

VM366-01: Digital Photography (4 cr.)

Emerson College — Fall 2015 Syllabus (last revised on 9/1/15)

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

Location: 180 Tremont Street, Ansin Bldg. #206 (Photo Electronic Classroom)

Professor: Camilo Ramirez
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www.camramirez.com/teaching.html

Office Hours: Wednesdays 6 pm – 7 pm, & Fridays 2 pm – 4 pm, and by appointment.
180 Tremont St. (Ansin Bldg.) #1311. Mailbox is on the 9th Floor of the Ansin Building.

Course Description:

This course is a hands-on production class especially for the photography student. It is designed to give a basic introduction to the elements of electronic, digitally realized, and manipulated photography. Students will learn to use computer-related input and output devices for photographic imaging, and to create work that is produced on the page as well as on the screen. The course addresses the need to understand the potential for the computer manipulation of photo-real images in design and illustration as well as the introduction of the computer as a tool within the context of photography classes that use traditional cameras and darkroom.

Prerequisite: VM265: Introduction to Photography

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 basic 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 setting up and shooting still images with Digital SLR cameras.
- Demonstrate knowledge of converting analog photographs into digital.
- Establish an effective color-managed workflow for digital photography with industry standard software.
- Demonstrate a knowledge of various output techniques for print and online use.

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. Active participation during critiques is required.

Each student is responsible for having and bringing all supplies required of this course to every class. Students must also follow all lab rules. I will notify you of any updates or changes to the course or schedule 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 (3rd Ed.), by Charlotte Cotton, ISBN: 978-0500204184 (Recommended)

Adobe Photoshop CC for Photographers, by Martin Evening, ISBN: 978-0415711753 (Recommended)

Supplies and Materials:

Required Supplies and Materials:

- An email address that you regularly check
- A Digital-SLR camera with manual aperture and shutter speed controls (available for checkout at the EDC)
- A still film camera: medium format up to 4"x5" (available for checkout at the EDC)
- Inkjet Paper: Minimum 100 of sheets of 8.5"x11" Epson Premium Luster Photo Paper
- Color Film: Medium format Kodak Portra 400NC preferably (minimum 20 rolls of 120 size or 10 rolls of 220 size)
- Color Film Processing Service: each roll of color film must be developed externally (C-41 Processing)
- Negative Sleeves - PrintFile brand 120-3HB, 25pack
- 3-ring Negative Box
- Anti-Static Orange cloth for negatives
- 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:

- Inkjet Paper: Large Format Inkjet Paper in sheets 13"x19" up to 17"x22". Or a 24"x100' roll of a specialty paper.
- 8x10" Negative Sleeves for contact sheets - PrintFile brand, Model: 810-1HB, 25pack
- Tripod & mechanical cable release for 35mm cameras (or remote release for your D-SLR)
- Display Calibrator, such as an i1 Display Pro (available for checkout at the EDC)
- Adobe Suite & a compatible computer

Getting your Supplies and Color Film Processing:

Equipment: 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 Bromfield Camera (www.bromfieldcamera.com), Hunt's (www.huntsphotoandvideo.com) in Cambridge and Kenmore Square, Newtonville Camera (www.nvcamera.com) in Newton, and EP Levines (www.eplevine.com) in Waltham,. 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.

Film Processing: Some of these local places listed above also do (C-41) color film processing so shop around, but you can also ship your rolls to labs in the U.S. such as Sunshine Color Lab in New York, or Dwayne's Photo (www.dwaynesphoto.com). Just be sure to call, plan ahead and give yourself enough time to both ship and receive your film in time for class deadlines.

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 on **4 categories** which will earn points to be converted into an Overall Grade for the course (also A through F) as listed in the following tables:

Production: Deadlines & Deliverables	300 pts	A 900-1000 pts
Quality: Technical and conceptual proficiency	300 pts	B 800-899 pts
In-Class Assignments: Only if finished in-class	250 pts	C 700-799 pts
Participation: Active participation in Critiques and Presentations	150 pts	D 600-699 pts
OVERALL GRADE: Production + Quality + In-Class + Participation	1000 pts	F 599 or fewer pts

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, tardies and leaving class early 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

Plagiarism and Academic Dishonesty 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

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, 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.

