

# Beginning Digital Photography - PHTO-1540-1N

Spring 2021 – 3 credits

**Instructor Name: Christine Garceau**

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**Phone:** 307-754-6497 - When you call, please leave a message.

**Office:** FAB 18

**Zoom Office Hours:** by arrangement

**Course Fee:** \$30

**Department:** Photographic Communications

**IMPORTANT:** It is imperative that you check your college email daily for any announcements, messages and confirmations of assignment submissions. Your email can be accessed at the <https://my.nwc.edu/portal> at the top of the page by clicking on the unread messages link.

In addition to emailing me at my NWC email address listed above, there are two methods you can use to contact me through **Moodle**.

1. **Quickmail** (located in a box on the right column in Moodle) sends the email directly to my NWC email and my reply will be sent directly to your NWC email.
2. **Moodle Message** (message icon left near your name on the top of the page) – sends messages only within Moodle.

Several emails will be sent to your college email address regularly throughout this course. **Allow 24 hours (usually sooner) for my response during weekdays and 48 hours on weekends.** I

## COURSE DESCRIPTION

This course introduces the beginning photographer to the basics of digital photography with emphasis on theories, tools and practices of digital imaging and the hardware and software used to generate successful images with this genre. By the end of this course, you will be familiar with:

- Best practices on how to get started with your digital camera
- Digital camera settings including:
  - ISO – Aperture - Shutter Speed - Color Space
  - RAW and JPEG file formats
- Composition techniques for the creation of interesting images
- Image editing programs: including Adobe Photoshop and Lightroom
- Using color dominance to create dynamic images
- Using a creative point of view to create interesting photographs
- Special effects filters and tools to enhance your photographs
- Printers and related materials and accessories for hard copy production
- Archiving and workflow best practices and much more

We will also take virtual field trips to galleries, museums, and look at collections of photographs to learn to see deeper into the creation of photographic imagery.

### **COURSE PROCEDURE**

Since this is an exclusive online course, you will be required to log into the course at regular intervals (at least 3 or 4 times per week) to take advantage of full participation and completion of assignments at the times that they are due. You should plan on spending at least 9-12 hours per week in this course. This doesn't necessarily mean this amount of time will be spent online, but also for reading website resources, watching videos and photographing assignments. The amount of time spent online per week should be a minimum of 3 hours since this is a 3-credit course. As the instructor, I can track when and how long you log into Moodle. Additionally, Moodle lets me know the amount of time you are spending online, and where your time is being spent. **There will be regular quizzes** on the concepts and photographic techniques you have read about or that have been discussed during each week's learning modules. Your photographic assignments will be turned in electronically by submitting it to the assigned Moodle folder for grading. Do not wait until the last hour to submit your images to avoid issues with internet or computer issues.

### **STUDENT LEARNING OUTCOMES**

Specific student learning objectives have been identified for the course. After successfully concluding this course, students will be able to understand and demonstrate how to control camera functions, how to use better lighting, understand pixel file sizes and different compression files, computer requirements for digital photography, and a basic understanding of imaging software and its use by doing various tutorials using Photoshop. Students will also have a better understanding of the technical specifications of digital cameras so that better decisions can be made when making a purchase. Specific areas that this course will cover are:

- Use of color and color theory
- Camera anatomy
- Camera exposure, advanced exposure techniques and camera controls
- Image sensors and parts of a camera
- Camera's maintenance
- Image storage devices
- Image editing program and its use
- Photographic composition
- File formats
- Basic lighting techniques and controls
- Flash Photography
- Computer requirements for digital editing and storage
- Basic Post-production editing techniques
- Internet sources for photo storage
- Taking your images to print or electronic output

**Recommended Textbook:**

- Complete Digital Photography by Ben Long (8<sup>th</sup> or 9<sup>th</sup> Edition)
- A Short Course in Photography: Digital Edition, Barbara London and Jim Stone (3<sup>rd</sup> or 4<sup>th</sup> edition)

**Technology & Supplies Needed:**

- Digital camera with option to switch to manual controls – **camera phones will NOT be acceptable**
  - Click on link to view different types of Point and Shoot (beginner) cameras <https://www.digitalcameraworld.com/buying-guides/best-point-and-shoot-cameras#section-better-quality>
  - Click on the link below to view different types of Mirrorless cameras <https://www.digitalcameraworld.com/buying-guides/the-best-mirrorless-camera>
- 16 G or higher media storage card to fit your camera
- Access to a good working computer for digital storage and image editing.
  - For NWC students taking this class on campus, there are Mac computers in the Hinckley library and many of Mac computers in the dorms are equipped with Adobe Photoshop and Lightroom software.
- Access to good Internet connection using either Firefox or Google Chrome web browsers.
  - If you live off campus in the Powell area, you can come to one of the parking lots on campus to access NWC internet.
- Adobe Photoshop Lightroom Classic software – \$9.99/month (<https://www.adobe.com/products/photoshop-lightroom/compare-plans.html?promoid=VKW3KGR6&mv=other>) I recommend a Photography plan that allows you to pay by the month. This will allow you to terminate your Adobe subscription after the class if you so wish. You will need your NWC ID to get the student discount through the Adobe website.

**Methods of Assessment:** Students weekly progress and grade totals towards completion of this course can be accessed through gradebook in Moodle available by clicking on the far-left box in the top menu on the course page.

