PHO 111 Introduction to Digital Media
COURSE SYLLABUS: Fall 2012

Instructor: Leigh Merrill
Office Hours: Thursday 11-1 by appointment
Email: TBA

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Due to the rising cost of photo textbooks that are outdated by the time of publication, there is no mandatory text. Instead of a textbook, it is recommended that students get a Lynda.com account, an online tutorial for software and photographic information.

Optional Textbooks

Adobe Photoshop CS6 Classroom in a Book, Adobe Creative Team
The Adobe Photoshop Lightroom Book: The Complete Guide for Photographers, Martin Evening

Course Description:

Introduction to Digital Media (IDM) is an intensive semester-long course in which you will learn the technical and conceptual tools to understand the basics of digital media as well as begin to learn the language of the visual narrative. You will begin to explore the photographic fundamentals of composition and lighting.

In this class you will build a blog as a means of communicating and presenting your work to a wide audience.

Student Learning Outcomes:

At the conclusion of this course students should be able to demonstrate the following:

- editing and archiving digital files using digital asset management software
- how to make color correct inkjet prints by using technical software
- an understanding of the photographic vocabulary
- how to analyze and interpret photographic images
- effective critique by participation in critical evaluation regarding your own work and the work of others
- have an understanding of professional presentation
- have submitted a weekly blog of commentary and assignments
- have entered photographs in no less than two (2) competitive contests

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments

This course will consist of a series photographic assignments and excises to assist you in achieving the objectives of this course. Each week you will work on various combinations of shooting, blogging, and participating in critiques and discussions.

This will be a fun learning experience so please bring your energy and enthusiasm and a willingness to share into this class. It is important to attend class, keep your blog up to date, and turn in your assignments on time.

Each week you are expected to add one to two entries as well as posting your assignments into the blog. In addition to submitting your work on the blog, you will also be asked to submit photographs as matted prints. You will be graded on the quality and content of the images, as well as the quality and execution of the presentation.

Your final project will consist of a blog which includes all of your assignments and projects. Additionally, you will present a series of matted photographs for the final critique.

Grading

Students will receive a numerical grade that will be determined by performance on critiques, exercises, quizzes, blog site, class and lab participation. These will be added up at the end of the semester and 100% of the total amount will be averaged for the semester's final grade. All assessments, attendance, etc will count a total of 100 points each with the exception being Final Review. The Final Review will receive three grades in each of the following categories: Creativity, Technique, and Presentation and each will count a total of 100 points. At the end of the semester all the grades will be averaged and the following scale will be used:
A = 100-90, B = 89- 80, C = 79-70, D = 69-60 and F = 59 to 0.

Your final grade will be derived from the following sources:
1. Class Participation:
The way you conduct yourself in class is extremely important. You should come to lectures and labs with questions from the assigned reading. Notes taking during lectures and labs is essential. During critiques it is important to express your thoughts and feelings about the photographs being presented.
2. Lab Participation:
Labs will generally be devoted to learning software and inkjet printing.
3. Assignments and Exercises:
You will have weekly visual assignments that are graded on how well the specific problems have been solved. Each assignment, unless otherwise noted, will be given a numerical grade. Remember your work must be well-crafted and it must be about something more than being just a "pretty" picture.
4. Blog Participation: You will be expected to post at least once a week to your blog plus post all of your assignments to the blog.
5. Contest Participation:
Every student is required to enter work to no less than 2 contests.
6. Final Project:
Students will submit a final project that will consist of matted prints from both new work and past assignments.

Please make an appointment to see me before mid-term and finals to individually go over your grades and your progress in the class.

TECHNOLOGY REQUIREMENTS

Students will have access to a Macintosh OS X computer and print lab equipment with all the software needed to complete photographic assignments and exercises.
Students will need to provide the following:

- **Digital camera and media cards.**

Note: *Find the instruction manual and read it / make sure that the camera is in good working order. Cameras are available from the 3rd Floor of Journalism* Check-Out for student's use.

- **500GB external hard drive** */ two hard drives would be better*
- **Inkjet Paper/** *some paper will be provided*
- **Notebook/** *All students will be responsible for notes on ALL information given during class and lab time.*

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:
Please contact me through email.
Email: TBA
Office Hours: Thursday 11:00am to 1:00 pm

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Procedures & Policies for Submission of assignments
A. *Due Date:* All assignments and exercises are due on the date and time given by the instructor. Any work that is late will be reduced by 10 points. Assignments will not be accepted if they are more than a week late. All work handed in after critique will be considered late, including partially completed assignments. It is your responsibility to inform the instructor of any problems that might make a project late well before the due date. Five minutes before class is not good enough. It is the student's responsibility to turn the work in; I will not ask for it or track you down.
Note: All images must have been shot, processed and printed this semester for this class only.

B. *Print Submission:* All work must be from files that were produced during this semester. No images from previous classes can be submitted. All photographs will be printed on 8 X 10 or larger inkjet paper and presented in a professional manner. Work must be handed in at the beginning of the critique designated for that particular assignment to be counted "on time".

C. *Resubmission of Assignments:* Upon discussion and permission of the instructor you may improve upon your work by re-shooting and resubmitting your assignments. This should not be seen as a negative experience as school is the ideal environment to learn from your mistakes.
Please note that resubmitting work will not guarantee a better grade.

Guidelines for resubmissions:
1. The project must have originally been turned in on time.
   Note: Work handed in late or incomplete may not be resubmitted.
2. Resubmitted assignments will be accepted up to two weeks after the original due date.
3. The new work must comply with the original project guidelines.
4. Make sure work is labeled with the assignment title.
5. The original work that was submitted initially must be included marked clearly.

Attendance:
Attendance is required and is recorded at all class and lab meetings. Every student will be responsible for all information given during scheduled class and lab times. **Note: A total of**

4 absences from any class meetings (lecture or lab) will result in a failing grade ("F") for the course and you will be dropped from the class. Excused absences are listed under Class Attendance (A13.02) in the A&M-Commerce Procedures. Verifiable excuses for absences must be turned in to the instructor.

If you use Facebook, etc., or are texting on your phones during class, you participation grade and attendance may be affected. Please turn your phones off before you come into the classroom.

University Specific Procedures:

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook.*

COURSE OUTLINE / CALENDAR

In PHO 111 IDM, each class will consist of one or more of the following activities:

- Lectures on contemporary art
- Technical demonstrations
- Guided in-class shooting sessions
- Studio work time for assignments
- Individual and Group Critiques
- Discussions

We will be shooting still and perhaps video assignments as well as a variety of technical exercises. Please bring your cameras with you everyday unless specified otherwise. We will work on assignments according to the needs of the class.

You will post all of your assignments to a blog that you will create and maintain. You will also post articles/reviews to your blog weekly. I will maintain a class blog that will contain information about our class. Below is a general course outline. A detailed calendar will be handed out or posted on the class blog.

Outline:

- Introduction to Blogging
- Introduction to Lightroom
- Introduction to the Photograph Equipment for Check-out
- Introduction to PhotoShop
- Introduction to Printing and Presentation
- Possibly an Introduction to Time-based media