

Digital Photography Post-Production I – PH102-B

The New England Institute of Art — Fall 2010 Syllabus (revised 9/8/10)

Class Sessions: Wednesdays, 4pm – 6:50pm in Room 219

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Office Hrs: Wednesdays, 6:50pm – 7:50pm, and by appointment, Location: Room 219.

Course Description:

This class is an exploration of the basic principles of the digital postproduction workflow for the photographers. It will familiarize students with the processes of color management, file formats, storage, and archiving. It will also introduce students to the software programs used in digital photography. Design elements and principles will be explored in relation to aesthetics and process in post-production. Students will learn to approach a postproduction problem and document their process in reaching a solution. This class provides a framework to build on for all future photography classes. Prerequisite: None, Co-requisite: PH101 Principles of Photography

Course Competencies:

Upon successful completion of this course, the student will be able to:

- Describe the anatomy of a digital image
- Describe and explain bit depth
- Describe a RAW file and its advantages and disadvantages over other file types
- Use Adobe Photoshop CS5 proficiently
- Explain what a histogram is and what it tells a photographer
- Use a histogram to diagnose exposure issues and adjust images
- Use the Levels tool in Photoshop and identify and explain how it works
- Use Photoshop's Camera Raw Plug-in
- Describe and explain the major color models and when each is used
- Describe and explain ICC Profiles and their importance in printing
- Explain the relationship between RGB spaces and CMYK spaces
- Adjust color balance and color-correct images
- Prepare images for printing, including image sizing and sharpening
- Describe how ink-jet printers work
- Describe and explain how different papers affect printing
- Create high-quality prints that match the look of the monitor display

Required Textbook:

Photoshop CS5 and Lightroom 3: A Photographer's Handbook, ISBN: 1-933-95267-9

Required Supplies and Equipment:

Epson Premium Photo Paper - Luster (for final prints)

Brilliant Supreme Luster (for contact sheets)

A digital SLR to shoot your images with.

Firewire Drive containing images to work with during class.

Departmental Policies

Critique:

Critique is one of the most important processes that you will participate in during your education and throughout your life. You are responsible for the completion of all projects prior to scheduled critique sessions. In-class critiques are all-inclusive and require full class participation. All students must participate by actively engaging with work and offering constructive criticism. Critiques address both conceptual and technical execution of the work presented. Work that is incomplete will not be addressed during critique. All work must be completed by the due date.

Class Participation:

Class participation is essential in developing community and furthering your education. You must come to class prepared to engage with reading assignments, work that is presented during class, and any other assignments or discussions that are presented. Your participation is mandatory and will help you to develop a strong ability to articulate your ideas and interact with your Professors and your peers.

Communication:

All communication with Faculty must reflect upon your professionalism. If you use email, in the subject line of your message please reference the course name or course number. Your message should begin with a salutation, be properly spell and grammar checked, and conclude with a closing such as "Thanks" or "Best" followed by your name. Refrain from typing only in lower case letters -- it is unprofessional and so 1999. Other forms of communication require the same level of professionalism. Make appointments to see your professors, arrive on time, and conduct yourself as a professional.

Attendance:

Attendance of each class meeting is mandatory. There are no 'excused' absences at The New England Institute of Art. Missing class not only affects your education, but also that of your peers. Much of the educational process happens during class time. If you decide to miss class, you must make appropriate arrangements with your professor *before* the class. If there is work due during that class, you must make sure that it is turned in before the class meeting or it will not be accepted. Missing class is *not* an excuse for not turning in your work. Accordingly, the absence policy follows:

1 -2 Absences	No Grade Penalty
3 Absences	Automatic D (unless you have earned an 'F')
4 Absences	Automatic F (Failure)

You must also be early (preferably) or on time for class. Arriving late and/or early departures will not be tolerated. Behave professionally and be ready to begin work at the start of class. Be prepared to work until the end of class. Accordingly, the late arrival/early departure policy follows:

2 Early Departures and/or Late Arrivals	½ of an Absence
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Late Assignments:

Late assignments will not be accepted. You are all aspiring to be professionals. As a professional, you will never be able to miss a deadline without serious repercussions. Missing a deadline will affect your livelihood and cause you to lose your client(s). As such, in your major courses, no late work will be accepted under any circumstances. You are expected to behave professionally. There are no excused absences at this college; as such, you are responsible for submitting your work on time, even if you are not in class on the due date.

