

# Comm 322 Digital Photography Winterim 2016

Lecture: MTWRF, CAC 315

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Lab: CAC 301 (Lab)

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## About this Course

This course is designed to introduce you to the fundamentals of digital photography, giving you a chance to practice the basic skills needed to produce strong still images using a DSLR camera and photo editing software, specifically Adobe Bridge, Camera Raw, and Photoshop. We will cover the basics of achieving strong compositions, and of achieving “good” exposure through the manipulation of ISO, Aperture and Shutter Speed. You will also be introduced to the history of photography, and the work of photographers who shaped that history. Along the way, you will develop your own photographic aesthetic, discovering the kinds of images you get the most satisfaction out of making.

For this course, you will need a digital SLR camera with a full manual control option. The Division of Communication has several Nikons you can check out from the Technology Help Desk, located in the basement of the LRC. Simply to take your student identification card to the help desk and ask to check out a Nikon for this class. Please note that you are responsible for the camera while it is in your possession, and you may be charged to repair any damage the camera sustains while it is checked out to you.

## Course Objectives

By the end of the course, you should have accomplished the following:

- Know how to control your camera’s basic settings to achieve an image with desired exposure, depth of field, and motion
- Know how to use the basic functions of Camera Raw, Bridge, and Photoshop to organize, size, and manipulate your digital images
- Understand how to apply fundamental elements of composition to create strong images
- Understand the broad social history of photography, and recognize the work of major photographers who shaped that history
- Gain the knowledge and vocabulary needed to effectively critique photographic images
- Develop a strong understanding of your own aesthetic and the types of images YOU wish to make

## Division of Communication Learning Objectives for Communication Majors

This class will help you achieve the Division’s objectives for all majors, especially objective number 1 and to a lesser extent objective number 5.

1. Communicate effectively using appropriate technologies for diverse audiences
2. Plan, evaluate and conduct basic (quantitative and qualitative) communication research
3. Use communication theories to understand and solve communication problems
4. Apply historical communication perspectives to contemporary issues and practices
5. Apply principles of ethical decision making in communication contexts

## **Readings, Software, Supplies**

Peterson, Bryan. Learning to See Creatively: Design, Color & Composition in Photography. Available for purchase in University Bookstore. Additional required readings will be distributed in class, or via electronic reserve.

Lynda.com, Photoshop CS6 Essential Training with Julieanne Kost. To access this free tutorial, go the UWSP homepage and in the search box type "Lynda." Click on the first link that comes up, "Lynda.com". Click on "Log in to Lynda.com" using your campus ID and password (for your ID, you will need to include the @uwsp.edu after your user name – for example, [smith@uwsp.edu](mailto:smith@uwsp.edu)). In the search box that appears, type "Photoshop CS6 Essential Training." One of the first links that comes up will be the "Photoshop CS6 Essential Training with Julieanne Kost. This is the tutorial we will be using.

SDHC Memory Card: SanDisk, Toshiba or Panasonic, 8 or 16 GB. Available for purchase at a variety of retailers.

Display supplies. You will be asked to make 8X10 prints of FIVE images for your final project (Walmart, Walgreens and other retailers provide this service for less than \$1 per print). You will also be asked to mount these prints for display using photography backing boards, mats, and mounting tape. You can purchase these supplies at Michaels, Walmart or online.

**Technology Fee. A \$25 rental equipment fee will be charged to your student account. Paying this fee allows you to access production equipment (cameras, tripods, light kits, etc.) available for check-out through the IT Help Desk.**

## **Assignments & Grading**

Photo Assignments. For these assignments, you will make images that give you a chance to practice specific knowledge and skills learned in class. You will be asked to pick 4 to 8 of the images you make for each assignment and submit them for discussion and critique. Most photo assignments will ask you to write an accompanying report. Guidelines will be distributed via D2L. (25 percent of final grade)

Participation. This requires you to be a constructive, engaged participant in all course undertakings, including in-class critiques, formal presentations, lab work, and out-of-class assignments. (25 percent of final grade)

Final Project. This assignment will give you the chance to draw on all the knowledge and skills you learned in this class to produce a set of thematically related images that you will display to the class and that will be formally critiqued. This assignment is designed to demonstrate your current level of knowledge and skill. (25 percent of final grade)

Final Exam. This exam will demonstrate your mastery of the material covered through lecture, discussion, assignments, and readings. (25 percent of final grade)

Letter grades will be assigned as follows to all graded assignments and the final grade:

