PHO 111 Introduction to Digital Media

http://idmspring2014.blogspot.com/

COURSE SYLLABUS: Fall 2014

Meets 8/25/2014 through 12/12/2014
MW Noon-2:50p
Meets 8/25/2014 through 12/12/2014
MW 3:00p-5:50p

Location: WTFA 207

Instructor: Vaughn Wascovich

o/ J-300 Office Hours: By Appointment

c/ 573.220.5968 e/ vwascovich@mac.com

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

The only book required for this class is: How to Win Friends and Influence People, by Dale Carnegie. Nope, it's got little to do with digital media, but everything to do with your life and making it in the world. It's really good, trust me. The best ten bucks you'll ever spend.It's also available as a free download:

erudition.mohit.tripod.com/_Influence_People.pdf

Textbooks Optional:

Adobe Photoshop CS5 Classroom in a Book, Adobe Creative Team

The Adobe Photoshop Lightroom Book: The Complete Guide for Photographers, Martin Evening

Design Basics, David Lauer, Stephen Pentak

One of the best online resources that I know of is called Lynda.com. It's a subscription of videos that will teach you any and every new software app out there. Twenty-five bucks a month and worth it!

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: "Grades are not given, they are earned". **No extra credit assignments will be provided.**

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: **http://idmfall2013.blogspot.com/**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*

- **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. Appointments to meet with me in person are encouraged!

Email: **vwascovich@mac.com**

Office Hours: Tuesday 9:00-12:00pm By Appointment!

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 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”.

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. There is no extra credit in this class but this is your opportunity to improve your grade. 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 instructor.

If you use Facebook, etc., or are texting on your phones during class, you will be marked absent without warning. 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, we will be shooting still and perhaps video shooting assignments as well as a variety of technical exercises.

Please post all of your assignments to your blog. Please include additional research and comments for your assignments on your blog as well. We will work on assignments according to the needs of the class. We may not get to all of them, we may do them in a different order, or I may add/delete assignments depending on the individual class.

The following is the basic outline of what will be covered:

Blogging

Introduction to the 3rd Floor Check-out area

Introduction to the Print, Mount, Matting Lab

Introduction to Lightroom

Introduction to PhotoShop

Introduction to Photo Design and Composition

Introduction to Printing, Matting, Mounting, Framing and Presentation

Introduction to Cameras and Lenses

Possible Assignments:

Self Portrait/Portraits

ABC's

Siskind

David Hockney

Night Shots

Panoramas

Still-Life/object

Multiple Me

Possible Field Trips: Dallas/Fort Worth

Possible Shooting Field Trips: Cooper, Sulphur Springs, Greenville, Paris