

Digital Color Photography – VM367-0

Emerson College — Spring 2013 Syllabus (revised 1/17/13)

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

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

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

Office Hours: 180 Tremont St. (Ansin Bldg.) #1118A
Fridays 2 p.m. – 4 p.m. and by appointment. Mailbox is also available nearby.

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:

The objective of this course is to provide each student with advanced comprehension of color photography as related to modern theory and practice. In addition, the course will provide students with a grounding in the history of color photography as an artistic practice through classroom slide lectures. Critique sessions will stimulate dialogue and critical thinking regarding the visual language of color photography. This advanced course builds on methods and skills learned in previous photography courses. As such, students will create of a personally driven, cohesive and high quality series of photographic prints.

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. 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.

Recommended Textbooks:

The Photograph as Contemporary Art (2nd Ed.), by Charlotte Cotton, ISBN: 978-0500204016

The Nature of Photographs, by Stephen Shore, ISBN: 978-0714845852

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

Adobe Photoshop CS6 for Photographers, by Martin Evening, ISBN: 978-0240526041

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

Required Supplies and Materials:

- An email address
- A digital SLR Camera
- 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)
- 8x10" 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 50 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
- Anti-Static Orange cloth for negatives

Recommended (optional) Supplies:

- Tripod & Cable Release
- Display Calibrator (Such as an i1 Display Pro)
- Adobe CS6 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=1454

Grading and Standards:

Detailed evaluations will be completed 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: Technical and conceptual proficiency	25%
In-Class Assignments: Only if finished in-class	30%
Participation: Active participation in Critiques and Presentations	20%
OVERALL GRADE: Production + Quality + In-Class + Participation	100%

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. Major grades are earned on Presentation/Critique days. When presenting your work and critiquing you 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. Punctuality counts. Being tardy twice equals one absence. Coming unprepared to a lab session will count as an 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	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 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.

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 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.

- #1 1/18 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.*
 - *Shoot 100 RAW files for Project 1*
- #2 1/25 View your 5 prints. Turn in Response paper. Reading Discussion. Making Contact Sheets.
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 2/1 **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 2/8 Choose one source/individual meetings. Contact Sheets. Shooting with Targets.
Quarter Page Print Tests, Printer Head Cleaning, Alignment and Platen Gap.
- 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 2/15 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 2/22 **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 3/1 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.*

3/8 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 3/15 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.

Homework: • Finish work on Project 3: Film Scanning as described on the project sheet.

#9 3/22 **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 3/29 Soft Proofing. Making & Handling Large Prints. Fixing Noise & Grain. Sharpening

Homework: • Shoot 100 new images minimum (or equiv.) + contact sheets for next week

#11 4/5 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 4/12 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

4/19 No Class – Monday Schedule Observed

Homework:

- Shoot new 2 rolls minimum of Film (or equivalent) as described on the project sheet.
- Print Contact Sheets of new rolls.

#13 **4/26 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 **5/2 Final Exam Period** (THURSDAY, 8 am-10am, Same Location)

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

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