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Digital Photography and Imaging

DGT 2123 | Klehm Hall 1125 | T 2-3:40 p.m.

OVERVIEW

This course will cover digital photography and professional lighting techniques needed to produce commercial print and web images for promotional, promotional, retail signage, advertising and marketing themes, and business applications.

Textbooks: Ben Long, Complete Digital Photography (7th ed); Charles River Media, 2012.

Jenni Bidner, The Lighting Cookbook, Amphoto Books, 1997.

Prerequisites: None

Course Fees: There is a $65 material fee for this course. This money will go toward the purchase of consumables that you will use in production of a variety of graphics projects on the digital printers in the lab. This fee has already been paid through your tuition.

Learning Objectives

1. Discuss and explain the fundamentals of dSLR camera operation.
2. Operate an SLR digital camera using aperture and shutter speed to control the image capture, depth of field and composition.
3. Utilize professional techniques for lighting 3-D objects and portraits for commercial photography, advertising themes, and other business applications.
4. Evaluate and modify images for accurate color balance, hue, saturation, and contrast.
5. Apply adjustment layers, masks, levels and curves, and flatten files.
6. Produce color prints that replicate the original item for various media (web, video, animation, and specialty printing).
7. Present finished projects in a professional format to be critiqued by peers and professionals.
8. Provide criticism and suggestions for improvement of digital images.

Schedule

Tuesday 2:00 – 3:40 pm

Class time will be divided between in-person lecture/lab time and individual work through the text book and participation on D2L. Lecture will include demonstration, critique and discussion. During the lab, students will work on assignments with the instructor available to assist. All class meetings will be a combination of both types of delivery. Students are responsible for all materials covered in each class AND online.

Class Meetings

It is absolutely necessary that students attend all class meetings and make good use of lab time during scheduled class time. **Attendance will be taken promptly at the beginning of class**. The lab has open hours for students to work with the equipment on their own time. This course is project oriented, class time is valuable because that is when demonstrations, assignments, and non-text based lectures are delivered. Personal crises will happen occasionally. In the event of a personal crisis, every effort should be made to contact the instructor before the absence. Failure to do so will result in zero credit for the days missed. **It is important for you to communicate.**

Course plan (subject to change)

Week	Lecture/Lab	Text/D2L
Week 1: Jan 9	Syllabus Review/Anatomy of a Camera/MasterLock set up	Chapter 1-5, Intro assignment
Week 2 : Jan 16	Composition and Holding a Camera	D2L links/Chapter 5,9/Quiz /Lab
Week 3: Jan 23	Auto Mode	D2L links/Chapter 2,3,4,9/Quiz /Lab
Week 4: Jan 30	Image Editing	D2L links/Chapters 14-18, 20, 21//Lab
Week 5 : Feb 6	Program mode	D2L links/Chapter 6,7/Quiz /Lab
Week 6: Feb 13	Shutter speed and motion control	D2L links/Chapter 8/ Quiz /Lab
Week 7: Feb 20	Aperture and Depth of field	D2L links/Chapter 8/ Quiz /Lab
Week 8: Feb 27	MID-TERM	MID-TERM

Week 9: March 5	Manual Mode, Metering, and Reciprocity	Manual Mode, Metering, and Reciprocity
Week 10: Mar 12	Lenses	D2L links/p. 43-48/ Quiz /Lab
Week 11: March 19	**SPRING BREAK - NO CLASSES**	**SPRING BREAK - NO CLASSES**
Week 12: March 26	Studio photography	D2L links/pg 10-125 (Cookbook)/ Quiz /Lab
Week 13: April 2	Advanced Editing	ABC Lab
Week 14: April 9	Creative studio	Research studio ideas to mimic
Week 15: April 16	Open Lab	Printing/Final studio shots
Week 16: April 23	Final Prep	Final Prep/Submit Portfolio
Week 17: April 30	**Final Exam - NO CLASS (D2L)**	**Complete final exam and portfolio**

Open lab hours for Klehm 1125

- Tuesday 5:45pm-7pm
- Thursday 1:40pm - 3:45pm
- Friday 11am-7pm

Camera Checkout

Requests will be responded to in the order they are received. Once your checkout is approved you will receive an email verifying the equipment you have requested.

- Requests MUST be made by 12pm or will not be fulfilled until the following day.

