PHO 111 Introduction to Digital Media
COURSE SYLLABUS: Fall 2014
Friday: 9 am – 12:50 pm
Wathena Room 207

Instructor: Kristina Smith
Office Hours: by appointment only: before or after class
Email: Kristina.Smith@tamuc.edu
Course Blog: **TBA**

COURSE INFORMATION

Course Description:

Introduction to Digital Media (IDM) is an intensive semester-long introductory 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 visual imagery. In this class, you will begin to explore the photographic fundamentals of composition and lighting, as well as blogging 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
    - (Lightroom and Photoshop)
- how to make color correct inkjet prints by using technical software
    - (Lightroom, Photoshop, Canon Printers)
- 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
- create a professionally presented portfolio of images (printing and matting)
- have submitted a weekly blog of commentary and assignments
- have entered artwork in no less than two (2) competitive contests

COURSE REQUIREMENTS

Materials – Textbooks, Readings, Supplementary Readings:

Due to the rising cost of photo textbooks that are often outdated by the time of publication, there is no mandatory text.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

Optional Textbooks

Photography, Upton and London, 7th, 8th, or 9th Edition

Photography, The Essential Way, Upton, Stone, London
Adobe Photoshop CS6 for Photographers, Martin Evening
Adobe Photoshop CS6 Classroom in a Book, Adobe Creative Team
Adobe Photoshop Lightroom 4 or 5 Book, Martin Evening

Instructional / Methods / Activities Assessments

This course will consist of a series of photographic assignments and exercises 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, 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.

Maintaining a Blog:

In-class assignments, reviews of other art blogs and photographic projects will all be posted to the class blog. Blog posts will be accepted without penalty until 11:59 pm on the due date, unless otherwise noted.

Articles and Reviews:

On a weekly basis you will review other art blogs and write a review. These reviews will be posted to the class blog.

In-Class Assignments:

Throughout the semester there will be in-class assignments. These assignments will be either turned in to me or posted to the blog.

Art Opportunities Applications:

You will be required to submit artwork to two different art opportunities.

Projects:

There will be 3-5 main projects throughout the semester. Project assignments will be posted to the blog and also turned in as digital files. We will project your files in class for critique, and also look at work in print format. Critiques should be thought of like an exam. You should come to class prepared to present your work and participate in class discussion.

Final Project:

Your final project will consist of a 10-15 image photographic project on a single theme. You will be required to submit a proposal and a mid-term before submitting your final project. The mid-term will consist of 5 photographs turned in as digital files. Think of this as a "Progress Review." At the time of the final critique, you will need to have your final 10-15 photographs printed and matted, and ready at the start of class. You will also need to turn in these photographs as digital files, as well as post them to your blog.

Grading

10%	Article and Review Posts
20%	In Class Assignments
25%	Projects
30%	Final Project
5%	Art Opportunity application submissions (2.5% each)
5%	Attendance and Class Participation

Students will receive a numerical grade that will be assessed based on performance and conduct in critiques, assignments, discussions, and the blog site, as well as attendance and class / lab participation. Project grades will be determined with a combination of the following categories: Creativity, Technique, Presentation, and Growth. The following grading scale will be used: *A = 100-90, B = 89- 80, C = 79-70, D = 69-60 and F = 59 to 0.*

It is advised to make an appointment with me before mid-term and finals to individually go over your grades and progress in the course.

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: Please find the instruction manual and read it / make sure that the camera is in good working order PRIOR TO CLASS. *DSLR Cameras are also available from the 3rd Floor of Journalism Check-Out for student's use on a first come, first served basis.*
- **An external hard drive**
  - Two hard drives would be better. *(Back up your files!)*
  - Hard drive should be at least 500GB.
- **Printing and Matting costs**
  - *In the past, this has been covered by the department on the condition that you apply to 2 Art Opportunities and participate in the end of semester Portfolio Share.*

RESOURCES

Retail and Internet Sources for Supplies:

1. **ARLINGTON CAMERA:**
   544 West Randol Mill Rd.
   Arlington, Texas
   817-261-8131

2. **FREESTYLE:**
   5124 Sunset Blvd.
   Los Angeles, CA 90027
   Phone: (800) 292-6137
   http://www.freestylephoto.biz/

3. **B&H**
   http://www.bhphotovideo.com/
   800-952-1815

4. **CALUMET PHOTOGRAPHIC**
   http://www.calumetphoto.com

5. **KEH Camera**
   www.keh.com
   1-800-342-5534

6. **Competitive Camera**
   2025 Irving Blvd.
   Dallas, TX 75207
   (214) 744-5511
   www.competitivecameras.com

