



## PHO 111.005 Intro to Digital Media COURSE SYLLABUS: Fall 2012

**Instructor:** Chad D. Smith, Assistant Professor  
**Office Location:** J-233  
**Office Hours:** Monday – Thursday 2 – 3pm, by appointment  
**Office Phone:** 903-886-5232  
**Office Fax:** 903-886-5987  
**University Email Address:** [chad.smith@tamuc.edu](mailto:chad.smith@tamuc.edu)

### 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*Due to the rising cost of photo textbooks that are outdated by the time of publication, there is no mandatory text.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.*

#### *Textbook Optional:*

*Photography*, Upton and London, 7th, 8<sup>th</sup> or 9<sup>th</sup> Edition or  
*Photography, The Essential Way*, Upton, Stone, London  
*Perfect Digital Photography*, Jay Dickman, Jay Kinghorn  
*Adobe Photoshop CS6 for Photographers*, Martin Evening  
*Adobe Photoshop Lightroom 4 Book*, Martin Evening

#### Course Description:

This 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'll begin to explore the photographic fundamentals of composition and lighting.

#### Student Learning Outcomes:

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

- an understanding of the anatomy of a camera
- editing and archiving of digital files using digital asset management software
- how to make color correct inkjet prints by using technical software
- implementing technical solutions controlling color, contrast, etc.
- an understanding of the photographic vocabulary
- how to analyze and interpret photographic images through written word
- effectiveness in critiques by participation in critical evaluation regarding their own work and the work of others.
- have understand of professional presentation
- have enter photographs to no less than two (2) competitive regional and national contest

## COURSE REQUIREMENTS

### Instructional / Methods / Activities Assessments

“This course will consist of a series photographic assignment and excises to assist the student in achieving the objectives of this course. Each week student will work on various combinations of shooting and written assignments, participate in critiques of both student and professional works along with discussions, readings, etc.

### Grading: “Grades are not given, they are earned”.

Students will receive a numerical grade that will be determined by performance on critiques, excises, quizzes, blog site, web 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:

(Please check Grading Scale handout)

#### 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. Note taking during lectures and labs is essential. During critiques I want to hear 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. Exercises will be graded on a pass/fail basis.

#### 4. Quizzes and Exams:

You will be given periodic quizzes on the assigned readings, lectures and demonstrations plus a mid-term and final exam.

#### 5. Contest:

Every student is required to enter work to no less than 2 contests. This will count toward your final grade.

#### 6. Final Project:

Students will submit a final project that will consist of matted prints from both new work and past assignments.

## TECHNOLOGY REQUIREMENTS

Students will have excess 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:

- **35 mm camera with a minimum of 10 mega pixels and media card i.e.**
- **Note:** Find the instruction manual and read it / make sure that the camera is in good working order / also there are digital cameras in Check-Out for students use.
- **500GB external hard drive / two hard drives would be better**
- **Inkjet Paper/ some paper will be provided**
- **50 DVDs / This will be use to backed up your files and for turning in assignments**
- Spiral notebook/ All students will be responsible for ALL information given during class and lab time.**

## COMMUNICATION AND SUPPORT

### Interaction with Instructor Statement:

Please contact me through email or stop by during my office hours.  
Appointments are encouraged

Email: [chad.smith@tamuc.edu](mailto:chad.smith@tamuc.edu)

Office Hours: Mondays/Wednesdays 2:00pm to 4:00 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 for each class period it is 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. If the work is not turned in by the fourth class period, the student will be given an "F" for that assignment. 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 11 X 14" 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".

*Note:* An incomplete grade may be granted if a student has some difficulty working on an assignment. The student must inform the instructor of the difficulty before the due date of the assignment to discuss the problem. More than 60% of the assignment must be completed. You will have one week (two class periods) from the original due date to complete the assignment. If the work is not turned in by then, the assignment will be counted as Late. If the work is not turned in by a total of 4 class period from the due date, the student will be given an "F" for that assignment. Remember, it is the student's responsibility to get the work turned in on time.

C. *Resubmission of Assignments:* I encourage everyone to improve upon your work by re-shooting your assignments. Occasionally I may insist upon redoing an assignment. 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. Attendance counts a maximum of 100 points. Students will start with 100 points and 10 points will be subtracted from the original 100 points for every day missed. You will lose 5 points for arriving after roll is taken. **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 professor.

**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](mailto: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*).

<b>COURSE OUTLINE / CALENDAR</b>
----------------------------------

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. Note taking during lectures and labs is essential. During critiques I want to hear 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. Exercises will be graded on a pass/fail basis.

**4. Quizzes and Exams:**

You will be given periodic quizzes on the assigned readings, lectures and demonstrations plus a mid-term and final exam.

**5. Final Project:**

Students will submit a final project that will consist of prints from past assignments and new work.