- Pickups will be ready by 1pm. Checkout lengths are limited to 22 hours. (with the exception of Tuesdays in which case, cameras will only be available on Tuesdays during the class session) Your equipment must be returned by 12pm the following day. Failure to return equipment on time will result in consequences.

- Equipment is located in lockers across from Klehm Hall 1125. Padlocks on the lockers may be accessed through the Master Lock Vault app that can be installed on your smartphone. Klehm Hall is open from 7 am - 9 pm Monday through Friday except for holidays and break days.

- If this is your first request you will receive an email to your EIU account from Master Lock Vault with a temporary password that you will need to gain access to the system and verify your account. Once you have verified your account you can use the Master Lock Vault app to unlock your designated locker. Your smartphone will need to have Bluetooth enabled.

- During our first class session, we will work on getting these accounts set up.

Additional Resources

Software

As an EIU student you also have access to the full Adobe suite of software in the Booth Library computer lab, KLehm 3135 and remotely through view.eiu.edu.

Hardware

You can also check out cameras through the Center for Student Innovation lab which is also in Booth Library.

Expectations

Due to the nature of the class being a hybrid, students are expected to accomplish a great deal of their work independently while following the instructions outlined in the D2L assignments.

https://www.eiu.edu/d2l/

Communication

The instructor will communicate through regular emails (**EIU email address**) to outline assignments and expectations. It is important to follow instructions and meet the posted deadlines. If you need something or are having issues email the instructor! (jjgrabiec@eiu.edu). The instructor will not check for D2L emails.

Office hours (Klehm 1021) are Tuesday and Wednesday from 9:45am-11:15am and 1:15pm-1:45pm or by appointment.

Texts, materials

Long, B. (2005). *Complete digital photography*. (7th edition). Charles River Media.

Bidner, J. (1997). *The lighting cookbook.* Amphoto Books.

Course Activities

Course readings: Prior to attending each class you will be required to read some introductory material out of your textbook and online resources. This material will give you the foundational knowledge to participate in lecture, discussion, and lab activities. The readings and links are posted in D2L. These readings will comprise the content for labs, quizzes, and assignments.

Reading Assignments: The instructor will provide you with a week-to-week schedule of reading assignments along with online resources that include but are not limited to videos, additional articles, and digital tutorials. You can expect to read through and review all of the resources as well as any other resources that you might find to complete the textbook reading assignments loaded in the course management tool outside of class and prior to the topic of discussion. As a part of your reading assignments, you will generate questions and answers and definitions for each of your reading assignments. Please record any questions or difficulties that you have while completing these assignments.
11 assignments @ 10 pts. each = 110 pts.

Course Demonstration: Portions of class time will be designated for the instructor to demonstrate skills and present any additional information related to the weekly material. Students are encouraged to ask questions, take notes, and participate in activities during these times. Students will then be allowed to begin activities with classroom computers and using classroom equipment.

Lab Assignments: At the conclusion of introducing a particular topic, you will demonstrate your understanding of the content that you have learned in reading assignments, peer discussions, class lectures, and textbook tutorials by capturing photographs and editing them. The instructor will provide you with the resources and grading criteria, you will need to complete the Lab Assignment. Class time will be allocated for you to work, but you will likely need to come into the lab and work during open lab time in Klehm Hall. The rubric for which these labs are posted in D2L. **14 labs @ 25 pts. each = 350 pts**

Quizzes: After discussion and review of material you will receive a timed 30 minute quiz to ensure that you understand the materials and have gotten the main points. These quizzes will be given online. **12 quizzes @ 10 pts. each = 120 pts.**

Final Portfolio: At the conclusion of the semester you will be required to submit a portfolio of your work. This portfolio must include only images that you have taken for this class. The criteria for this portfolio is posted in D2L. **1 Portfolio = 100 pts.**

Participation: Since we only meet once a week, attendance is crucial to your success in the class. Attendance will be taken at every class session and is part of your final grade. 10 points will be taken for every non-university approved absence: **Participation = 100 pts. Introduction = 10pts**

Exams: A midterm and a final exam will be assessed individually for students. **2 exams @ 100 pts. = 200 pts.**

Total Possible Points = 1000 pts.

Total Points are subject to change. Grades will be assigned as follows:
A = 100-90; B = 89-80; C = 79-70; D = 69-60; F = 59-below

- The instructor will post feedback and grades on a regular basis in the course management tool.
- Percentages and grades are NOT negotiable.
- The instructor will not round final grades.

