

## Syllabus

ART 2360 Introduction to Digital Photography (Photo Concepts)

Summer II 2013

Instructor:

Caleb Dulock

Office Location:

FA 333

Email Address:

[cdulock@uta.edu](mailto:cdulock@uta.edu)

Office Hours:

Time and Place of Class Meetings:

M T W TR 8:00 am- 11:50 pm

Room 368 C, 3<sup>rd</sup> floor, Fine Arts Bldg

### Course Objective

In this course, students will learn the basics of digital photography, learning to understand the qualities of light, the technical aspects of capture, editing and printing, and various styles of photography. Students will learn to use their digital cameras in full manual mode, necessitating a comprehension of shutter speeds, apertures, ISOs, white balance, exposure metering, focal lengths, capture modes, etc. Once the student is comfortable with the camera, the student will learn about various editing techniques in Photoshop, and workflow techniques in Lightroom and Bridge, JPEG vs RAW capture, bit depth, color spaces, resolution, interpolation, sharpening and more. Finally, students will be required to have prints made by an external printing house for final critique. If possible, we will plan field trips for location photography, local events of interest to the photographer and museum visits.

### Preparation and Studio

Showing up on time with Cameras, digital storage, projects, and a good attitude are mandatory. This course will require a good deal of work OUTSIDE of class time, so plan your time efficiently and use it effectively. The workload is heavy, difficult, and interesting.

We will move quickly and cover a great deal of material. Don't fall behind. This is a wonderful opportunity to build your skills, your mind and your portfolio

I will cover all technical demonstrations in class.

### **Suggested text Books**

*A Short course in Digital Photography, 2<sup>nd</sup> Ed. 2011 ;  
Barbara London*

*Photography ; London, Upton, Stone, 2013*

*Light and Lens: Photography in the digital age ; Robert  
Hirsch, 2012*

### **Suggested camera Books**

*Magic lantern guides (look for your specific model)*

### **Suggested References**

<http://www.cambridgeincolour.com/> (Excellent online resource for all things technical and creative in digital photography).

<http://tv.adobe.com/> (Adobe's video tutorial site. lots of instant online help and tutorials for photoshop, lightroom, and bridge).

Additional links to be posted to blackboard for this course

### **Required Materials**

\*A Digital point and shoot camera with manual exposure controls.

- at least 1 Memory card for your specific camera.
- 8 – 16 GB Flash Drive portable storage
- Memory card reader (USB preferred)

\*money for ordering 8x10 prints for final project

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### **Recommended Materials**

\*Digital SLR Camera with manual exposure controls

\*Tripod

\*Adobe Creative Cloud Subscription (access to all adobe software)

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#### Drop Policy:

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

#### Americans with Disabilities Act:

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

#### Academic Integrity:

At UT Arlington, academic dishonesty is completely unacceptable and will not be tolerated in any form, including (but not limited to) "cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts" (UT System Regents' Rule 50101, §2.2). Suspected violations of academic integrity standards will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

#### Student Support Services Available:

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may contact the Maverick Resource Hotline by calling 817-272-6107, sending a message to [resources@uta.edu](mailto:resources@uta.edu), or visiting [www.uta.edu/resources](http://www.uta.edu/resources).

#### Electronic Communication Policy:

The University of Texas at Arlington has adopted the University "MavMail" address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important

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information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at <http://www.uta.edu/oit/email/>. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

#### Student Feedback Survey:

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory will be asked to complete an online Student Feedback Survey (SFS) about the course and how it was taught. Instructions on how to access the SFS system will be sent directly to students through MavMail approximately 10 days before the end of the term. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback data is required by state law; student participation in the SFS program is voluntary.

#### Evaluation and Expectations

##### Attendance

We will follow a tight schedule and you must attend all classes.

2 absences - 1 letter grade drop from final grade

3 absences - 2 letter grade drop from final grade

4 absences – failure

Tardiness and leaving early will be counted as absence at my discretion.

