

VM467: Digital Imaging: Color(4 cr.)

Emerson College – Syllabus: Spring 2008 (revised 1/20/08)

Class sessions: Wednesdays 10:00am – 1:45pm

Room: 120 Boylston Street – W418

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

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.

Prerequisites: VM365: Int. Photo and VM466: Dig. Imaging for Photographers

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:

Attendance: 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.

- **30% In-class lab Assignments:** 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.

Assignments & Critiques: 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:

- **25% Production:** Are you meeting all deadlines and project specifications?
- **25% Quality:** 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?
- **20% Participation:** Active participation in all critiques and class discussions is expected. This includes completion of all the reading assignments.

Late Work: 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" & 13"x19" sheets of Epson Ultra Premium Photo Paper Luster only)

<http://www.atlex.com/>

<http://www.inkjetmall.com/>

Traditional Photo Supplies:

Still Film camera (35mm up to 4"x5")

Kodak Portra 400NC color film (the right size for your camera, at least 5 rolls)

Negative Sleeves (7 rows of 5 frames for 35mm)

3-ring Negative Box

Compressed Air Can

Anti-Static Orange cloth for negatives

<http://www.bhphotovideo.com/>

<http://www.calumetphoto.com/>

Optional but Recommended Supplies:

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

Digital SLR Camera: Having your own will help you avoid the bottleneck at the E.D.C. and will last beyond this class. 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: Our monitors at school are regularly profiled with a calibrator, but for home use this will actually pay for itself in the long run. 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 may 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:

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, you will be responsible upon returning to class for both the current assignment, as well as the assignments for any classes you've missed.

Week 1: Jan 21

Syllabus, Introductions and logistics. Email List & Class Pictures. Digital Imaging Primer. Ways of capturing. Intro to Project 1: Color Equivalents.

Assignments:

- Purchase required supplies.
 - Bring 5 of your best prints from previous photo courses to the next class.
 - Week 1 Reading Assignment and one-page response paper.
 - Bring a digital SLR to the next class along with any cables and manuals.
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Week 2: Jan 28

View your 5 prints. Turn in Response paper. Reading Discussion. D-SLR operation. Review color Workflow. Color Correction Tools & Techniques. Printing workflow.

Assignment:

- Finish work on Proj 1: Color Equivalents as described on the project sheet.
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Week 3: Feb 4

Critique of Project 1: Color Equivalents. Introduction to Project 2: Source Imagery

Assignment:

- Choose 3 sources as described in class and on the project 2 sheet: Part A.
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Week 4: Feb 11

Follow instructions for Part B of Proj 2/individual meetings. Contact Sheets. Shooting with Targets.

Assignments:

- Project 2: Source Imagery First Draft & Contact Sheets.
 - Shoot Images for Project 2: Source Imagery as described on the project sheet.
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Week 5: Feb 18

Advanced Levels and Curves. Present Source Imagery First Draft with contact sheets. Work on Source Imagery Photos/Individual meetings.

Assignment:

- Finish work on Source Imagery Photos as described on the project sheet.
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Week 6: Feb 25

Critique of Project 2: Source Imagery. Intro to Project 3: Film Scanning.

Assignments:

- Write one-page project proposal as described in the project sheet.
 - Week 6 Reading Assignment and one-page response.
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Week 7: March 4

Trip to gallery or museum – TBA. Turn in Response paper. Reading Discussion.

Assignment:

- Shoot film for Project 3: Film Scanning as described on the project sheet.
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Week 8: March 11

No Class: Spring Break!

Assignment:

- Shoot film for Project 3: Film Scanning as described on the project sheet.
- Make contact sheets of film shot thus far and bring them and the film to the next class.

Week 9: March 18

High end film scanning. Begin Editing/Individual meetings.

Assignment:

- Begin scanning selected images.

Week 10: March 25

Color correcting film. Local adjustments. Partner up and make one print before the end of class.

Assignment:

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

Week 11: April 1

Critique of Project 3: Film Scanning. Intro to Proj 4: Independent Project.

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. Reading Discussion.
Group discussion of Project 4. Large Print Demonstration.

Assignment:

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

Week 13: April 15

Editing a series. Video Screening. Work on Independent Project/Individual meetings.

Assignment:

- Finish work on Independent Project as described on the project sheet.

Week 14: April 22

Color on the Web. Work on Independent Project/Individual meetings.

Assignment:

- Finish work on Independent Project as described on the project sheet.

Week 15: April 29

Critique of Project 4: Independent Project.

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.
