

Digital Color Photography – VM367-0

Emerson College — Spring 2012 Syllabus (revised 2/9/12)

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

Location: 120 Boylston Street (Walker Bldg.) – Room W418

Camilo Ramirez: Camilo_Ramirez@emerson.edu
www.camramirez.com/teaching.htm

Office Hours: Room: 180 Tremont (Ansin Bldg.) #919B, Mailbox also on the 9th floor
Fridays: 9am-10am, 1:50pm-2:50pm and by appointment

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

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.

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

Textbooks:

Recommended:

Real World Color Management (2nd Ed.), by Fraser, Murphy & Bunting, ISBN: 978-0321267221

Real World Camera Raw with Adobe Photoshop CS5, by Fraser & Schewe, ISBN: 978-0321713094

Mastering Digital Printing (2nd Ed.), by Harald Johnson, ISBN: 978-1592004317

Required Supplies and Materials:

- An email address
- Any form of portable media that you can use to easily store and retrieve your work
- Inkjet Photo Paper (Epson Premium Photo Paper - Luster, & Brilliant Luster for contacts)
- A digital SLR Camera (also available for checkout at the EDC)
- 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)
- 3-ring Negative Box & Negative Sleeves (7 rows of 5 frames for 35mm)
- Anti-Static Orange cloth for negatives

Optional but Recommended Supplies:

- Tripod & Cable Release
- Display Calibrator (Such as Eye-One Display LT)
- Adobe CS5 Suite & Computer

Getting your Supplies:

The cheapest way to buy film and supplies is online through stores such as B&H (www.bhphotovideo.com) and Adorama (www.adorama.com). In town, you can go to Calumet (www.calumetphoto.com) in Cambridge, EP Levines (www.eplevine.com) in Waltham, Hunt's (www.huntsphotoandvideo.com) in Cambridge and Kenmore Square, or Newtonville Camera (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) 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/>

Display Calibrator: Our monitors at school are regularly profiled with a calibrator, but for home use this will be an invaluable investment that will actually pay for itself in the long run. Again, shop around.
http://www.xrite.com/product_overview.aspx?ID=789
<http://spyder.datacolor.com/product-mc-s3pro.php>

Grading and Standards:

Detailed evaluations will be provided for each major assignment. 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):

Production: Deadlines & Deliverables	25%
Quality: Control & Accuracy over processing prints	25%
In-Class Assignments: only if finished in-class	30%
Participation: Presenting & Critique Feedback	20%

Various assignments throughout the semester will earn you scores in one of the four categories listed above. Major grades are earned on Presentation/Critique days. When presenting your work and critiquing you will earn grades under three categories: Production, Quality & Participation, therefore missing a critique will significantly lower your Overall Grade. Students should feel free to discuss grades or request further clarification.

Attendance:

Class attendance is absolutely required. Three absences will result in automatic failure of the course. Punctuality counts. If you are over 10 min. late, you will be marked tardy. Being tardy twice equals one absence. In addition, coming to in-class lab days unprepared will result in an absence.

1 -2 Absences	No Grade Penalty
3 Absences	Automatic F (Failure)
1 Early Departures and/or Tardy	½ of an Absence
Coming to Class Unprepared	1 Absence

Even if you are absent, it is your responsibility to find out what you've missed and turn in any pending work. Your work is still due on the due date. Late work will only earn minimal credit.

Disability Statement:

If you believe you have a disability that my warrant accommodations in this class, I urge you to register with the disability Services Coordinator, Diane Paxton at 216 Tremont Street, 5th Floor, (617.824.8592) so that, together, you can work to develop methods of addressing needed accommodations in this class.

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.

Safety Statement:

Safety training is becoming a requirement for employment in the film and TV industries. Emerson supports these safety measures and requires safety training for all students through manuals, seminars and web-based video and testing. Students must read and meet all requirements as set forth by the Director of Production and Safety (DPS). Students with questions or concerns should contact Lenny Manzo, Director of Production and Safety: (617) 824-8126 or leonard_manzo@emerson.edu via email. The PRODUCTION SAFETY HOTLINE can be reached 24 / 7 in case of emergency at (617) 939-1311.

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.

- #1 1/20 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.
- Homework:*
- E-mail communication Test - due by Sunday
 - Bring 5 of your best prints to the next class.
 - Week 1 Reading Assignment & 1Pg response paper.
 - Bring a Digital SLR next class with all cables and manuals.
- #2 1/27 View your 5 prints. Turn in Response paper. Reading Discussion. RAW Processing.
Color Correction Tools & Techniques. Review Color Workflow & Printing.
- Homework:*
- Shoot and Print photos for Proj. 1: Color Equivalents as described on the project sheet.
- #3 2/3 **Critique of Project 1: Color Equivalents - 5 Prints.** Introduction to Project 2: Source Imagery
- Homework:*
- Choose 3 sources as described in class and on the project sheet.
- #4 2/10 Choose one source/individual meetings. Contact Sheets. Shooting with Targets.
- Homework:*
- Project 2: Source Imagery First Draft & Contact Sheets.
 - Shoot 100 images minimum for Project 2: Source Imagery as described on the project sheet.
 - Print contact sheets of images shot for next week.
- #5 2/17 Advanced Levels and Curves. Present Source Imagery First Draft with contact sheets.
Make 1 Fine Print / Individual meetings.
- Homework:*
- Finish work on Source Imagery Photos as described on the project sheet.
 - Shoot 100 new images minimum for Project 2: Source Imagery as described on the project sheet.
 - Print new contact sheets of images shot for next week.
- #6 2/24 **Critique of Project 2: Source Imagery - 7 Prints.** Intro to Project 3: Film Scanning. Color correcting film.
- Homework:*
- Write one-page project proposal as described in the project sheet.
 - Shoot 2 rolls (or equivalent) minimum of Film as described on the project sheet.
 - Week 6 Reading Assignment and one-page response paper.

- #7 3/2 Flatbed Contact Sheets. High end film scanning. Spotting. Editing & Printing Contacts / Individual meetings.
Homework: • Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.
• Print Contact Sheets of all rolls shot so far.
- 3/9 No Class – Spring Break!**
Homework: • Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.
• Print Contact Sheets of new rolls.
- #8 3/16 Review 6 contact sheets/Individual Meetings
Local adjustments. Soft Proofing. Make one fine print (min.) from a film scan before the end of class.
Homework: • Finish work on Project 3: Film Scanning as described on the project sheet.
- #9 3/23 **Critique of Project 3: Film Scanning - 7 Prints.** Intro to Proj. 4: Large Format/Independent Project.
Alternative Media
Homework: • 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
- #10 3/30 Custom Output Profiles. Soft Proofing. Making & Handling Large Prints. Fixing Noise & Grain. Sharpening
Homework: • Shoot 100 new images minimum (or equiv.) + contact sheets for next week
- #11 4/6 Field Trip (T.B.A.), Discuss Reading, Complete “Questions in Art Criticism” worksheet
Individual meetings: Review new contact sheets & select images for enlargement
Homework: • 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)
- #12 4/13 File Versioning. Naming Systems. Optimizing and controlling color options for the Web
Homework: • Shoot 100 new images minimum (or equiv.) + contact sheets for final crit
- #13 **4/20 Final Critique**
Show a cohesive body of work; 10 Perfect prints (& new contacts) based on your proposal
Discuss Digital Portfolio
Homework: • Prepare Digital Portfolio
- #14 **4/27 Final Exam Period** (10:30 am-12:30pm, Same Place) – Turn in Digital Portfolio. Next steps. Instructor’s work.