##### Participation

In order to communicate with other artists and non-artists regarding the large and complex issues surrounding the visual arts and digital photography, you will need to develop conceptual and verbal skills. In the class room we can develop these skills by sharing our ideas with each other through discussion and critiques. Sharing your point of view, questions, and knowledge will help everyone in the class to develop more sophisticated ideas about the digital photographic arts, and enhance your ability to present those ideas. Therefore, participation in class is an essential part of your grade. Don't be afraid to participate in class. Your opinion is an important part of the studio experience. This course covers a great deal of ever rapidly and changing software and hardware. As such, we MUST learn from each other to keep pace. Isolated learning tends to yield poor results when working digitally.

##### Craftsmanship

Attention to detail and presentation is essential to all digital studio projects given in this class. Each assignment should be well crafted and presented with pride. If the work is not well crafted you will be asked to do it over, or receive a poor grade. Digital craft has technique and quality just as the other arts. Learn and exhibit the best way to produce the work.

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#### Thoughtfulness

When form and content are married there is poetry. Careful attention to the relationship between content and form are an important part of your grade. We are not looking for pretty pictures. We are looking for thoughtful work.

#### Effort

Final grades are the total of all projects grades, attendance, and participation. Coming to class, and finishing the assignments does not guarantee a good grade - effort does. Cell phones and text messaging devices are not to be used during class time. Please refrain from IM-ing, Facebook-ing, etc. or using the computer/Phones in a manner not pertinent to this course.

#### Grading

class participation, attendance, project execution, development, thoughtfulness, timeliness, and effort will all factor into your individual project and final semester grade. Only a display of excellence in all the 'Evaluation and Expectations' areas will earn student an 'A'

Final grades will be an average of all of the above - not just grades on individual assignments.

A %100 - 90

B % 89 - 80

C % 79 - 70

D % 69 - 60

Failure 59 or below

#### Exams and Assignments:

The 2000 total semester points are made up from the following distribution:

2 Exams worth 100 points each= 200

2 multi photo assignments worth 300 points each = 600

6 photo assignments worth 100 points each= 600

Studio shoot participation = 100

1 portfolio worth 400 points= 400

Class daily participation worth 100 points = 100

Grading Scale: Final grade will be determined by total number of points accumulated by student on the following scale:

1800-2000 points = A

1600 - 1799 points = B

1400 – 1599 points = C

1200 – 1399 points = D

0 – 1199 points = F

#### Student Learning Outcomes

+The student will be able to Demonstrate familiarity with basic camera functions.

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- +Demonstrate basic knowledge of digital editing and workflow using Adobe Photoshop, lightroom, and Bridge
- +Produce digital prints that illustrate an understanding of tonal range, color theory and lighting.
- +Analyze digital images for proper exposure and processing techniques.
- +Illustrate knowledge of properties of digital sensors, lenses and processing consistent with intro level digital photography
- +Demonstrate familiarity with appropriate historical and contemporary photographic art and artists
- +Critique photographs in terms of content, form and technical skill.

Most importantly. HAVE FUN AND TAKE PRIDE IN WHAT YOU CREATE!

### Class Schedule

**\*Must bring your own digital camera to each class meeting.**

**Red = assignment due dates**

07/09 CLASS # 1: Introductory class. Review syllabus; Blackboard; Camera Choices; View slide show and discuss:

“Composition”.

07/10 CLASS # 2: Lecture/Slideshow on Camera Basics: Shutter Speeds, Lenses; focal length; apertures, depth of field; light meters, gray card, exposure, ISO, and scene brightness.

07/11 CLASS # 3: Lecture on Camera Settings: Using Grey Card/Metering, White balance, color temperature; shooting raw. Putting it all together: camera usage.

07/15 CLASS # 4: Discuss Assignment #1: Personal Vision Lecture: Making an automated proof sheet. Making Digital folders.

07/16 CLASS # 5: Introduction to Adobe Photoshop and bridge: The digital workflow; file types; resolution; raw processing; controlling contrast with levels and curves.

07/17 CLASS # 6: Lecture: Photoshop processing (clone and rubber stamp tools, healing brush, sharpening, B&W conversion) Describe assignments: Unusual Angle

07/18 Class #7: Lightroom and the DAM process.

