

Digital Photography Post-Production I – PH102B

The New England Institute of Art — Fall 2009 Syllabus (revised 10/30/09)

Class Sessions: Fridays, 12:30pm – 3:20pm in Room 219

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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, students should 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 CS4 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 Textbooks:

Photoshop CS4: Photographer's Handbook: An Easy Workflow, ISBN: 1-933952-42-3

Camera RAW with Adobe Photoshop CS4, ISBN: 0-321-58013-3

Required Supplies and Equipment:

Epson Premium Photo Paper - Luster

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:

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.

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:

Technical Skill & Production	25%
Aesthetic Achievement	25%
In-Class Assignments	30%
Presentations & Participation	20%

Exit Exam:

At the end of your first semester, you are required to take an "exit exam" for both PH101 and PH102. These exams have both a written and a practical component. You must pass the exit exam in order to pass PH101 and PH102. The exit exam is designed to confirm/approve your advancement through the program by evaluating core skill competencies. Questions are not intended to discourage you from pursuing this field of study, but to ensure that you are prepared to move forward to the next semester. The exit exam is designed as a non-biased approach to evaluate your understanding of the technical and conceptual modalities covered throughout the semester. In later classes, these topics will be expanded upon with the assumption that this knowledge base is in place. Therefore, all curriculum will be designed with the following core exam policies in place for developmental advancement.

The Photography Faculty designed the Exit Exam policies and principals to evaluate the technical competencies achieved in the PH101 and 102 classes, focusing on the primary curriculum of those courses. The exit exams are Pass/Fail. A board composed of photography faculty without the administering instructor will review the exams. If you have any questions regarding the exit exam, please feel free to contact your Professor or Department chair.

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:

College guidelines for academic integrity are strictly enforced. Copying materials or otherwise using the words, thoughts, audio/video/graphics files of others is plagiarism, which could result in various penalties ranging from project failure to administrative action. Refer to the Student Code of Conduct in the Student Handbook.

Academic Support/Learning Disabilities:

Students with known disabilities should contact their instructors as well as the Student Services Office.

Academic Support (tutoring) is provided to any student in need of tutoring. Students who feel they are able to assist with tutoring this course should also contact their instructor and/or the Student Services Office.

***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 9/11 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 9/18 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 9/25 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 10/2 **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 10/9 **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 10/16 **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 10/23 **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 10/30 **Critique** of 6 Great Prints, Discuss Field Trip & Homework
- Homework: Shoot 100 new RAW images and Print Contact Sheets*
Reading for next week's field trip, TBA
- #9 11/6 The Genius of Photography (**in-class screening**)
Individual Meetings/Begin working on homework (**LAB**)
- Homework: Shoot 100 new RAW images and Print Contact Sheets*
Write a 1pg. research paper for one of the artists mentioned in the video.
- #10 11/13 Field trip (TBA), Fill out Art Criticism Worksheet in class
- Homework: 6 excellent prints due next week*
Write a 1pg. response paper for one work you saw on the field trip
- #11 11/20 **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)
- 11/27 NO CLASS- Thanksgiving Holiday**
- #12 12/4 Layer Masks, Local corrections, output for press/web,
Editing a series, Review of key concepts and processes, Exit Exam Q&A session
Individual Meetings/Begin printing in class (**LAB**)
- Homework: Print Final Critique images, 10 perfect prints*
- #13 12/11 **Exit Exam**
- Homework: Work on 10 perfect prints*
- #14 12/18 **Final Critique** of 10 Perfect Prints (this is the equivalent of a Final Exam in this course)
- 12/21 THIS IS A MONDAY**
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 **7pm on Dec 21st**. Be sure to visit the Photo Office to sign up to attend review boards.