VM466: Digital Imaging for Photographers (4 cr.)

Emerson College – Syllabus: Spring 2008 (revised 1/20/09)
Class sessions: Wednesdays 2:00pm – 5:45pm
Room: 120 Boylston Street – W418

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Office Hours: Room: 180 Tremont #1119C, Wednesdays 8:45 am–9:45 am andby appointment.

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: VM365 – Intermediate Photography.

Requirements:

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.

Grading is based on the following:

<u>**Attendance:**</u> Class attendance is absolutely required. Three absences will result in automatic failure. 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.

• <u>**30% In-class lab Assignments**</u>: Some class sessions will have a lab objective that students are required to complete before the end of class. Details about the day's assignments will be given at the start of class on that day.

<u>Assignments & Critiques:</u> Four major assignments, each with a critique date, will be described in project sheets throughout the semester. You will earn grades for each assignment during the semester and for each critique based on the following criteria:

• <u>**25% Production**</u>: Are you meeting all deadlines and project specifications?
• <u>**25% Quality**</u>: Are you meeting basic professional technical standards? Do you effectively convey your intended message to your audience? What is the purpose of any ambiguities you may employ?
• <u>**20% Participation**</u>: Active participation in all critiques and class discussions is expected. This includes completion of all the reading assignments.

<u>**Late Work:**</u> Even if you are absent, your work is due on the due date. If you are 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.

Required Supplies:

Firewire drive:
   http://eshop.macsales.com/shop/firewire/1394/USB/EliteAL/800+USB2/
Inkjet Paper: (8.5"x11" sheets of Epson Ultra Premium Photo Paper Luster only)
   http://www.atlex.com/
   http://www.inkjetmall.com/

Optional but Recommended Supplies:

Tripod, (for exposures longer than 1/60th of a second)

Digital SLR Camera: Although we have several D-SLR's available for checkout. Having your own will help you avoid the bottleneck at the E.D.C. and will last beyond this class. I won't recommend any single camera since there are new models coming out all the time and prices can vary, but I suggest looking for at least a 6MP resolution from a reputable company such as Nikon or Canon. For a decent D-SLR, you're looking at a starting range of about $700-$1500. The following sites have good reviews on most of the newer digital cameras, so always compare first before you buy.
   http://www.steves-digicams.com/
   http://www.dpreview.com/

Display Calibrator: Using this is a key part of any digital photo process. If you are really serious about making good digital prints at home, having your monitor profiled will help ensure that what you see on the screen is very close to your printed output. Our monitors at school are regularly profiled with a calibrator, but for home use this will actually save you time and money in the long run. Prices are in the $200-$250 range. These are my two favorites. Again, shop around.
   http://www.flexoexchange.com/flexodepot/html/gretag-eyeone-display21.html
   http://www.flexoexchange.com/flexodepot/html/spyder2-pro.html

Software and Hardware: Emerson is affiliated with Harvard University's educational store:
http://www.computers.harvard.edu or call 617-495-5450

Suggested but not Required Textbooks:

- Adobe Photoshop CS3 for Photographers by Martin Evening
- Real World Camera Raw with Adobe Photoshop CS3 by Bruce Fraser & Jeff Schewe
- Mastering Digital Printing, Second Edition (Digital Process and Print) by Harald Johnson
- Real World Color Management, Second Edition by Bruce Fraser, Chris Murphy, Fred Bunting
- Real World Adobe Photoshop CS3 by Bruce Fraser, Conrad Chavez, David Blatner
- The Photograph as Contemporary Art by Charlotte Cotton

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, Dr. Anthony Bashir at 216 Tremont Street, 5th Floor, (617.824.8415) 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.

Course Schedule:

Week 1: Jan 21
Syllabus, Introductions and logistics. Email List & Class Pictures. Digital Imaging Primer. Ways of capturing. Resolution. Intro to Photoshop. Intro to Project 1: Scannograms.

Assignments:
- Purchase required supplies.
- Bring 5 of your best prints to the next class.
- Week 1 Reading Assignment and one-page response paper.

Week 2: Jan 28
View your 5 prints. Turn in Response paper. Reading Discussion.
Work on Scannograms/Individual meetings.

Assignment:
- Finish work on Scannograms as described on the project sheet.
- Bring a digital SLR to the next class along with any cables and manuals.

Week 3: Feb 4
Critique of Project 1: Scannograms.
Film grain vs. pixels. RAW capture and D-SLR operation. Digital files & formats.

Assignment:
- Bring a digital SLR to the next class along with any cables and manuals.

Week 4: Feb 11
Camera Raw Import with Photoshop. Bridge. Contact Sheets. Image essentials and adjustments.
Intro to Project 2: Black and White Portraits.

Assignment:
- Shoot your 100+ RAW pictures for Project 2: Black and White Portraits.

Week 5: Feb 18
Workflow for B/W. Printing Demonstration. Color Correction Demonstration with Levels and Curves adjustment layers. Retouching tools. Work on Contact Sheets & Portraits/Individual meetings.

Assignment:
- Finish work on Black and White Portraits as described on the project sheet.

Week 6: Feb 25
Critique of Project 2: Black and White Portraits. Intro to Project 3: Sense of Place.

Assignments:
- Week 6 Reading assignment and one-page response paper.
- Shoot 120+ RAW **brackets** for Project 3: Sense of Place.

Week 7: March 4
Field Trip to gallery or museum – TBA. Turn in Response paper. Reading Discussion.

Assignment:
- Shoot 120+ RAW **brackets** for Project 3: Sense of Place.

Week 8: March 11
No Class: Spring Break!

     Assignments:
- Shoot 120+ RAW **brackets** for Project 3: Sense of Place.

Week 9: March 18
Edit from 120+ RAW brackets/Individual meetings. Photoshop selections and masks. Color workflow.
Panorama Demonstration.

     Assignment:
- Begin RAW Processing and Color corrections for selected images.

Week 10: March 25
Color Printing Demonstration. Work on Sense of Place/Individual meetings. Partner up and make one
print before the end of class.

     Assignment:
- Finish work on Sense of Place as described on the project sheet.

Week 11: April 1
Critique of Project 3: Sense of Place. Intro to Proj 4: Concept Driven.

     Assignments:
- Week 11 Reading assignment and one-page response paper.
- Write one-page project proposal as described in the project sheet.

Week 12: April 8
Turn in Response paper and Project Proposals. Group discussion of Reading.
Compositing Demonstration. Web Graphics Demonstration.

     Assignment:
- Shoot and/or scan images to be used in your final project. Bring them to the next class.

Week 13: April 16
Open Q&A session. Work on Concept Driven Project/Individual meetings.

     Assignment:
- Finish work on Concept Driven Project as described on the project sheet.

Week 14: April 22
No Class: Monday Schedule Observed

     Assignment:
- Finish work on Concept Driven Project as described on the project sheet.

Week 15: April 29
Critique of Project 4: Concept Driven.

     Assignment:
- Prepare web versions of your work from the semester as described on the project sheet.

Week 16: May 6, Class meets from 4 pm to 5:45 pm.
Turn in Digital Portfolio & Web Versions. Open Q&A session. Next steps in digital photography.