94 – 100 % = A	90-93% = A-	87-89% = B+	84-86% = B
80-83% = B-	77-79% = C+	74-76% = C	70-73% = C-
67-69% = D			

## **Policies**

**Attendance.** The success of this course depends on your active participation. Please arrive on time for each class, ready to actively contribute to all class discussions, critiques, and assignments. If you **MUST** miss class, please:

- Notify me in advance (in case of emergency, notify me as soon as possible)
- Arrange to get notes from a fellow student. Do **NOT** ask me what you missed!
- Arrange to have any work due that day turned in at the beginning of class.
- Realize that there will be **NO MAKE-UPS** for in-class assignments unless you have a documented excuse (note from a doctor, for example) **AND** it's feasible for the assignment to be made-up out of class.

**In-class computer use.** PLEASE turn off your monitors at the beginning of class and **DO NOT** use the computers unless you are assigned to do so. The sound of the keyboard during lecture or the sight of students gazing at the monitor instead of the speaker (whether it's me or one of your classmates) can be **VERY** distracting. You may check your e-mail or do other computer work before class begins – but please turn off your monitor as soon as I walk in to start class.

**Technology.** Please turn off **ALL** cell phones and do not use them during class. Please do not use any lap-tops, tablets, or other devices during class.

**E-mail.** You may e-mail me with questions, comments and concerns, or to set up an individual conference. I check my e-mail regularly during the week, except when I am out of town. Please leave at least 48-hours for a response.

**Deadlines.** No late work will be accepted **UNLESS** arrangements are made well in advance. If you do not turn in an assignment on time, you will receive a grade of “zero” for that assignment.

**Plagiarism and Ethics.** All images turned in for evaluation **MUST** be original images that you have taken specifically for this class. All written work must be your own. Be sure to give proper credit for **ANY** work that you use that belongs to others (including items and information you procure on-line). Any student caught plagiarizing images or text will receive an “F” for the course. See the student handbook for University policies regarding plagiarism and other issues of academic honesty. When taking photographs, be respectful of your subject – for example, you should **NEVER** photograph children without their parents’ explicit permission. We will discuss ethical and legal issues in the practice of photography over the course of the semester.

## **Working Course Schedule**

This schedule includes due dates for Lynda tutorials, shooting assignments, exam, and final projects. Additional REQUIRED reading and writing assignments will be distributed in class. If you miss a class, please ask a classmate to fill you in on what you missed.

Date	Topic	Lynda Tutorial /Readings	Major Assignments
Jan. 4	Introduction: Getting to Know Your Camera	Ch 1: It Begins in Bridge Ch 2: Whittling Down to Keepers	
Jan. 5	Developing Your Aesthetic ISO, Shutter Speed & Motion	Ch 3: Camera Raw Essentials	Photoshoot 1: Introduction
Jan. 6	Aperture & Depth of Field		Photoshoot 2: Shutter Speed & Motion
Jan. 7	Elements of Composition	<i>Peterson, Learning to See Creatively (Due Today)</i>	Photoshoot 3: Aperture & Depth of Field
Jan. 8	Work out of class		
Jan. 11	Elements of Good Exposure		Photoshoot 4: Elements of Composition Presentations: Ansel Adams ( <b>Everett</b> )
Jan. 12		Ch 4: Fixing Common Problems Using Camera Raw	Photoshoot 5: Monochrome Presentations: Alfred Steiglitz ( <b>Guse</b> ), Edward Weston( <b>Lapacz</b> )
Jan. 13		Ch 6: Automating Camera Raw	Photoshoot 6: TBA Presentations: Lewis Hine ( <b>Larsen</b> ), Dorothea Lange ( <b>Lecher</b> )
Jan. 14	Introducing Final Project	Ch 7: Photoshop Interface Essentials Ch 8: Documents & Navigation	Photoshoot 7: TBA Presentations: Margaret Bourke-White ( <b>Perkins</b> ), Henri Cartier Bresson ( <b>Pierschalla</b> )
Jan. 15		Ch 9: Digital Image Essentials Ch 13: Tone & Color Adjustment Layers (complete over the weekend)	Photoshoot 8: TBA Presentations: Robert Cappa ( <b>Stamper</b> ), Cecil Beaton ( <b>Worzella</b> )
Jan. 18			
Jan. 19	Demonstrating What You've Learned		Final Exam
Jan. 20	Demonstrating What You've Learned		Final Project & Presentations

