PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

DIGITAL PHOTOGRAPHY
CGT 1040

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Fall 2011

Catalog Course Description:

A study of the fundamentals of photographic concepts, techniques, and digital imaging processes for graphic design. Includes skill development with Adobe Photoshop software.

Entry Level Standards:

Student is expected to be able to read on a college level, write using correct spelling and grammar, and be able to conduct research utilizing Internet and pertinent learning resources and techniques. Student should have sufficient manual dexterity to be able to use a graphic design industry standard keyboard and mouse simultaneously; use a hand-held digital or film camera to capture original images; trim, cut and mount projects using x-acto knives and metal straight-edged rulers, rotary blade paper trimmers, and adhesives. Student should exhibit proficiency with basic graphic design software on the Macintosh Computer. Visual acuity and correctable vision are also required.

Prerequisites:

CGT 1030 or consent of program coordinator

Co-requisites:

None

Textbook(s) and Other Course Materials:

Required Text – Adobe Photoshop for Photographers by Martin Evening - most recent edition
Adobe Photoshop CS5: Top 100 Simplified Tips & Tricks by Lynette Kent - most recent edition

Materials – At least five CD-R disks, Camera.
Recommended – 1GB or larger USB flash/thumb drive.

I. Week/Unit/Topic Basis:

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<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction / materials / tools / getting organized / basic principles / overview of digital imaging</td>
</tr>
<tr>
<td>2</td>
<td>The camera - controls etc. / photographic composition / navigating in Photoshop, file formats, tool palette</td>
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<tr>
<td>3</td>
<td>ISO selection / color theory / overview of digital color / color correction tools / determining scan resolution</td>
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<tr>
<td>4</td>
<td>Using levels and hue saturation / introduction to curves / duotones</td>
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II. Course Goals*:
The course will:

A. Acquire basic knowledge of camera systems and exposure controls. I
B. Gain working knowledge in the application of digital image editing software to photographic images. I, II
C. Develop basic knowledge in the current methods of introducing photographic images into the electronic digital environment. I, II
D. Develop teamwork skills and an understanding of the roles of photographer, photo stylist, art director, grip, and customer while participating in a studio session. III, IV

*Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.

III. Expected Student Learning Outcomes*:
Students will be able to:

1. Photographically document a sequential process to visually communicate the steps necessary to complete the procedure, incorporating three or more consecutive images into a digital layout that includes student generated original text. A,B,C
2. Participate in a staged commercial studio photography session via role playing. A,B,C,D
3. Recruit modeling talent, photograph same, and produce composite portraiture in the digital imaging environment. D
4. Digitally color correct and edit original photographic images. B,C
5. Demonstrate the correct use of digital storage, shutter speed and aperture controls, in-camera light metering, and depth of field scales. A

6. Understand the selection and use of normal, wide angle and telephoto lenses. A

7. Demonstrate a basic understanding of composition, vantage point, and natural light usage. A, B

8. Utilize entry-level digital cameras. A, C

9. Exhibit basic understanding of digital scanning technology. B, C

10. Apply Photo CD images. B, C

11. Demonstrate working knowledge of the Adobe Photoshop® software to color correct digital images. B, C

12. Display a basic understanding of the principles of color calibration of output devices, monitors, and scanning devices. B, C

13. Make basic gamma adjustments. B, C

14. Perform basic evaluation of histograms of scanned images. B, C

15. Demonstrate a basic proficiency of the procedure of selecting and masking of images to affect specific area within digital

16. Apply basic knowledge of halftone and duotone imaging. B, C

17. Exhibit a basic understanding of the procedure of compositing images with masks and channels. B, C

18. Display a basic knowledge of the use of blends, patterns, filters and effects to modify digital images. B

19. Incorporate type within the digital image. B, C

20. Show basic knowledge of the preparation of digital files for service bureau output. B, C

21. Demonstrate a basic understanding of the different responsibilities of personnel involved in commercial studio sessions. D

22. Utilize teamwork skills through participation in group studio session. C, D

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 40% of grade

2 Quizzes 20%
Written and practical Final Exam 20%

B. Laboratory Expectations:

Students will probably find it necessary to spend additional time in the Macintosh lab to successfully complete assignments.
C. Field Work: None

D. Other Evaluation Methods: 60% of grade

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Portfolio</td>
<td>20%</td>
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<tr>
<td>Each student will submit a portfolio of completed tutorial assignments.</td>
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<tr>
<td>Participate in a team project</td>
<td>10%</td>
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<tr>
<td>Final Project</td>
<td>20%</td>
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<tr>
<td>Turn in a comprehensive final project.</td>
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<tr>
<td>Lab participation</td>
<td>10%</td>
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E. Grading Scale:

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

- A: 92–100
- B+: 89–91
- B: 82–88
- C+: 79–81
- C: 72–78
- D: 65–71
- F: Below 65

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or
other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

Other Policies—CGT Program:
1. **Roll** - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.
2. **Make-up Work** - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.
3. **Cell Phones** - Please make sure all cell phone ringers are turned off during class periods. Taking or making calls during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.
4. **Internet** - Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.
5. **Music/MP3 players** - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.
6. **Lab Usage** - Please remember that the Pellissippi State’s policy states NO FOOD OR DRINK in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!