

PHOT 152

Advanced Digital Photography

John Dotta

Office: 3702

Office Hours: M/W 12:30 - 2 PM and by appointment

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Class Website: http://www.johndotta.com/Phot_152/public_html/Phot_152/Welcome.html

Class Blog: <http://phot152.wordpress.com>

The focus of this class is the development of your portfolio as an artist. Much of the work you do in this course will prepare you for artistic pursuits following college, whether you are considering professional digital media, photography or graphic design, further studies, grant or artists' residency applications, etc. You will be expected to propose and produce a sophisticated, self-directed project over the course of the semester.

STUDENT LEARNING OUTCOMES:

1. Translate concepts and experiences through images.
2. Demonstrate proficiency of the aesthetic skills required of photography.
3. Demonstrate proficiency of the technical skills required of photography.
4. Present finished portfolio for peer, professional or academic review

COURSE OBJECTIVES:

1. Demonstrate strategies for digital workflow.
2. Demonstrate the principles of color correction techniques.
3. Create output images for a variety of situations.
4. Further explore and refine a personal photographic style and expression.
5. Critique artwork using art concepts within an historical and contemporary framework.
6. Demonstrate a knowledge of various presentation strategies for a body of work.
7. Expand the development of the skills used to critically evaluate photographs.
8. Develop and maintain a quality photographic portfolio.

Attendance:

Attendance of both lectures and labs is critical. The success of this class relies upon the ongoing exchange of ideas between participants. A student may be dropped from the course if they are absent, consecutively, once more than the number of times a class meets per week. If you cannot make it to a class it is your responsibility to obtain the information you missed. You are responsible for all assigned work regardless of attendance in class. Lab days are no exception. Come to class prepared to work. If you are working at home or in an off-campus studio, be prepared to show me the progress you are making. I will not permit you to leave on a lab day because you "need to photograph". The goal of a lab day is not only to get work done, but to take advantage of the fact that I am available to help you. More importantly, failure to attend any critique will result in an overall reduction of one letter grade for each critique missed. Failure to attend the final critique will result in an automatic "F" in this course, regardless of one's grade average going in to the final project. This policy is not negotiable.

Class Procedure:

It is very important that you show up for class promptly and that you are prepared to work when you arrive. Class meetings will comprise supervised studio time, discussions of work, demonstrations, and class discussions from assigned readings.

Late Work:

I will not accept late work. Having your work late deprives you of critical feedback and deprives your peers of the opportunity to develop their ability to talk about photographs. Therefore, it is imperative that work be ready for discussion at the specified time.

POLICY ON DATA LOSS AND WORKING WITH COMPUTERS:

This course requires the use of digital media for storing and transmitting required coursework. Learning good data management practices constitutes a portion of the class agenda. As such, computer failure or other forms of computer data loss will NOT be accepted as a legitimate excuse for late work.

Working with computers is always a risky business as some computers can behave unpredictably, especially in experimental situations. Each student must act responsibly and make back-up copies of personal data at every convenient opportunity. The safest way to do this is to copy data to a portable medium that can be stored in a secure location. Simply making extra copies of files and storing them on the same hard drive is not enough.

Cell Phones:

All cell phones or communication devices must be TURNED OFF at all times during the class. If I hear a cell phone or see someone texting during the lecture, the student will be asked to leave the class and receive an unexcused absence for the day. This also includes chatting online or sending e-mails during the lecture. If I hear a keyboard clacking or a mouse clicking during the lecture you will be asked to leave the classroom as well and receive an absence for the day. If you need to have your cell phone on during the lecture, please discuss it with me first.

Assignments:

There are four projects. Of these, three projects are designed in a way to explore various strategies as you build your portfolio. We'll discuss your plans often throughout the semester, and it is never too early to speak with me about your ideas for it. Late projects will absolutely not be accepted. Projects will be assessed within 1 week.

Final Project:

Your final project is to be the integration of your technical skill in Photoshop with your intellectual and conceptual creativity. You must come to your final critique prepared to defend all of your technical and creative decisions. We will be judging the technical quality of your prints (sharpness, clarity, color balance, contrast, etc.) as well as the creativity and clarity of your ideas.