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. 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 Tuftes 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	9/2	<p>Introduction to the course, Review syllabus, Email Communication Test, EDC Session.</p> <p>Working on a Mac, Setting up a hard-drive & folder nesting, Digital Image Primer, Image Quality & Camera Choices, Medium-Format cameras. Introduction to Project #1 - "Typologies" & Slide Lecture.</p> <p><i>Assignment:</i></p> <ul style="list-style-type: none">• <i>Week 1 Reading & 1pg. Response Paper (Walker Evans Articles)</i>• <i>Read Project #1 worksheet and write a 1 pg. proposal as described</i>• <i>Properly set up your hard-drive, Email Communication test due by Sunday</i>• <i>Shoot, process and sleeve min. 2 rolls of 120 or equivalent before next week. Do 1 as a bracket.</i>• <i>Obtain all required materials for the class (bring processed film and inkjet paper next week)</i>
#2	9/9	<p>Reading Discussion. Turn in Response paper & Proposals. Contact Scans & Film Scanning. Color Printing. See work of photographers working with Typologies.</p> <p>Individual meetings / Print (LAB)</p> <p><i>Assignment:</i></p> <ul style="list-style-type: none">• <i>Shoot, process and sleeve min. 3 rolls of 120 or equivalent before next class.</i>• <i>Make and print contact scans for all rolls shot so far</i>• <i>Scan at least one "draft" image for next week.</i>
#3	9/16	<p>Processing and Color Correcting Film Scans.</p> <p>See work of photographers working with Typologies.</p> <p>Individual meetings / Print (LAB)</p> <p><i>Assignment:</i></p> <ul style="list-style-type: none">• <i>Shoot, process, sleeve & print contact sheets: min. 2 rolls of 120 or equivalent before next class.</i>• <i>Make and print contact scans for all rolls shot so far</i>• <i>Scan and Print a "draft" enlargement for next class.</i>
#4	9/23 SUB	<p>Scanning and processing contact sleeved film contact sheets. Essentials of color theory for digital photography workflows. Testing color prints with 4-up color tests. (LAB)</p> <p><i>Assignment:</i></p> <ul style="list-style-type: none">• <i>Shoot, process, sleeve & print contact sheets: min. 2 rolls of 120 or equivalent before next class.</i>• <i>Scan and Print Final Images for the critique and bring along with all contact sheets.</i>
#5	9/30	<p>Group Critique of Project #1 "Typologies" – 6 Good Color Prints , Contact Sheets for 9 Rolls of 120 Film. Introduce Project #2 "Sense of Place" & Slide Lecture</p> <p><i>Assignment:</i></p> <ul style="list-style-type: none">• <i>Reading – T.B.A.</i>• <i>Shoot, process, sleeve & print contact sheets: min. 3 rolls of 120 or equivalent before next class.</i>• <i>Bring your D-SLR to class next week.</i>• <i>Scan and Print a "draft" enlargement for next class.</i>

#6	10/7	Discuss Research Assignment. Local Adjustments. Review of shooting with your DSLR in RAW. ICC Profiles & Color Management, Resolution & Big Prints. Sharpening. See work of photographers working with Sense of Place. Individual meetings / Print (LAB)
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Research Photographers and choose one for Proj. 3 • Shoot, process, sleeve & print contact sheets: min. 3 rolls of 120 or equivalent before next class. • Print Final Images for the critique and bring along with all contact sheets.
#7	10/14	Group Critique of Project #2 “Sense of Place” – 6 Great Color Prints, Contact Sheets for 12 Rolls of 120 Film. Introduce Project #3 - “In the Style of...”
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Work on research paper based on your chosen photographer according to the project sheet. • Shoot minimum 100 RAW images + print contact sheets before next class. • Print a “draft” enlargement for next class.
#8	10/21	RAW workflow for color. Basic Lightroom workflow. Individual meetings / Print (LAB) Visiting Artist Presentation.
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Finish research paper based on your chosen photographer according to the project sheet. • Shoot minimum 100 RAW images + print contact sheets before next class. • Print a “draft” enlargement for next class.
#9	10/28	Turn in Research Paper. Advanced use of Printers & Ink types, Soft Proofing, Paper Media Options. See the work of various photographers. Individual meetings / Print (LAB)
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Shoot minimum 100 RAW images + print contact sheets before next class. • Print Final Images for the critique and bring along with all contact sheets.
#10	11/4	Critique of Project 3 “In the Style of...” – 8 Excellent Prints, Contact Sheets for 400 RAW files. Introduce Project #4 “Form Follows Function”
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Field Trip Reading – T.B.A. • Write one-page project proposal as described in the project sheet. • Shoot a minimum of 100 new RAW images (or film equivalent) + contact sheets for next class. • Print a “draft” enlargement for next class.
➤	11/11	No Class – Veteran’s Day
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Shoot min. 100 new images minimum (or film equivalent) + contact sheets • Print a “draft” enlargement for next class.
#11	11/18	Field Trip (T.B.A.), Turn in one page Project proposals, Advanced Print and Production techniques. Individual meetings: Turn in and discuss your Project Proposal, review contact sheets & draft print.
		<p><i>Assignment:</i></p> <ul style="list-style-type: none"> • Shoot a minimum of 100 new RAW images (or film equivalent) + contact sheets for next class. • Print a “draft” enlargement for next class.

➤ 11/25 **No Class – Thanksgiving Break**

Assignment: • Shoot min. 100 new images minimum (or film equivalent) + contact sheets
• Print a “draft” enlargement for next class.

#12 12/2 Output for print, press, and web. Saving for Web walkthrough.
Individual meetings / Print (**LAB**)

Assignment: • Print Final Images for the critique and bring along with all contact sheets.

#13 12/9 **Final Group Critique Project #4 “Form Follows Function”** —
10 Perfect Prints + contact sheets for 400 images (or film equivalent). Discuss Digital Portfolio

Assignment: • Prepare Digital Portfolio (see handout for specifications)

#14 **12/16 Final Exam Period** (10:30am - 12:30pm, same location)

Turn in Digital Portfolio. Next steps in Photography. Instructor’s work.

<http://www.emerson.edu/academics/registrar/academic-calendars/final-exam-schedule>