Grades are based on the quality of your work, your ability to meet each deadline, your ability to work responsibly. I evaluate work on a rubric, and for every project you will receive the rubric. This course is graded by using the accumulative point method. Total points for each assignment and total accumulative points for the course will be calculated to a percentage using the following scale:

A	100-94	B-	83-80
A-	93-90		
B+	89-87		
B	86-84		

C+	79-77	D	69-60
C	76-74	F	59 or below
C-	73-70		

**55% Visual Projects:** You need to photograph new original work for this class and you cannot turn in images that were made before the start of the course. If you do turn old work or work from another class, you will receive a zero for the project. You may resubmit new images for partial credit. Adobe Bridge allows me to see the metadata on your images with date of creation.

**Project Submissions:** Unless otherwise stated, file size requirements for photographs are 1900 pixels on the longest side at 300 ppi. Since this course is taught totally online, you will be expected to upload your images electronically within the Moodle assignment module and **NOT emailed to me**. Projects are graded within the project module with comments and scores that are automatically transferred to your grade sheet. This cannot happen when you submit assignments by email which is outside the Moodle program. Hard copies of your work delivered to my office will also not be accepted. At any point in time within this class, you will always know what your current grade is for the course.

I will evaluate each assignment into the two following categories;

1. *Craftsmanship:* neat and appropriate presentation of projects, use of techniques and procedures presented in class.
2. *Creativity:* demonstrated through the student's individual interpretation of concepts, selection of photographic subjects, and photographic composition.
3. *Organization:* your ability to follow instructions properly.

**Assignment Due Dates and Times:** With few exceptions, all assignments for this course will be due on Sunday of each week at 11:55 pm. You will want to pay close attention to the due date and time for each assignment that is given as they are always posted on the calendar found on the course homepage as well as on each individual assignment. Failure of technology on your part is not an acceptable excuse. Since this course is delivered in the online environment, it is your responsibility to have reliable equipment, technology and internet service.

**Late Work:** Project submissions not turned in by the required due date will be considered late and marked down **one letter grade**. The project will continue to be docked a letter grade for each week it is late.

**Resubmissions:** There are no extra credit projects to make up for missing work. You can improve your grade by turn in late projects for partial grade and/or redoing projects with a lower grade. Re-do projects will be due Sunday at 11:55 pm, one week following the original due date or per instructor's request.

**20% Quizzes, Midterm & Final Test:** These are comprehensive tests and quizzes over the material of the class. When a test or quiz is given, you must complete it by its expiration date and time, usually at 11:55 pm of the day it's due. After that expiration date, Moodle will deny your access to that quiz or test, making it unavailable. If you're in the middle of taking a test or quiz when the expiration time arrives, Moodle will remove you from the test or quiz, submit and score what you have completed and not let you re-enter.

**25% Discussion Posts:** Your posting on the discussion board takes the place of attendance and classroom conversation. You will receive instructions how to post your discussions. Also, please read the *Discussion Grading Rubric* located on the homepage of the course. Moodle will keep track of how often you've posted and will let you and I know. Your postings will be based on both **quality** and **quantity**. Very weak postings such as "I like it." "I don't like it." "Really nice job", "I agree" or "I couldn't have put it better myself" will not be accepted as a response. Your responses should be thoughtful. It may share another point of view. It uses examples and details to make its point. Tell your classmate and me what you like or don't like about the post.

Discussion postings **MUST** take place throughout the week of the discussion. Posting all of your discussions the day before or on the day the discussion closes will not be accepted. You must give your classmates time to respond to your comments and waiting until the last day of the discussion will not allow this to happen. The Discussion Board is a vital part of communication in online learning. If all participants agree to follow a few principles of civility and professionalism, the discussion board can be a great opportunity to express opinions, share ideas, and receive feedback from peers who are engaged in the same learning objectives. The following link will guide you on what is expected for good *etiquette* practices or referred to online as *netiquette* that will be observed in this course [by clicking here](#).

## **COURSE REQUIREMENTS**

- You must be fairly computer savvy and understand how to use a word processor, save, attach and upload files, feel comfortable using a browser and navigating the internet. It is required that you have a good internet connection and a good working computer with an up to date operating system to take this course and excuses for not being able to complete the work because of this will not be accepted. This is an internet course and this is expected of you to be successful in the operational mechanics of the class. Since the internet is accessible from anywhere and if you are traveling, you are expected to keep up in your course work. There are public computers everywhere such as public libraries so traveling will **NOT** be an accepted excuse for not keeping up in your course work.
- Regular participation in the course (Discussion postings, reading and assignment submissions usually requires 3 to 4 hours of your time per week)
- Assigned readings and quizzes

- The ability to photograph with a digital camera for visual projects.
- Image making takes time and is not always successful by the first photo. Give yourself 1-3 hours each week to make photos.
- As you will be learning, light has a strong effect on photography. Different times of the day will can have various outcomes on your photos. I encourage you to experiment photographing at different times of the day until you find a time that light works well for you. A lot of photographers avoid working when the sun is high such as early afternoon because they find the light unfavorable.
- Submit photo projects electronically at the due date
- Although not required, I highly recommend purchasing a version of Adobe *Photoshop*, or *Adobe Lightroom Classic* if you don't already have a copy. They can be purchased online at [Adobe.com](https://www.adobe.com) for \$9.99-19.99/month and can be canceled at any time.
- Political and sexual content is sometimes found in photographic images generated for visual communication. Therefore, some students may find class discussions or presentations regarding such topics or images offensive. No nude photographs will be allowed, **no exceptions**. Do not photograph children without parent's prior consent.

**Northwest College Universal Information:** Click on the link below for Northwest college policy on ADA, Title IX, Nondiscrimination notice, final exam schedule, and other student resources.

<https://nwc.edu/academics/docs/Northwest%20College%20Universal%20Syllabus%20Information.pdf>