.edu), or Disability Services Office, Emerson College, 120 Boylston Street, Boston, MA 02116.

**Diversity Statement:**

Every student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. Students will be treated fairly regardless of race, religion, sexual orientation, gender identification, disability, socio-economic status, or national identity. Issues of diversity may be a part of class discussion, assigned material, and projects. The instructor will make every effort to ensure that an inclusive environment exists for all students. If you have any concerns or suggestions for improving the classroom climate, please do not hesitate to speak with the course instructor or to contact the Office of Diversity and Inclusion at 617-824-8528 or by email at [diversity\\_inclusion@emerson.edu](mailto:diversity_inclusion@emerson.edu).

**Safety Statement:**

Safety is always a concern on any film or video set; safety training is also a requirement for employment in the production industry. Emerson supports safety measures and requires safety training through seminars and The Emerson Safety Manual. Students participating in any Emerson film or video production must meet all requirements as set forth by the Emerson College Safety Manual and the Director of Production and Safety (DPS). Students with questions or concerns should contact Lenny Manzo (DPS) at (617) 824-8126 or [leonard\\_manzo@emerson.edu](mailto:leonard_manzo@emerson.edu). In case of emergency, the PRODUCTION SAFETY HOTLINE can be reached 24/7 at (617) 939-1311.

Emerson's Safety Manual is available at this link:

<http://www.emerson.edu/sites/default/files/Files/AboutEmerson/trf-vma-safety-manual.pdf>

Emerson's Safety Forms are available online at these links:

<http://www.emerson.edu/sites/default/files/Files/AboutEmerson/trf-s1-safety-checklist.pdf>

<http://www.emerson.edu/sites/default/files/Files/AboutEmerson/trf-s2-safety-checklist.pdf>

There are also printed forms at the reception desk at the 9th and 11th floor of the Ansin building and 5th floor and sound stage of the Paramount. There are also forms with Tony Acenso on the 8th floor in the Tufte building.

## Course Schedule:

The following schedule is subject to change at my discretion. **If you miss a class, it is your responsibility** to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, **you will be responsible** upon returning to class for both the current weeks assignments, as well as the assignments for the week you missed.

Class	Date	Topics and Assignments
#1	1/15	Introduction to the course, Syllabus, Introductions and logistics, Email List & Class Pictures, EDC Session Ways of capturing, Digital Imaging Primer, D-SLR operation. Intro to Project 1: Color Equivalents.  <i>Assignment:</i> • <i>E-mail communication Test - due by Sunday</i> • <i>Week 1 Reading Assignment &amp; 1Pg response paper.</i> • <i>Shoot 100 RAW files for Project 1</i>
➤	1/22	<b>No Class – Monday Schedule Observed</b>  <i>Assignment:</i> • <i>Shoot 100 more RAW files for Project 1.</i> • <i>Bring 5 of your best prints to the next class.</i> • <i>Bring a Digital SLR next class with all cables and manuals.</i>
#2	1/29	View your 5 prints. Turn in Response paper. Reading Discussion. Making Contact Sheets. RAW Processing. Color Correction Tools & Techniques. Review Color Workflow & Printing.  <i>Assignment:</i> • <i>Shoot and Print photos for Proj. 1: Color Equivalents as described on the project sheet.</i>
#3	2/5	<b>Critique of Project 1: Color Equivalents - 5 Prints.</b> Introduction to Project 2: Source Imagery  <i>Assignment:</i> • <i>Choose 3 sources as described in class and on the project sheet.</i>
#4	2/12	Choose one source/individual meetings. Contact Sheets. Shooting with Targets. Quarter Page Print Tests, Printer Head Cleaning, Alignment and Platen Gap.  <i>Assignment:</i> • <i>Project 2: Source Imagery First Draft &amp; Contact Sheets.</i> • <i>Shoot 100 images minimum for Project 2: Source Imagery as described on the project sheet.</i> • <i>Print contact sheets of images shot for next week.</i>
#5	2/19	Advanced Levels and Curves. Present Source Imagery First Draft with contact sheets. Make 1 Fine Print / Individual meetings.  <i>Assignment:</i> • <i>Finish work on Source Imagery Photos as described on the project sheet.</i> • <i>Shoot 100 new images minimum for Project 2: Source Imagery as described on the project sheet.</i> • <i>Print new contact sheets of images shot for next week.</i>
#6	2/26	<b>Critique of Project 2: Source Imagery - 7 Prints.</b> Intro to Project 3: Film Scanning. Color correcting film.  <i>Assignment:</i> • <i>Write one-page project proposal as described in the project sheet.</i> • <i>Shoot 2 rolls (or equivalent) minimum of Film as described on the project sheet.</i> • <i>Week 6 Reading Assignment and one-page response paper.</i>
➤	3/5	<b>No Class – Spring Break!</b>  <i>Assignment:</i> • <i>Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.</i> • <i>Print Contact Sheets of new rolls.</i>

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- #7 3/12 Flatbed Contact Sheets. High end film scanning. Spotting. Editing & Printing Contacts / Individual meetings.
- Assignment:*
- Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.
  - Print Contact Sheets of all rolls shot so far.
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- #8 3/19 Custom Output Profiles. Review 6 contact sheets/Individual Meetings  
Local adjustments. Soft Proofing. Make one fine print (min.) from a film scan before the end of class.
- Assignment:*
- Finish work on Project 3: Film Scanning as described on the project sheet.
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- #9 3/26 **Critique of Project 3: Film Scanning - 7 Prints.** Intro to Proj. 4: Large Format/Independent Project.  
Alternative Media
- Assignment:*
- Purchase paper for this project
  - Download canned profiles to be used in printing and email them to me by Sunday.
  - Write one-page project proposal as described in the project sheet.
  - Week 9 Reading Assignment & 1 page response paper.
  - Shoot 100 new images minimum (or equiv.) + contact sheets for next week
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- #10 4/2 Soft Proofing. Making & Handling Large Prints. Fixing Noise & Grain. Sharpening
- Assignment:*
- Shoot 100 new images minimum (or equiv.) + contact sheets for next week
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- #11 4/9 Field Trip (T.B.A.), Discuss Reading, Complete “Questions in Art Criticism” worksheet  
Individual meetings: Review new contact sheets & select images for enlargement
- Assignment:*
- Shoot 100 new images minimum (or equiv.) + contact sheets for next week
  - Write a one-page response paper for the work you just saw (due next week)
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- #12 4/16 File Versioning. Naming Systems. Optimizing and controlling color options for the Web
- Assignment:*
- Shoot 100 new images minimum (or equiv.) + contact sheets for final crit
- Assignment:*
- Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.
  - Print Contact Sheets of new rolls.
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- #13 **4/23 Final Critique**  
Show a cohesive body of work; 10 Perfect prints (& new contacts) based on your proposal  
Discuss Digital Portfolio
- Assignment:*
- Prepare Digital Portfolio
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- #14 **4/30 Final Exam Period** (10am - 12pm, same location)  
Turn in Digital Portfolio. Next steps in Photography. Instructor’s work.  
<http://www.emerson.edu/academics/registrar/academic-calendars/final-exam-schedule>