Mobile Devices & Classroom Behavior:

All classes in General Education are participatory learning environments. 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 also prohibited. Your phone should be turned off and put away when you enter the classroom.

In the event that you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.

Grading and Standards:

Detailed evaluations will be provided for each assignment. Students will be graded on **Technical Skill** and **Aesthetic Achievement** separately for each assignment, and then the two grades will be averaged. Students have the right to contest their grades. Subjectivity often makes grading difficult in a creative environment and in the interest of fairness, students should feel free to discuss grades or request further clarification.

A (93-100) A- (90-92)	Excellent to Very Good; comprehensive knowledge and understanding of subject matter; marked perception and/or originality
B+ (87-89) B (83-86) B- (80-82)	Good; moderately broad knowledge and understanding of subject matter; noticeable perception and/or originality
C+ (77-79) C (73-76) C- (70-72)	Satisfactory; reasonable knowledge and understanding of subject matter; some perception and/or originality
D (60-69)	Marginal; minimum of knowledge and understanding of subject matter; limited perception and/or originality
F (<60)	Failing; unacceptable low level of knowledge and understanding of subject matter; severely limited perception and/or originality; absences in excess of allowable limit

Grading for this course:

Production: Deadlines & Deliverables	25%
Quality: Aesthetic & Technical Achievement	25%
In-Class Assignments: only if finished in-class	30%
Participation: Presenting & Critique Feedback	20%

Please be prepared! Students will be asked to provide all of their own photographs and ideas. Various assignments throughout the semester will earn you scores in one of the four categories 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 can significantly lower your overall grade.

Board Reviews:

All students beyond their first semester must participate in Review Boards during finals week. For the boards, students bring all of the photography work (plus any other work you have done that is relevant to the progress as an artist) that have been done for the semester. The student chooses the best project to display and all of the other work should be available for the review committee. The student is responsible for determining the best method of presentation for the work; however, digital files are not adequate. The student should determine the appropriate print size and quantity based on the requirements of the project. Students are expected to present complete work from the entire semester. While the boards are not designed to prevent students from moving on to the next semester, it is possible to not receive credit in which case you may need to repeat a course in which you earned a passing grade. Potential issues would be a lack of substantial work, lack of appropriate progress in your work or serious technical ineptitude. You must show up for your board review as scheduled; failure to do so will result in a failure of the boards with appropriate ramifications. The Reviewers complete a form during the review. These forms will be kept on file along with the student's digital files. You may ask to see your file at any time to evaluate your progress and to read the results of your Board Review.

Academic Integrity:

NEiA defines academic dishonesty as cheating on tests or assignments, the presence and/or use of cheat sheets or third party communication devices, and copying or purchasing materials from any outside source, including the words, thoughts, audio, video and/or graphic files of others without attribution. Guidelines for academic integrity are strictly enforced through the use of anti-plagiarism software. If you have questions about how to attribute properly, you are advised to ask the instructor or an academic advisor. Penalties for cheating and plagiarism range from failure of the assignment, failure of the course to dismissal from the college for multiple offenses. All students are required to familiarize themselves with the Academic Integrity Policy that is published in the Student Handbook. Failure to follow the policy, and/or instructions provided by the instructor, will result in the penalty ascribed in the Academic Integrity Policy.

Academic Support/Learning Disabilities:

Academic Support (tutoring and advising) is provided to any student wishing to take advantage of it through the Academic Achievement Center. Additionally students who feel they are able to assist with tutoring should also contact their instructor and/or the Academic Achievement Center.

Students with known disabilities should contact the Student Affairs Office to arrange for accommodations. Students will not receive any accommodations without a signed letter from the appropriate administrative agency. Feel free to make an appointment with Student Affairs and/or the instructor in order to discuss any issues of concern.