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07/22 CLASS # 8: ASSIGNMENT DUE: Personal Vision/Raw shooting Assignment Midterm Review (Online Exam) Describe assignments: Motion Assignments

07/23 CLASS # 9 CRITIQUE #1: Unusual Angle

07/24 CLASS #10: Midterm Exam (Online Exam Due) Describe assignments: Depth of Field. Group shooting day 1

07/25 CLASS #11: CRITIQUE #2: Motion Assignments: (3 prints) Describe assignment: Night Exposure; Silhouette. Assign objects for studio lecture. Group shooting day 2

07/29 CLASS #12: Lecture and demo on lighting: Studio and DIY techniques.

07/30 CLASS #13: CRITIQUE #3: Depth of Field Assignments: (3 prints) Describe assignments: Final Project Proposal /Inspiration Slideshow Final Projects

07/31 CLASS #14: Describe assignment: Abstract; Person at Work Final Exam Review (Online Exam),

08/01 CLASS #15: CRITIQUE #4: Night Exposure; Silhouette

08/05 CLASS #16: Final Project Proposal Due Lecture on Printing and presentation for Final Portfolio

08/06 CLASS #17: CRITIQUE #5: Abstract; Person at Work: Final Exam Due (Online Exam Due)

08/07 CLASS #18: (All Late Assignments Due) LAB WORKDAY – Printing Day (last day to get help before Critique)!

08/08 CLASS #19: CRITIQUE: PORTFOLIO REVIEW: (Critique starts at 8 am SHARP!!!) These descriptions and timelines are subject to change at the discretion of the Professor.

### Project Descriptions (the short version)

#1. **Raw Shooting Exercise POINT VALUE: 100** For this exercise you will be required to shoot 20 photos of your choice that have been shot by you in a **RAW** format using only **manual exposure mode** on the camera. You will be graded on composition, subject relevance, impact of your photos, and accuracy of exposure. You must pay close attention to your light meter while shooting these shots. After selecting the 20 photos that you want to turn in, you will be required to submit a digital file folder to instructor holding your RAW files on the due date. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

#2. **Unusual Angle POINT VALUE: 100** The unusual angle photo is a digital assignment made by shooting a subject from an unusual camera point of view, to give added interest to the photo. There are very good examples of this technique in the Kodak sound/sync slide show, The Beginnings of Photographic Composition. Photojournalists and advertising photographers are quite familiar with this technique as it allows one to create pictures of ordinary things in a fresh and impactful way. Bring a **minimum of one** of these for a class critique. Grades will be determined by composition, subject relevance, success of the technique, impact of the image



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technical execution, and overall quality. You will be required to submit a digital file folder to instructor holding your RAW original files of the images that you turn in, due at the time of critique. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

#3: TEST#1 - **Midterm exam POINT VALUE: 100** The midterm exam will be 25 multiple choice questions worth 4 points each. Exam must be taken online per days of schedule, No makeup time will be allowed!

#4. **Motion Techniques POINT VALUE: 100 EACH/ 300 TOTAL** You will shoot and turn in an example of each of the three motion techniques: 1) stop motion; 2) blur motion; 3) pan motion. You must turn in (a minimum of) one image for each of these 3 techniques (3 images total). We will discuss the photos in a class critique, and I will grade the three images on a 100 point scale. Grades will be determined by composition, subject relevance, success of the technique, impact of the image, technical execution, and overall quality. You will be required to submit a digital file folder to instructor holding your RAW original files of the images that you turn in, due at the time of critique. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

#5: **Depth of Field POINT VALUE: 100 EACH/ 300 TOTAL** You will shoot process three photos, each utilizing the three depth-of-field techniques discussed in class: 1) foreground only in focus; 2) background only in focus; and 3) everything, background and foreground, in focus. You must shoot each of these techniques of the same scene, using a tripod to hold your compositions identical. You must shoot and submit a folder to your instructor holding 3 such scenes (9 photos). Will split into groups and have a day (or 2 days) with shooting on Digital SLR cameras around campus. You will present an image from each technique of only your one favorite scene. Grades will be determined by composition, subject relevance, success of the technique, impact of the image, technical execution, and print quality. You will be required to submit a Digital folder to your instructor holding your 9 RAW original files, including the final images you presented, due at the time of critique. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