7. **Fort Worth Camera**
   2900 W 6th St
   Fort Worth, TX 76107
   (817) 335-3456
   fortworthcamera.com

8. **Denton Camera Exchange**
   117 Piner St.
   Denton, TX 76201
   (940) 206-5112

9. **Adorama**
   http://www.adorama.com/
   800-223-2500

10. **Red River Paper**
    http://www.redriverpaper.com/
    888-248-8774

You can also find cameras at Costco, Walmart, and other local retailers. Additionally online retailers such as Amazon, Ebay, and Craigslist can be looked at.

Resources to compare cameras: http://www.dpreview.com/ and http://www.steves-digicams.com/

External Hard Drive Resources

I have found Seagate, G-Drives, and Lacie to be good and reliable brands for external hard drives. We will be working on Mac computers in class. Your hard-drive should be MAC compatible or have the ability to partition the hard drive. (I will go over formatting in class.)

> **NOTE:** On Backing Up- "You are all photo grown ups now and you should have an efficient backup system." -- Marnie Shindleman.
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> IE: If your computer, external hard-drive, or memory card is lost, stolen, or fails; it is not an excuse for late or missed work. Back up your files.

Hard-drives and flash drives are sold at many retailers, electronic and computer stores. Check out: NewEgg, http://www.newegg.com, Fry's Electronics, Best buy, Amazon or other local electronics suppliers.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:

Please contact me through email.

Email: Kristina.Smith@tamuc.edu

Office Hours: By Appointment Only.

Please contact me at least one day in advance to schedule an 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 and must be complete and ready for presentation at the beginning of class. Incomplete work at any stage will not be accepted. Any work that is late will be given a grade of 50% F. 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. An email sent five minutes before class is not good enough. **Assignments will not be accepted if they are more than a week late.** It is your responsibility as the student 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 by you.

Plagiarism is literary or artistic theft.

It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university.

B. *Print Submission:*

- **All work must be from files that were produced during this semester.** No images from previous classes can be submitted. All printed assignments 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."

Attendance:

A. Regular and punctual attendance is required and will be recorded at all class and lab meetings. No class lectures will be repeated. Students are solely responsible for obtaining notes and missed information from the instructor or classmates. Attendance counts for a maximum of 100 points. Students will start with 100 points and 10 points will be subtracted from the original 100 points for each class 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.* Students that are sleeping or using cell phones, text messaging, & social networks during class lectures are marked absent.

B. Attendance and participation on all critique days is mandatory. This includes critiques that are broken into two days because of class size. Failure to attend or have work at any critique may result in failure of the assignment.

Expected Behavior and Cell Phone Use:

Students are expected to treat instructors and fellow students with respect. This includes, but is not limited to proper use of electronic devices during class. Computers are for class work and not for surfing the internet or checking email and social networking. Computers are not for use during Lecture or Critique. "*If you are Clicking, then you are not Listening."* Students are not allowed to use cell phones or music players in any capacity during class lectures or demonstrations. Students may only use electronic devices quietly during work hours. Cell phones that are heard, seen, or used for texting during class will be confiscated until the end of class. Students are responsible for retrieving confiscated devices from instructor after class. Students in violation of this policy will be marked absent without warning.

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

***** SYLLABUS IS SUBJECT TO CHANGE *****
*** The Instructor reserves the right to make adjustments and changes to this calendar. Any changes will be mentioned in class or via email / blog. ***

***** A detailed calendar will be passed out on the first day of class *****

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

In PHO 111 IDM, we will be shooting still photo and video assignments as well as a variety of technical exercises.

Please post all of your assignments to the blog. Please include additional research and comments for your assignments 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 of Others
ABC's
Collage
Documentary
Night Shots / Light Painting
Panoramas
Still-Life/object
Multiple Me
Earth Works
OH MY GIF
Possible Field Trips: Dallas/Fort Worth
Possible Shooting Field Trips: Cooper, Sulphur Springs, Greenville, Paris

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Agreement: Terms and Conditions, to be turned in no later than the 2nd class day

I, _____ acknowledge that I have read the course syllabus and understand the course structure, grading, and attendance policies. I have read, understood, and hereby agree to abide by all the terms and conditions of the above course syllabus.

STUDENT NAME (PLEASE PRINT) SIGNATURE DATE