

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

DIGITAL IMAGING & WORKFLOW
PHO 2010

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Spring 2011

Catalog Course Description:

This course is meant for photography students as an overview to the workflow and imaging techniques used by professional photographers. Special emphasis is placed upon using best practices for backing up, tagging images for recall, non-destructive editing techniques, application-independent manipulations, working with high-resolution images, prepping images for delivery and obtaining high quality prints.

Entry Level Standards:

Familiarity with a Macintosh computer, creating and saving documents, types of documents, and proficiency with a digital, single-lens reflex digital camera.

Prerequisites:

CGT 1030

Textbook(s) and Other Course Materials:

Text: *The Photoshop CS4 Companion for Photographers* Derrick Story

Software: Adobe Photoshop® CS5

Equipment: Ilford Smooth Pearl Photo Quality Inkjet Paper or Epson Premium Photo Paper (Glossy or Semi-gloss)

I. Week/Unit/Topic Basis:

| Week | Topic |
|-------------|--|
| 1 | Overview of course and Intro to CS5 |
| 2 | Digital Image Theory (pixels, histograms, RGB) |
| 3 | Bridge and Workflow |
| 4 | Working With Camera Raw |
| 5 | PS Interface/ Toolbars/ Palettes |
| 6 | Adjustment Layers, Levels |
| 7 | Selecting & Retouching |
| 8 | Color Theory & Color Balancing |

- 9 Curves, Sharpening
- 10 Lightroom Part I
- 11 Prepping Photos for Output & Archival Printing
- 12 Compositing & Filters
- 13 Text / Lightroom Part II
- 14 Presentations / Class Portfolio PDFs
- 15 Final Exam Period

II. Course Goals*:

The course will:

- A. Enable students to color correct, retouch and optimize digital images for a variety of uses using Adobe Photoshop®. (II. III. IV.)
- B. Instruct students to create new images from existing images using digital techniques. (I. II. IV.)
- C. Instruct students how to create a portfolio and other projects using advanced techniques and/or knowledge developed in this class. (I. II. III. IV. VI.)
- D. Instruct students to use an efficient workflow appropriate to the specific project, industry standards, and equipment. (II. IV. VI.)
- E. Edify students to manage and create metadata appropriate to the specific project and industry standards. (I. IV. V. VI.)

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

III. Expected Student Learning Outcomes*:

The student will be able to:

- 1. Demonstrate technical skills including editing, selecting, working with layers and channels, creating and using masks, retouching, color correction, and optimizing. A. B. C. D. E.
- 2. Demonstrate aesthetic skills including cropping, image enhancement, retouching, and special effects. A. B. C. D. E.
- 3. Demonstrate the ability to optimize an image for use a variety of media including printing, web, and video. A. B. C. D. E.
- 4. Present a portfolio of learned techniques. A. B. C. D. E. F.

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

IV. Evaluation:

- A. Testing Procedures: 35% of grade
 - 3 Quizzes – 5% each

Final Exam – 20 %

B. Laboratory Expectations:

N/A

C. Field Work: 35% of grade

7 Homework Assignments – 5%each

D. Other Evaluation Methods: 30% of grade

Final Portfolio Project 30%

Students will participate in critiques, class discussions, demonstrate knowledge of technical procedures processing digital images, and maintain professional conduct throughout the class. Inadequate performance may result in a loss of 10% of the final grade.

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:

- Late assignments will be marked down two letter grades for each week that they are late.
- There is a big difference between getting inspiration from or being influenced by others and stealing their intellectual property. Look at the work of other artists or media professionals for inspiration & reference, but create your own.
- Use of cell phones, text messaging and unauthorized Internet use is prohibited during class. Phones should be turned off or silenced. Violation of this policy may result in ejection from the class and being marked absent. If special circumstances such as emergencies require access to these forms of electronic communication, student must seek prior authorization from the instructor.