***Please Note:** 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 the current weeks assignments.

Course Schedule*:

- #1 9/8 Introduction to the course, Review syllabus, Email Communication Test
Working on a Mac, Setting up a hard-drive & folder nesting
Pixels, Megapixels, File Types-Resolution-Image Quality & Your Camera
- Homework:* Properly set up your hard-drive, Email Communication test
Read from Laskevitch, pgs 1–4 (Intro), 9–24 (Terms & Concepts), 60–63 (Bridge)
Bring 100 images in 1 folder on your hard-drive for next week
Bring your Photo Paper next class
- #2 9/15 Adobe Bridge & Editing, file naming systems, Bridge Filters, Star Ratings, Keywords
Contact Sheets (Bridge Output Panel), Basics of printing
Individual meetings/Make Digital File of Contact Sheet, Print 1 if time allows (**LAB**)
- Homework:* Print Contact Sheets of 100 previously shot images
Bring your Digital-SLR to class, charged and ready to use
*Read from Laskevitch, pgs 52–56 (Adj. Layers), 105–106 (Histograms),
136–140 (B&W), 116–119 (Levels)*
- #3 9/22 Detailed anatomy of an image, Color Modes, Models, Spaces. RGB vs CMYK
Grayscale Levels, Adjustment Layers. Converting to B&W, Histograms, Diagnosing Exposures
Grayscale Printing, Individual meetings / Create B&W Adj. Layers, Print if time allows (**LAB**)
- Homework:* 6 good grayscale prints using Levels and B&W Adjustment Layers
Read from Laskevitch, pgs 43–52 (Photoshop), 225–229 (Printing)
- #4 9/29 **Critique** of 6 Grayscale images
- Homework:* Shoot 100 new images & Print Contact sheets
6 B&W images on-screen with Levels & Curves Adjustment Layers & corrections
Read from Laskevitch, pgs 123–125 (Curves) 152–155 (Color Correcting)
Fill out Vocabulary Sheet #1
- #5 10/6 **Quiz #1**
RGB Levels & Curves. Printers & Ink types, Paper types, ICC Profiles, File types and usage
Color Printing, Individual Meetings/Begin working on homework (**LAB**)
- Homework:* 6 good color prints due next week
Read from Laskevitch, pgs 72–74 (Workflow Overview)
Bring your Digital-SLR to class, charged and ready to use
- #6 10/13 **Critique** of 6 Good Color Prints
Shooting in RAW
Individual Meetings/Begin working on homework
- Homework:* Shoot 100 new RAW images and Print Contact Sheets
Fill out Vocabulary Sheet #2
*Read from Laskevitch, pgs 64–65 (Adobe RAW Interface), 104 (White Bal.),
114–115 (Exposure), 37 (ACR Workflow Options)*

- #7 10/20 **Mid-term Quiz**
 Camera RAW processing, Sharpening, Basic Retouching
 Individual Meetings/Make 1 Great Print in Class (**LAB**)
- Homework: 6 great prints due next week*
Read from Laskevitch, pgs 187 (Ch8 Intro), 191-195 (PS Retouching Tools)
131 (Sharpening)
- #8 10/27 **Critique** of 6 Great Prints, Discuss Field Trip & Homework
- Homework: Shoot 100 new RAW images and Print Contact Sheets*
- #9 11/3 Field trip (TBA), Fill out Art Criticism Worksheet in class
- Homework: Shoot 100 new RAW images and Print Contact Sheets*
Write a 1pg. research paper for one of the artists mentioned in the video.
Reading for next week's field trip, TBA
- #10 11/10 The Genius of Photography (**in-class screening**)
 Individual Meetings/Begin working on homework (**LAB**)
- Homework: 6 excellent prints due next week*
Write a 1pg. response paper for one work you saw on the field trip
- #11 11/17 **Critique** of 6 Excellent Prints
- Homework: Shoot 100 new RAW images and Print Contact Sheets*
Bring ALL previous contact sheets from this semester for next class.
Read from Laskevitch, pgs 167–184 (Local Corrections)
- 11/24 NO CLASS- Thanksgiving Holiday**
- #12 12/1 Layer Masks, Local corrections, output for press/web,
 Editing a series, Review of key concepts and processes,
 Individual Meetings/Begin printing in class (**LAB**)
- Homework: Print Final Critique images, 10 perfect prints*
- #13 12/8 **Final Critique** of 10 Perfect Prints and Presentation
 (this is the equivalent of a Final Exam in this course)
- 12/17 THIS IS A FRIDAY**
 Attend Review Boards for upper level students. You must attend a minimum of 2 reviews,
 take detailed notes and e-mail two thorough 1-page reports to me which are due by **11pm on Dec**
17th. Be sure to visit the Photo Office to sign up to attend review boards.