When you show your final project YOU MUST HAND IN FILES OF THE ASSIGNMENTS you've done for this class including the final project. Prepare your FLASH DRIVE as follows:

- Make a main folder titled with your name.
- Inside that folder make a folder for each assignment
- Inside that folder make two folders labeled "Flattened" and "unflattened"
- Save Flatten files in TIFF format downsampled to around 10MB.
- Save unflattened files in PSD format.

Critiques:

I believe that critique is the most valuable aspect of an art class. It gives valuable feedback on your current development and helps direct you in the next stage of your artistic process. Even more importantly, learning to analyze and talk about artwork builds skills that reach far beyond art. It is becoming increasingly more important to develop a critical analysis of the world. Viewing, assessing and deconstructing visual art is a skill that translates into any aspect of our lives where we interact with other people, printed material, news media, the internet, politics, etc.

Technical Projects:

There will be technical projects throughout the semester. These are exercises designed to familiarize you with the medium and help you develop a final project idea. Projects will be assessed within 1 week.

Artist Presentation:

You will choose a digital or new media artist to present to the class. You can start your search using the approved list of artists found on my website. You may present an artist who is not on the list as long as you approve it with me first. Your presentation must include a visual, digital presentation using Adobe PDF Presentation. It is okay to use the artist's website, YouTube, etc., if necessary but they should be IN ADDITION TO your pdf presentation.

In your presentation, tell us the background of the artist, what medium the artist works in, where the work is seen, what the work is about and why it is digital/new media. Be prepared to take questions from me and the rest of the class at the end of your presentation. There is a PDF on the class website that describes more specifically what is expected

Exam and Quiz:

There will be a midterm quiz on week 8 and a final exam covering technical knowledge of photoshop. These exams will help you prepare for the optional Adobe Photoshop ACE exam.

Grades:

Grading of all assignments are on a pass/fail basis. Your final grade is based on the number of assignments you pass.

A passing response does all of the following:

- meets the specified requirements of the task;
- demonstrates knowledge of the subject matter relevant to the task;
- reflects accurate understanding of concepts and terminology;

Projects/Technical Exercises

Student demonstrates outstanding skill, discernment and understanding of visual principles in accomplishing his or her work. The quality of work is excellent, and it is integrated with exceptional creativity. The student will demonstrate **exemplary** knowledge of a variety of techniques which can be used in working with their chosen art form. In the case of studio assigned homework (activity) the student completes the assignment in all aspects and creatively exploits possibilities within open- ended assignments. The work demonstrates skill, good judgment, and application of principles.

Readings/podcasts

Student has carefully read/listened and understood the material as evidenced by oral contributions; familiarity with main ideas, supporting evidence and secondary points. Comes to class prepared with questions and critiques of the readings/podcasts

Critiques/Class Participation

Student demonstrates through discussion, critique, and studio interaction outstanding ability to discuss and assess work, communicating how visual elements and strategies are used. The student demonstrates extensive use and understanding of concepts and terminology used in the discipline.

A failing response does some or all of the following:

- neglects major aspects of the task;
- demonstrates weak knowledge of the subject matter relevant to the task;
- frequently misuses concepts and terminology;

The student demonstrates **deficient** knowledge or occasionally an understanding of a variety of techniques which can be used in working with their chosen art form. He or she does not

demonstrate new insights and working methods, and has insufficient historic knowledge of the uses and development of the medium chosen.

The student fulfill the assignment, but gave no evidence of trying anything unusual. The student showed no evidence of original thought.

Readings/podcasts

Student either is unable to adequately understand and interpret the material or has frequently come to class unprepared, as indicated by serious errors or an inability to answer basic questions or contribute to discussion. In the case of written assignments, oral presentations, and research, the work /presentation/ document, presents faulty or negligible research and is not well written and/or presented.

Critiques/Class Participation

In discussion, critique, and studio interaction, the student states an opinion vaguely or does not assess the work and shows little to no evidence of an understanding of how visual elements and strategies are used. No effort is made to relate an understanding of concepts and terminology used in the discipline.