Extra Credit (max of 100 extra credit points total may be earned)

Each student may either:

Complete at least a 700 word review of an article that covers some aspect of graphic arts or visual communication. The article review must summarize the content of the article in less than 250 words. The original article must be attached to the submitted paper. 10 pts. per article review and article.

OR

Have a photograph that you took during the course of this semester be published in a reputable publication. 10 pts per photograph.

OR

Attend and participate in the EIU Photo Club. Meetings are approximately every two weeks. More details available in 'Class resources' of D2L 10 pts per meeting.

General Guidelines and Classroom Expectations

- Class attendance and participation are required for both lecture and lab
- Students are required to study assigned texts, complete handouts and tutorials, participate in class discussions and demonstrations, and participate in groups when assigned.
- **Students should spend, at minimum, 2 hours each week outside of designated meeting times working on software tutorials, or class projects during open lab, at an on campus computer lab or personal workstation.**
- Acting in a professional manner. Non-professional behavior would include talking to classmates while the instructor or a student is presenting information, text messaging, inappropriate demands of time and attention of the instructor or other students.
- Attend every class and actively participate. Many of the topics in this class build on one another. If you miss one class session, you may very well be behind and lost in the next class session you attend. In addition, if you are an active participant while in class, you will get more out of the course. Active participation includes asking relevant questions, following along with the instructor, and assisting others in class.
- Be prepared for class. Lectures and demonstrations are to supplement the reading and assignments provided by the instructor, and not to repeat the information. It is important to ask for clarification; however, it is equally important for the student to complete as much of an assignment on his or her own. It is also the student's responsibility to obtain any information missed because of an absence from classmates and to schedule any permitted makeup work. It is NOT the responsibility of the instructor to "catch you up" when you do not attend class. The instructor will not provide missed handouts or repeat lectures/demonstration information.
- All assignments are due on the designated day and time. Late assignments will not be accepted unless the student has a documented medical absence and/or an approved official University activity.
- Effort is required. This includes trying to complete every assignment. Although courses involving technology can sometimes be frustrating, it is important to do your best to complete the assignment.
- All assignments are to be typed. No hand written assignments will be accepted. Typed assignments should use 12-point type, Arial or Times Roman font. Students are responsible for printing all of their own assignments.
- Assignments are due on the day and at the time designated by the instructor. The instructor will provide the student with a tentative schedule for the class, which will have the due dates for all assignments.

- Assignments may not be turned in to the department secretary or placed in the instructor's mailbox.
- No assignments will be accepted during Finals Week.
- Save your work. Back up your work. It is the student's responsibility to save their work on their own storage device. Any work left on the computers in the lab is subject to removal at any time. In addition to saving your own work, it is equally important to make sure that you backup all of your work. A corrupted or lost flash drive will not be an acceptable excuse for missing an assignment.
- **Anticipate technology will fail you when you need it the most**. Do **NOT** leave things until the last minute. Down systems and crashed computers will not be accepted as an excuse.
- Keep the lab and your work area clean. This includes not eating or drinking in the lab, picking up after yourself, properly cleaning any equipment that you use, and properly storing all materials and equipment used.

Late Assignments, Quizzes, Projects, and Exams

- Make up of any assignments, projects, quizzes, discussions, or exams must be arranged with the instructor BEFORE the due date. You must inform the instructor before the class you will be missing **(Include your name and the class for ALL e-mails).** The instructor cannot be reached through D2L. Students missing assignments, projects, quizzes, discussions, or exams without contacting the instructor will receive 0 points for the given task.
- Late assignments, projects, quizzes, discussions, or exams will not be accepted and 0 points will be assigned for the given task. Exceptions will be made if the student has a documented medical absence and/or an approved official University activity with accompanying paperwork.
- The instructor reserves the right to change any assignment, lab, discussion, quiz or exam dates due to equipment/technology issues, lack of consumables, or unforeseeable issues related to an assignment or quiz.

Academic integrity

Students are expected to maintain principles of academic integrity
and conduct as defined in EIU's Code of Conduct
(https://www.eiu.edu/judicial/studentconductcode.php). Violations will be reported to the Office of Student Standards.

Students with disabilities

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (https://eiu.edu/success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call (217) 581-6696, or go to McAfee Gym, room 1336.