Course Syllabus

Department: Visual and Performing Arts

Date: 1/15/14

I. Course Prefix and Number: ART 218

   Course Name: Advanced Digital Photography Methods

   Credit Hours and Contact Hours: 3 credit hrs. / 4 contact hrs.

Catalog Description including pre- and co-requisites:
This course offers advanced photographic instruction for those with experience in digital photography. It expands upon the skills related to the capture, editing and printing of digital images. Emphasis will be on artistic expression, conceptual development and style through the use of digital technology. Must own a Digital SLR camera. Prerequisite: ART/DIG 110

Relationship to Academic Programs and Curriculum:
This course is designed to facilitate an expanded range of technical skill set of digital photography and its application to commercial and fine arts image making. There will be an emphasis on practice in relation to individual goals pertaining to content and production. Macintosh computers, digital cameras, and printers will be used to produce portfolio grade prints. Students will explore digital techniques and examine the aesthetic and conceptual ideas of practicing artists currently using digital photography. While developing a basic understanding of this technology, students will focus on the production of a portfolio of their own work.

II. Course Student Learning Outcomes:
Upon completion of the course the participant will be able to:

1. Execute intermediate and advanced techniques through an exploration of image editing techniques in Adobe software.

2. Create photographic imagery with industry standard hardware and software that clearly presents sophisticated artistic visual communication

3. Apply knowledge of digital workflow, shooting methodologies, editing, output and composition to self-promotional and client based projects.

4. Demonstrate knowledge of photography in the context of contemporary practice and art history.

5. Learn to successfully analyze and articulate critical theory regarding photographic works of art in writing by established art critics and peer reviewed journals. Students will be able to write artist statements in regard to their own work.

6. Conduct critical dialogue with proper vocabulary through peer evaluation, self-reflection
and oral presentation.

7. Create self-motivated project criteria suitable for a sophisticated level of conceptually motivated image making.

8. Create a final professional work portfolio presentable for industry or transfer degree program applications.

**College Learning Outcomes Addressed by the Course:**

- writing
- X oral communications
- X reading
- mathematics
- X critical thinking
- X computer literacy

**III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):** For each identified outcome checked, please provide the specific assessment measure.

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<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tr>
<td>Oral communications:</td>
<td>Assessed through the use of vocabulary to describe work, and ability to answer questions from both faculty and fellow students, also through participation of students in formal and informal critiques.</td>
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<td>Demonstrate through a presentation, well formulated arguments about how their independent project incorporates design and photographic principles, Define and articulate the vocabulary of terms used in photography and design.</td>
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<td>Critical thinking / Computer Literacy:</td>
<td>Measured through the review of projects in meeting criteria of using design principles in their work, Teacher will provide participant with written and or verbal feedback.</td>
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<td>Demonstrate through the production of a portfolio, the ability to incorporate techniques and design principles into their work through use of hardware and software.</td>
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<td>Reading:</td>
<td>Assessed through test given for material covered in lecture and text readings</td>
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<td>Evaluate the knowledge and skills covered in both lectures and from text readings.</td>
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**IV. Instructional Materials and Methods**

**Types of Course Materials:**
Handouts, digital camera, printing materials and textbook
Methods of Instruction (e.g. Lecture, Lab, Seminar…)
Lectures, demonstrations, working studio sessions, oral presentations, reading and research, critiques (group and individual) and student projects

V. General Outline of Topics Covered:

I. Course Overview/ Expectations: Working with the computer, selection, purchase, and proper care of a camera and the computer.

II. In Depth Editing Techniques – Photoshop and Lightroom: Demonstration

III. Digital Photography: Industry and field application

IV/V. The Digital Process: Managing files and workflow

VI. Idea Development and Research

VII. Digital Techniques

VIII. Critique – Assignments 1 & 2 (6-8prints)

IX. Photoshop Filters – constructive/destructive

X. Studio Lighting demonstrations – lighting techniques

XII. Critique – Assignment #3 – digital techniques

XIII. Digital Techniques & Production

XIV. Presentations – Independent Study Projects

XV. Final Critiques – Individual Student Portfolios