	A	B	C	D	F
Projects	Completes all projects and technical exercises with "Pass"	Completes all projects and all technical exercises with "Pass"	Completes 3 projects and 7 technical exercises with "Pass"	Completes 2 projects and 6 technical exercises with "Pass"	Completes 2 or less projects and 5 or less technical exercises with "Pass"
Critiques	Attends all critiques student demonstrates extensive use and understanding of concepts and terminology	Misses 1 critiques student demonstrates extensive use and understanding of concepts and terminology	Misses 2 critiques. Student demonstrates extensive use and understanding of concepts and terminology	Misses 3 critiques. Shows little to no evidence of an understanding of how visual elements and strategies are used. No effort is made to relate an understanding of concepts and terminology used in the discipline.	Misses 4 or more critiques. Shows little to no evidence of an understanding of how visual elements and strategies are used. No effort is made to relate an understanding of concepts and terminology used in the discipline.

	A	B	C	D	F
Podcasts/ reading/ presentation	Completed all podcasts/ screencasts and readings. Comes to class prepared with questions and critiques of the readings/ podcasts	Misses a total of 2 podcasts / screencasts and readings. Comes to class prepared with questions and critiques of the readings/ podcasts	Misses a total of 3 podcasts/ screencasts and readings Comes to class prepared with questions and critiques of the readings/ podcasts	Misses a total of 4 podcasts/ screencasts and readings. Frequently come to class unprepared, as indicated by serious errors or an inability to answer basic questions or contribute to discussion.	Misses a total of 5 or more podcasts/ screencasts and readings. Frequently come to class unprepared, as indicated by serious errors or an inability to answer basic questions or contribute to discussion.
Tests/ quizzes	Averages 90% or better on all Tests and quizzes	Averages 80-89% on all Tests and quizzes	Averages 70-79% on all Tests and quizzes	Averages 60-69% on all Tests and quizzes	Averages less than 60% on all Tests and quizzes

REQUIRED MATERIALS:

Digital printing paper. We'll be exploring different papers this semester but a good place to start is Epson Premium Luster Paper.

A flash drive, 16 GB should work well.

Local Stores: Jeremiah's Photo Corner, Santa Rosa 707-544-4800
Redimat, Santa Rosa

Online stores: [B&H Photo](#)
[Adorama Camera](#)
[Freestyle Photographic](#)

Text (optional):

Adobe CS6 on Demand, Steve Johnson, Que Publishing, 2012

The Adobe Photoshop Lightroom 4 Book for Digital Photographers, Peachpit Press; 1
edition (May 11, 2012)

STUDENTS IN NEED OF ACCOMMODATIONS IN THE COLLEGE LEARNING ENVIRONMENT:

Any student who feels s/he may need an accommodation based on the impact of a learning disability should contact Learning Services in the Library and Learning Resource Center (LLRC), room 1766, phone (707) 256-7442. A Learning Disability Specialist will review your needs and determine appropriate accommodations.

If you need accommodations for physical or other types of disabilities, schedule an appointment with DSPPS Counselor, Sheryl Fernandez, in the Counseling Department located on the top floor of the 800 building, phone (707) 253-3040 for appointment. All information and documentation is confidential.

Please feel encouraged to make an appointment with me privately to discuss your specific learning needs in my class.

DISCLAIMER

This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

Schedule

Week 1	Introduction to course, first-day bureaucracy Project 1 Technical Exercise #1
Week 2	Studio work Technical Exercise #2
Week 3	Technical Exercise #3 and #4 Studio work
Week 4	Studio work Project 1 critique
Week 5	Project 2 Studio work
Week 6	Studio work
Week 7	Studio work Project 3

Week 8	Studio work Project 2 critique
Week 9	Individual midterm critique
Week 10	Photographer presentation Studio work
Week 11	Studio work Work in progress critique
Week 12	Studio work Project 3 critique
Week 13	Final Project studio work Work in progress critique
Week 14	Final Project studio work Print Presentation: Mounting and Matting
Week 15	Final Project studio work Work in progress critique
Week 16	Final Project studio work
Week 17	Final Project studio work
Week 18	Final Project Critique
Week 19	Return of Portfolios