#6: **Night Exposure POINT VALUE: 100** The night exposure is a photograph of any outdoor scene you choose to shoot at night by using long exposure times. You cannot use any supplemental lighting in this assignment so it will help if you choose a subject that has some available light on it. **A tripod, or similar setup for stabilizing your camera, is absolutely required for this assignment!** Your light meter will be of little assistance in this low light situation so you must shoot a very large bracket of exposures on any one subject. Typical exposure times at ISO 400 in the DFW Metroplex area using F-8 as the aperture usually run from 1 second to 10 minutes. No pictures with camera shake will be accepted. Pick a minimum of 1 best photo, and present it for class critique. Grades will be determined by composition, subject relevance, success of the technique, impact of the image, technical execution, and overall quality. You will be required to submit a digital folder to your instructor holding 5 RAW original files including the image(s) that you present, and are due at the time of critique for this assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**<sup>11</sup>

\***Lighting with Studio & DIY techniques POINT VALUE: 100** Grade will be determined by participation in a

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studio shoot. You will learn about basic photography studio lighting and preparation, and DIY strategies. We will have some Digital SLR cameras available to shoot with during the demo for group exercises. Demo will be followed by short in-class editing session of your image and turn in. Must bring assigned object to demo. At the end of class You will be required to submit a digital folder to your instructor holding 1 Raw original file and 1 final edited image (2 files) of your own object documented. **Participation mandatory!**

**#7: Silhouette POINT VALUE: 100** The silhouette photo is a picture made of a subject with a much lighter background so that when exposed correctly the subject will appear black with little or no detail. This is a "selective metering" assignment intended to give you the knowledge to manipulate camera exposure for special effect. With the silhouette assignment, you must pay close attention to the outline of the subject. This technique is used in all forms of professional photography to create a special relationship between the subject and the background, or to draw attention to the contours of the foreground subject. Pick a minimum of 1 best photo, and present it for class critique. Grades will be determined by composition, subject relevance, success of the technique, impact of the image, technical execution, and overall quality. You will be required to turn in a digital folder to your instructor holding **5 RAW** original files including the image(s) that you present, and are due at the time of critique for this assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

**#8: Person at Work POINT VALUE: 100** The person at work assignment is the most journalistic assignment of the semester and is intended to test you on your visual communication technique. You must create a photograph of a person working that is visually dynamic, clearly stated and interesting to look at. The success of this assignment depends more on the photographer's camera communication skills and creative eye, than on the subject that is photographed. In other words, it's more important *how* you shoot than *what* you shoot Pick a minimum of 1 best photo, and present it for class critique. Grades will be determined by composition, subject relevance, success of the technique, impact of the image, technical execution, communicative qualities of the photo, and overall quality. You will be required to turn in a digital folder to your instructor holding **5 RAW** original files including the image(s) that you present, and are due at the time of critique for this assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

**#9: Abstract Expression POINT VALUE: 100** This assignment may also be called the abstract design assignment or dimensional study assignment. The purpose of this assignment is to test the student's eye for design, his/her camera technique, and editing technique. The photo should be of inanimate things and the intent of the photo should be to delight the viewer with a variety of shapes, tones, textures and designs beautifully orchestrated on to the "canvas". A tripod is recommended for this assignment, as you will want maximum depth of field. See Aaron Siskind's work for ideas. Pick a minimum of 1 best photo, and present it for class critique. Grades will be determined by composition/orchestration, subject relevance, success of the technique, impact of the image, attention to light, technical execution, and overall quality. You will be required to turn in a digital folder to your instructor holding **5 RAW** original files including the image(s) that you present, and are due at the time of critique for this assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

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#10: **Portfolio POINT VALUE: 400** The portfolio should be a collection of your **8 best** photographs of a single **theme series**. Attention should be paid to consistency of print quality. You will be graded on presentation, quality of work, neatness, and visual content. Each print in the portfolio is worth 50 points, for a total of 400 points; organization and presentation of prints on the wall should be taken into consideration \*EXTRA CREDIT GIVEN: By submitting a PowerPoint slideshow of your final images to your instructor for class archives. **NO LATE PORTFOLIOS WILL BE ACCEPTED. Final Project Presentation Method: 8x10 Prints, organized appropriately on the wall.**

#11: TEST#2- **Final Exam POINT VALUE: 100** The final exam is a comprehensive 50 question multiple-choice exam covering anything from the semester. Each question is worth 2 points. **Exam must be taken online per days of schedule, No makeup time will be allowed!**